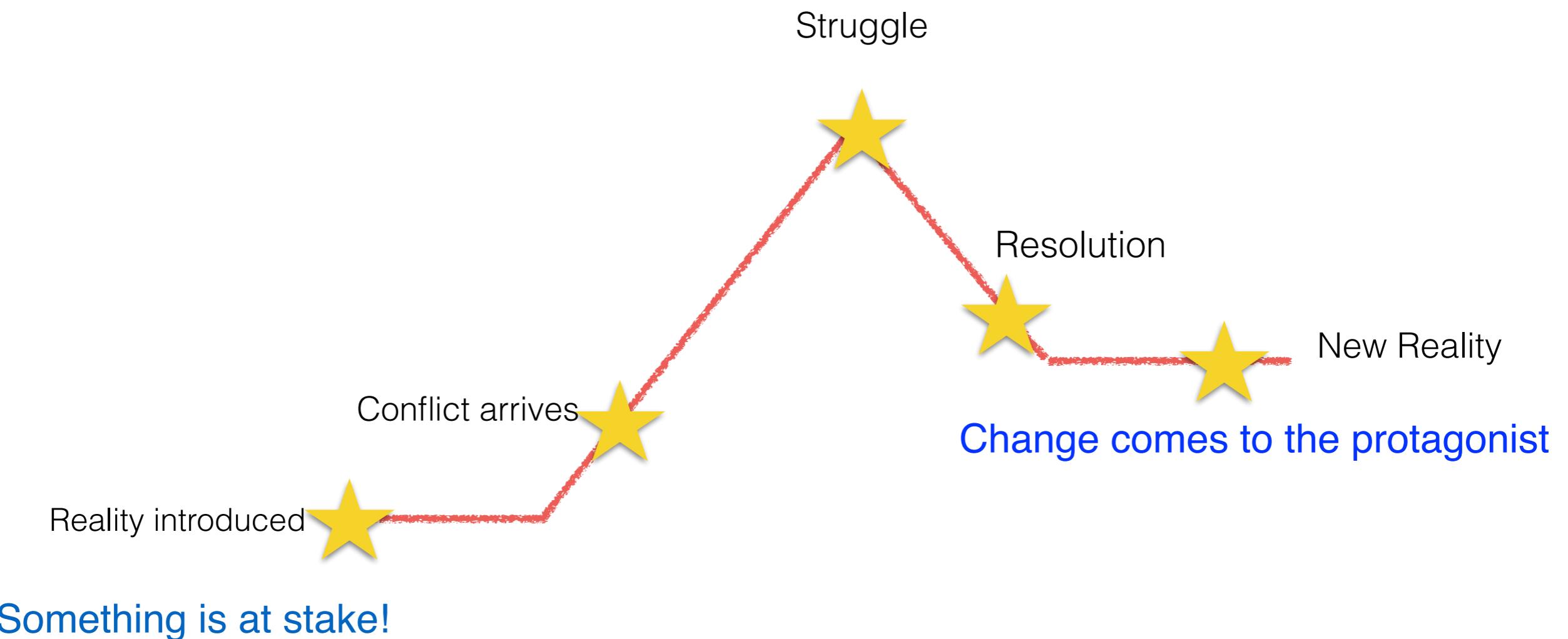
The background of the slide is a photograph of a bridge at night. The bridge's lights create a warm, glowing yellow and orange streak that curves across the frame. The water below reflects these lights, creating a soft, glowing effect. The sky is dark, suggesting it's nighttime. The overall mood is peaceful and atmospheric.

