

# Content Portfolio

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**Sample 1:** In 2016, the Washington State Jewish Historical Society brought me in to develop the Washington Jewish Museum site. The engagement went from user research to design to build. This document gives a snapshot of the content strategy to ensure that the Society's staff understands the different aspects to the site and how to populate each with content.

## WSJHS Digital Portal and Digital Museum Content Strategy

### About the site

1. Monthly theme – four or so articles per month
2. Archival materials (display from collection)
3. Focus on People
4. Recipes/Cookbook stories
5. Historical timeline
6. Milestones
7. Oral/recorded histories

### Connecting our three web properties together

Site 1: [www.wsjhs.org](http://www.wsjhs.org) – about the organization

Site 2: [www.washingtonjewishmuseum.org](http://www.washingtonjewishmuseum.org) – about the community and its stories

Site 3: The digital archive collection, [collection.washingtonjewishmuseum.org](http://collection.washingtonjewishmuseum.org).

Washington Jewish Museum will be the central hub. It will link to the WSJHS site as a reference in the top-level navigation; in submenus; in the footer; and anytime the society is referenced. WJM will display regular updates related to themes, and museum collection items. The WJM will expand on the collection items with stories about their history, if possible. The WJM Collection runs on its own software and sub-site, but is accessible through WJM links, including prominent homepage placement, and on WSJHS.org.

WSJHS.org will link to both WJM and the archive in its top-level menus, footers, through conspicuously placed links on the site, and through updates when appropriate related to events or new updates.

### What are the content sources?

1. **Collection calls for new content on every relevant site page.**
2. Passport stories already submitted
3. Shalom Family Business exhibit
4. Who's Minding the Store?
5. Distant Replay sports histories
6. Yesterday's Mavens... cookbook
7. The Jewish Experience of Washington (book) – **for Timeline feature**
8. The Way We Were (Our Village in Seattle) – 2-part series
9. Oral histories: 30-40 on WSJHS site; 200+ on UW archive site; 470 taken total –For the **Washington Jewish History** archive collection

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## Social Media strategy

WSJHS should engage in a three-pronged social media strategy:

1. Informing users about events, site updates, and community gatherings
2. As collection calls for stories and digital artifacts
3. As a conversation starter about local history, questions about artifact provenance, fun Q&A, and two-way (or more) communications about interesting events in local Jewish history or how non-Jewish history may relate to what the Jewish community was doing.