

Community Outreach Approach

Capacity...What resources do you have? People? Content?

Collaboration...What organizations might you connect with to share your historical message?

Outcomes...What are you hoping to accomplish by pushing capacity and working with others?

Initiatives

History Center and Museum-open 6 or 8 hours a week, displays of local history and artifacts on Main Street in the Masonic Lodge. Radio personality visited the Center, which led to>>>

Radio WKVT has a local radio show called "Green Mountain Mornings". We produce a weekly 3 minute segment for the show called "This Week in Brattleboro History" This is in collaboration with Brattleboro Area Middle School, which led to >>>

Facebook page students and teacher took over the Facebook page, (which had intermittent posts and 450 followers) and began 2 posts a day with photos and text, has risen to over 3,600 followers>>>

Board Member (Reggie) volunteered to turn radio show into a podcast and archive them on Soundcloud, which led to>>>Twitter, Instagram, Youtube, which led to>>>

Student presentations at various state-wide conferences, which led to>>>

Collaboration with Vermont Folklife Center, Brattleboro Words Project

Meanwhile, collaborations with Chamber of Commerce (VHS display), Holton Home, (presentations) and Rotary (proposed history outreach in elementary schools using research folders compiled since the 1980's)

Social Media and Networking

Many people use social media to communicate with one another. These platforms can be used to share history with people who might not otherwise connect with your local historical society. It is especially welcomed by those who have moved away, but appreciate the memories of their time in your town. Distant family members also connect through the platforms as common experiences are remembered through photos and text.

Our Facebook page has over 3,450 likes and 3,630 followers. Approximately 7,000 people are reached by our Facebook page every week. Began December of 2016 with 450 followers, now 3,627 (Oct. 15)

We have fans in 28 countries. Of the 3000+ followers, 920 live in Brattleboro. Another 700 live in neighboring towns like Keene, Dummerston, Vernon, and Hinsdale. Ten states are represented on our followers list. Demographics-60% women, 40% men...15% above 65, 16% between 55-64, 18% between 45-54, 21% between 35-44, 22% between 25-34, 7% between 18-24, 1% between 13 and 17.

We average two posts a day.

Facebook-feature photos and basic information. People can “follow” or “friend” your site and see your posts. You can also post videos and make announcements concerning upcoming activities. (older)

Twitter-social networking site. Photos and videos can be posted. You can include text up to 280 characters. Anyone on Twitter can see your posts by looking for them. “ Followers” will automatically see your tweets. (old)

Instagram-photo and video social networking service owned by Facebook. Facebook functions best on a computer, Instagram functions best on a phone. “Stories”-multiple images or videos can be included in a single post (younger) This app competes with Snapchat (young)

Podcasts-are enhanced radio shows (music, extra text). They are uploaded to a Soundcloud channel. We have stored over 180 recordings that include local historical research and interviews. We average about 90 plays per podcast (these are recordings that can be created with cell phones, microphones, laptops, digital recorders, tablets; and edited with apps or free downloaded programs-audacity)