Storytelling and Social Media for Historic Preservationists

a Workshop for PTV
with Barbara Ganley of Community Expressions, LLC

January 15, 2015

What we talk about when we talk about story

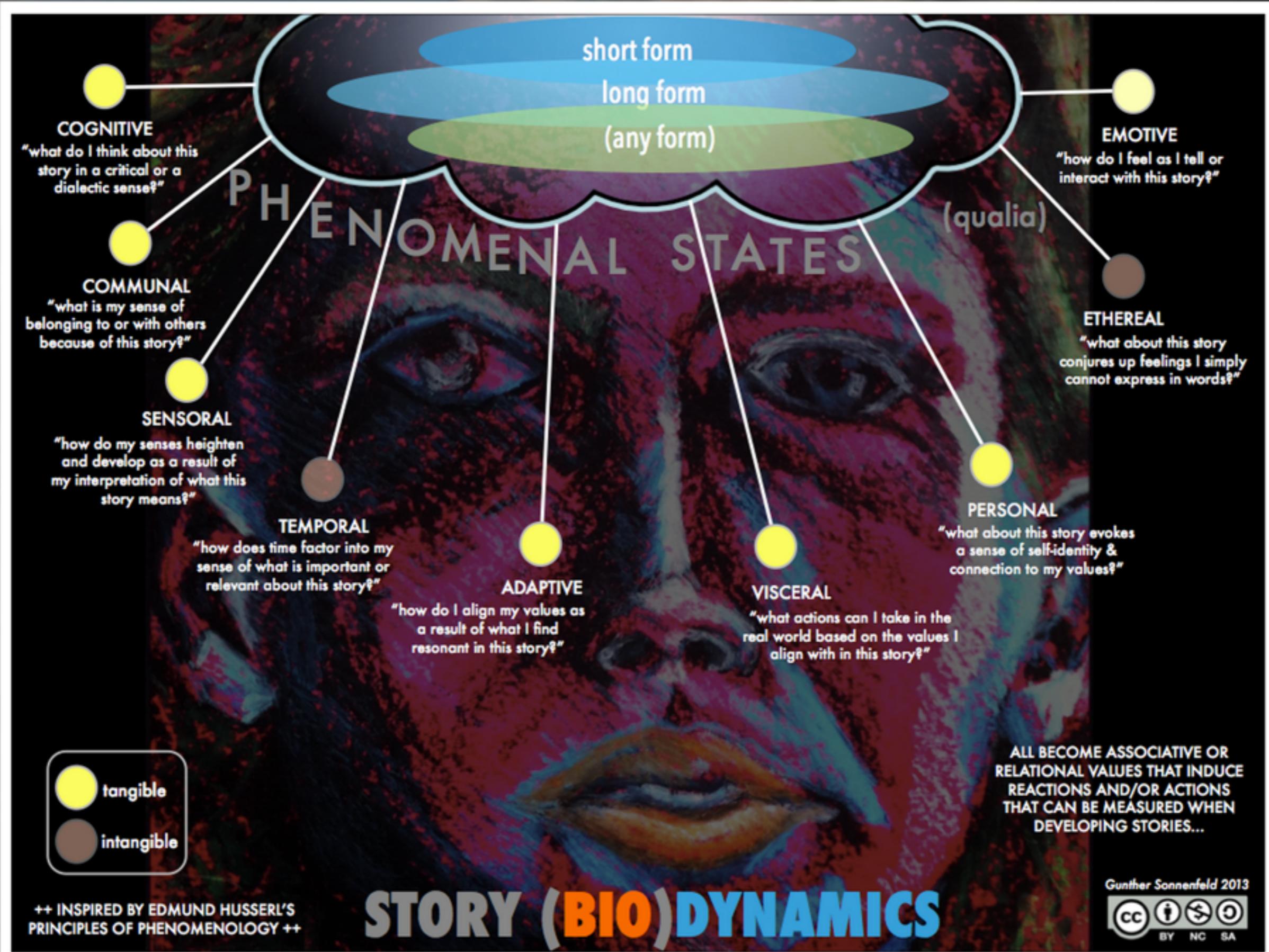


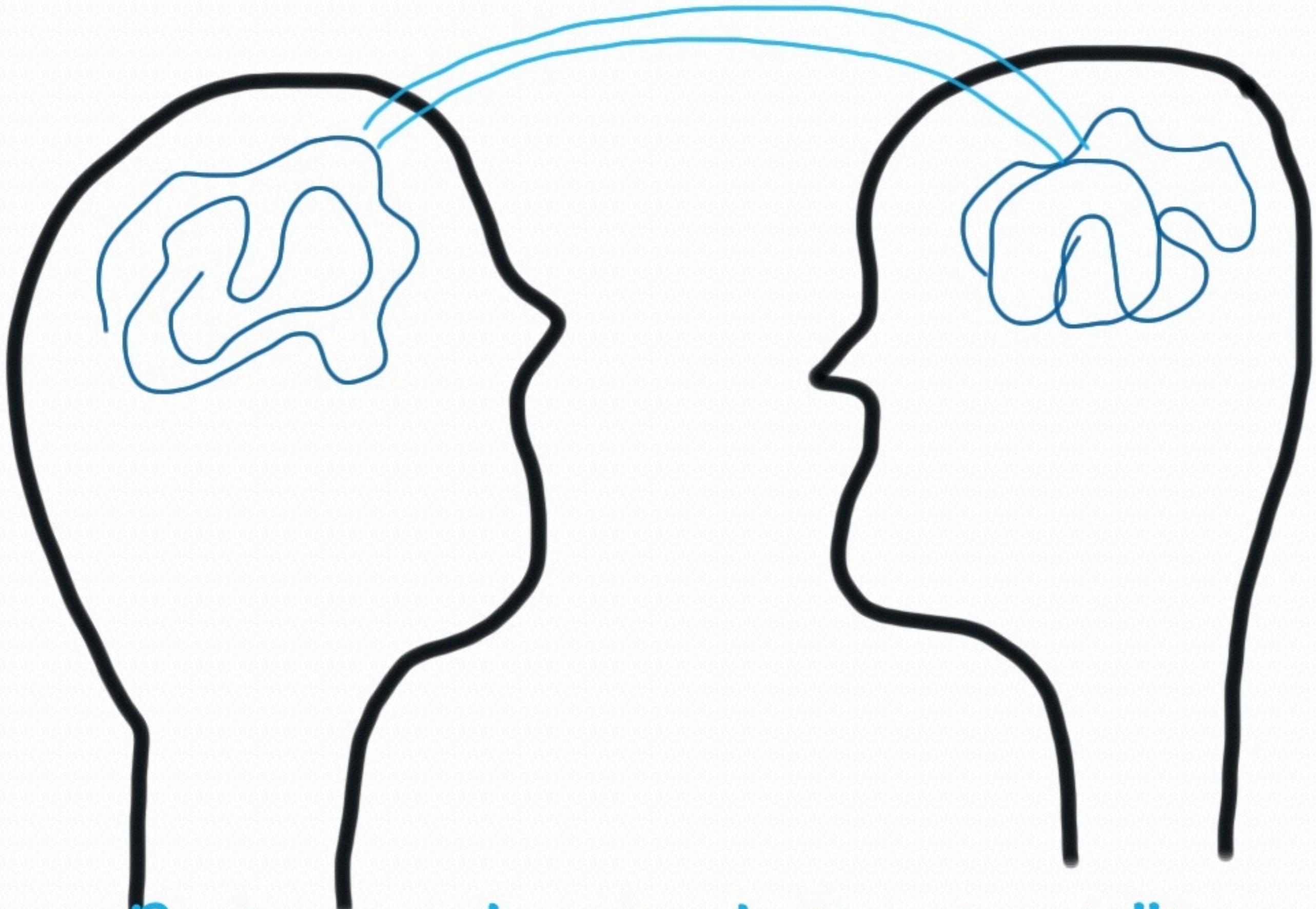


We are the storytelling species

It takes two to
story.

—Richard Kearney





Brains synchronize during storytelling



A photograph of a row of colorful chairs on a cobblestone street. The chairs are arranged in a line, with their backs facing the camera. From left to right, there is a red chair with a floral pattern, a pink chair, a yellow chair, a blue chair, and a wooden chair with vertical slats. The chairs are set against a dark, textured background.

Who is listening?

Where are they?

Why should they listen?

What do you want them to do?

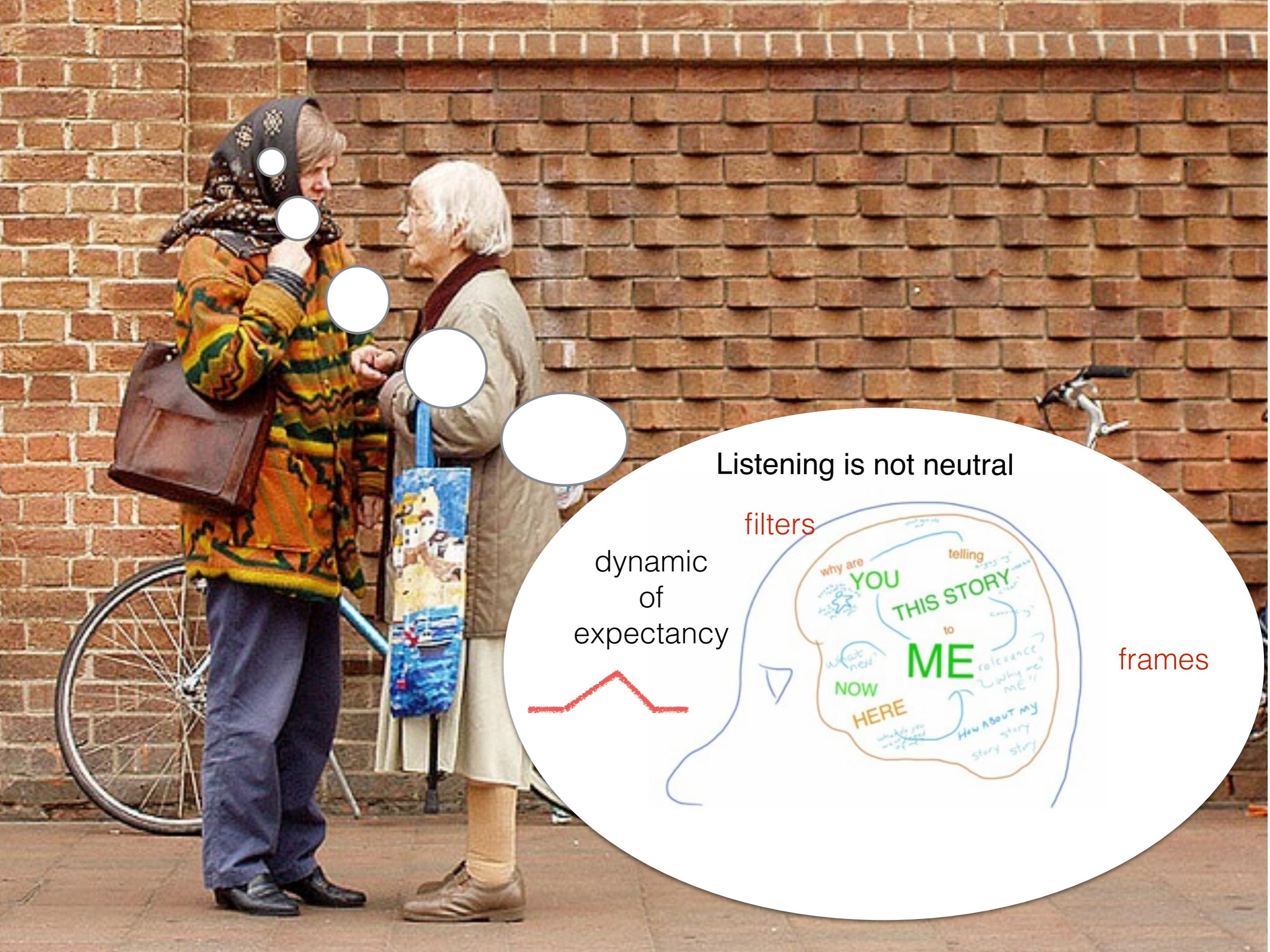
(Why me? Why here? Why now? What next?)

Compelling & Motivating Stories



From Rockefeller Fdn Report

<http://www.slideshare.net/RockefellerFound/digital-storytelling-for-social-impact>

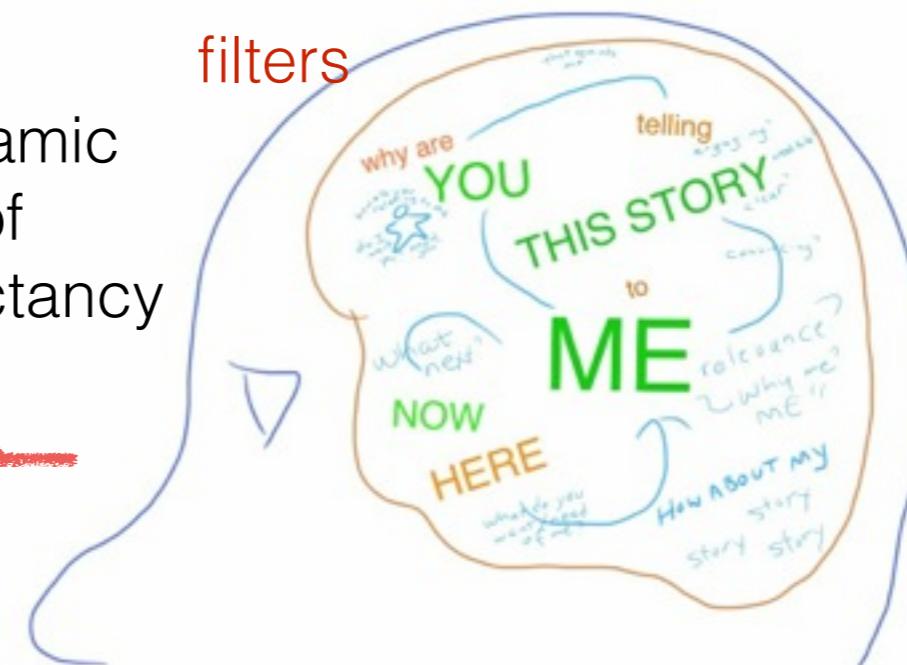


dynamic
of
expectancy



Listening is not neutral

filters



frames



From
History
Colorado

And so stories often look like this...



photo by @urbanarchaeology



photo by @mishpo

Big Old Houses: Preservation Triage in Providence

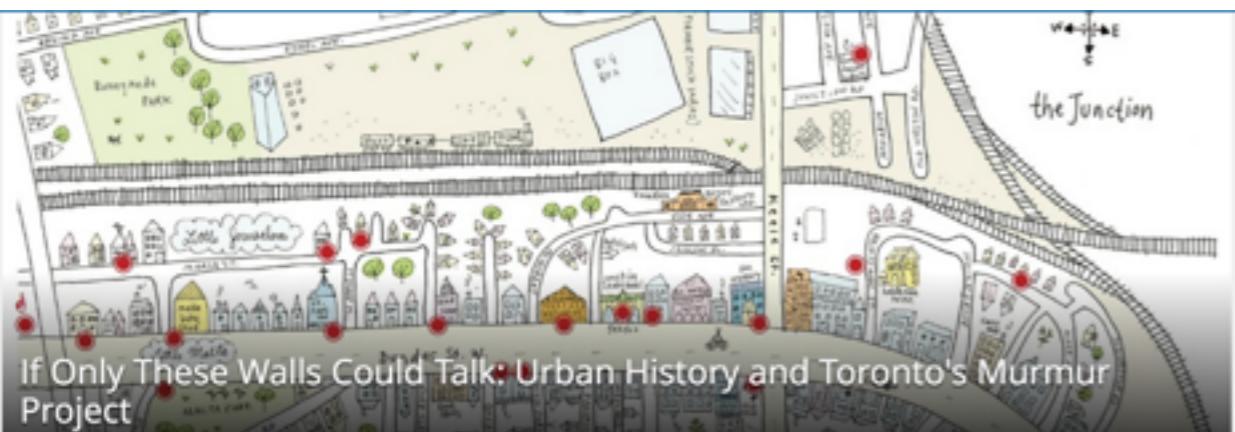
Paint great joy and confidence. They crossed Hope Street in 1865 to 199, which is today. The center of the family. Note stone crosswalks over muddy streets.



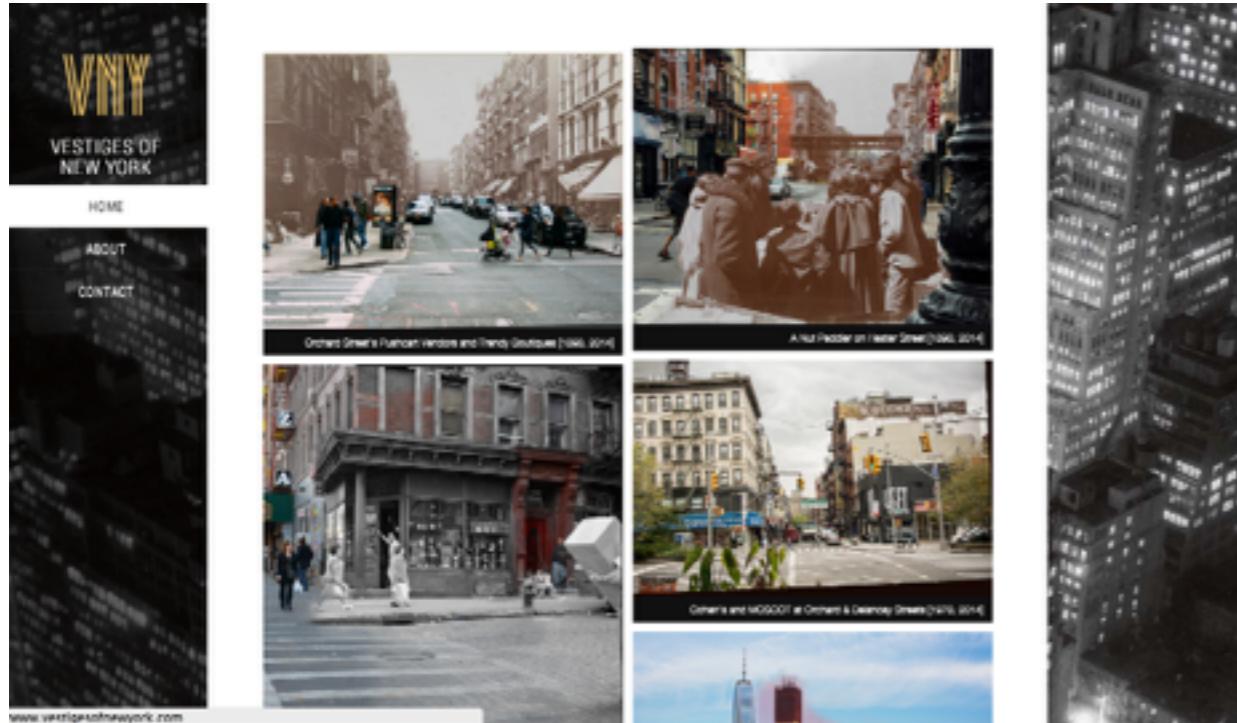
Big Old Houses: Preservation Triage in Providence by John Foreman

My glamorous father — foreign correspondent, explorer of Tibet — was the son of a penniless immigrant. My Delphic mother belonged to a (no other way to put it) degenerate branch of an old Southern family, distinguished in another era for political and financial contributions to the Confederacy. Because or perhaps in spite of this, I was, while growing up, imbued with a sharp sense of the word "background." My own is a sort of cocktail — 3 parts romance, 1 part adventure, 2 parts amazing luck and a whiff of sketchiness. I'm comfortable with it, but understand that it's distinct from the generations of accrued culture, personal initiative and distinguished public service that defined "background" in my mother's mind. For 114 years the descendants of Rhode Island Governor **Henry Lippitt** (1818-1891) lived in this grand Renaissance Revival manse, located at 199 Hope Street in Providence, R.I. These were people with background.

Other sorts of stories we could tell...



<http://murmur.info/>



<http://www.vestigesofnewyork.com/>



Produced by iShed as part of the Sandbox Programme

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About

- Background
- The theme
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- What you get
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Join the REACT

Reflecting the Past

by Tim Cole & Interactive Places

Uncovering the rich hidden histories of our historic spaces, Interactive Places and Professor of History Tim Cole are opening up conversations in front of the mirror; visitors will be transfixed by the mirrors adorning the walls of our heritage sites.

Using a wide range of media – augmented reality mirrors, directional speakers and material objects, this project will create an immersive visitor experience that re-populates heritage properties by using mirrors with 'ghostings' of figures from the past. The visitor is placed into the past very literally through the illusion of figures created by the mirrors and the voices of these previous occupants.

Pioneering the use of a new type of augmented reality mirror in heritage attractions, this project seeks to transform the contemporary experience for visitors, as they see not only their own reflection, but also glimpse the characters who have left their traces and conversations behind.



Horton Court © Interactive Places



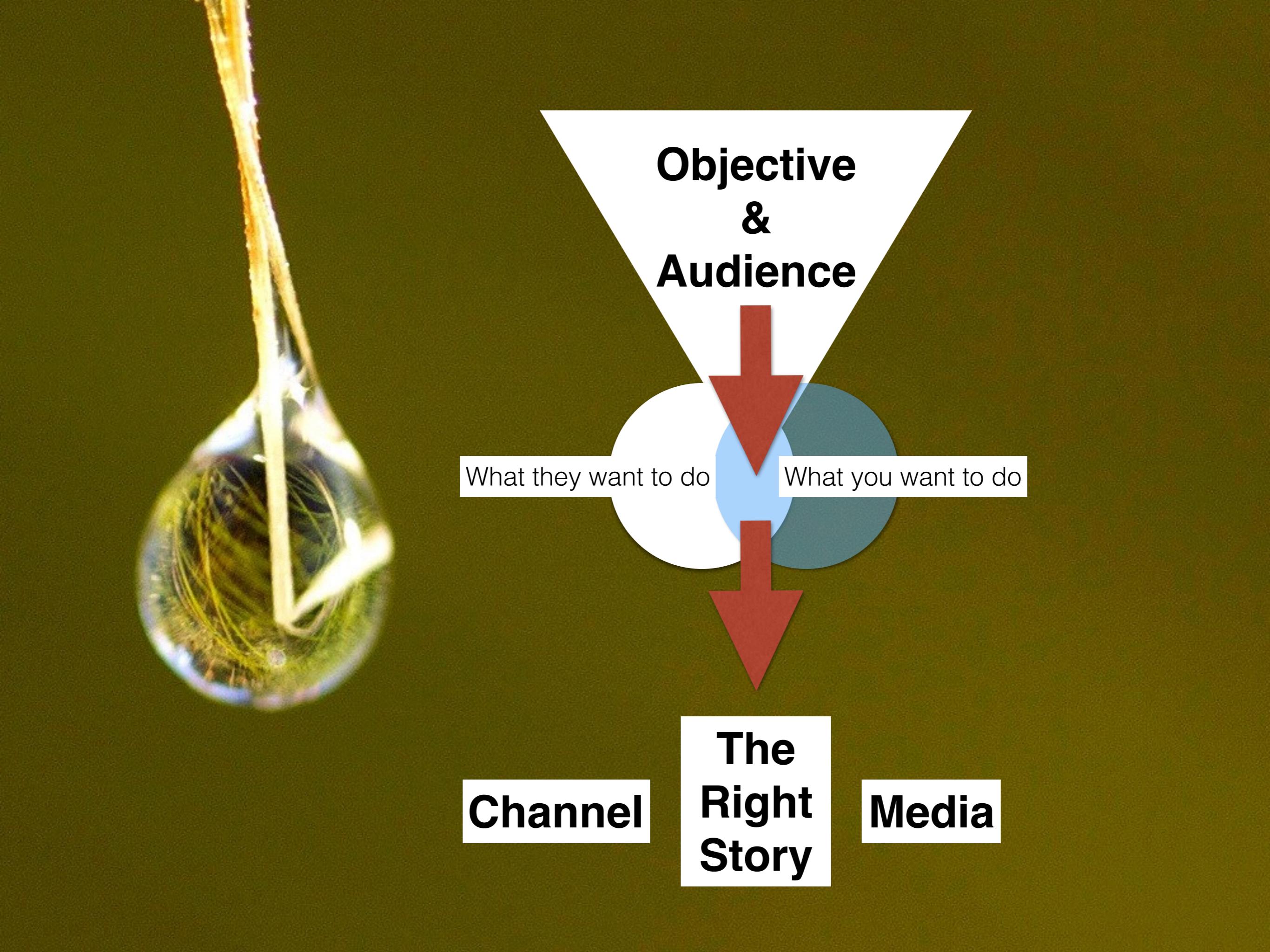
Company Profile

Tim Cole is a senior lecturer in social history

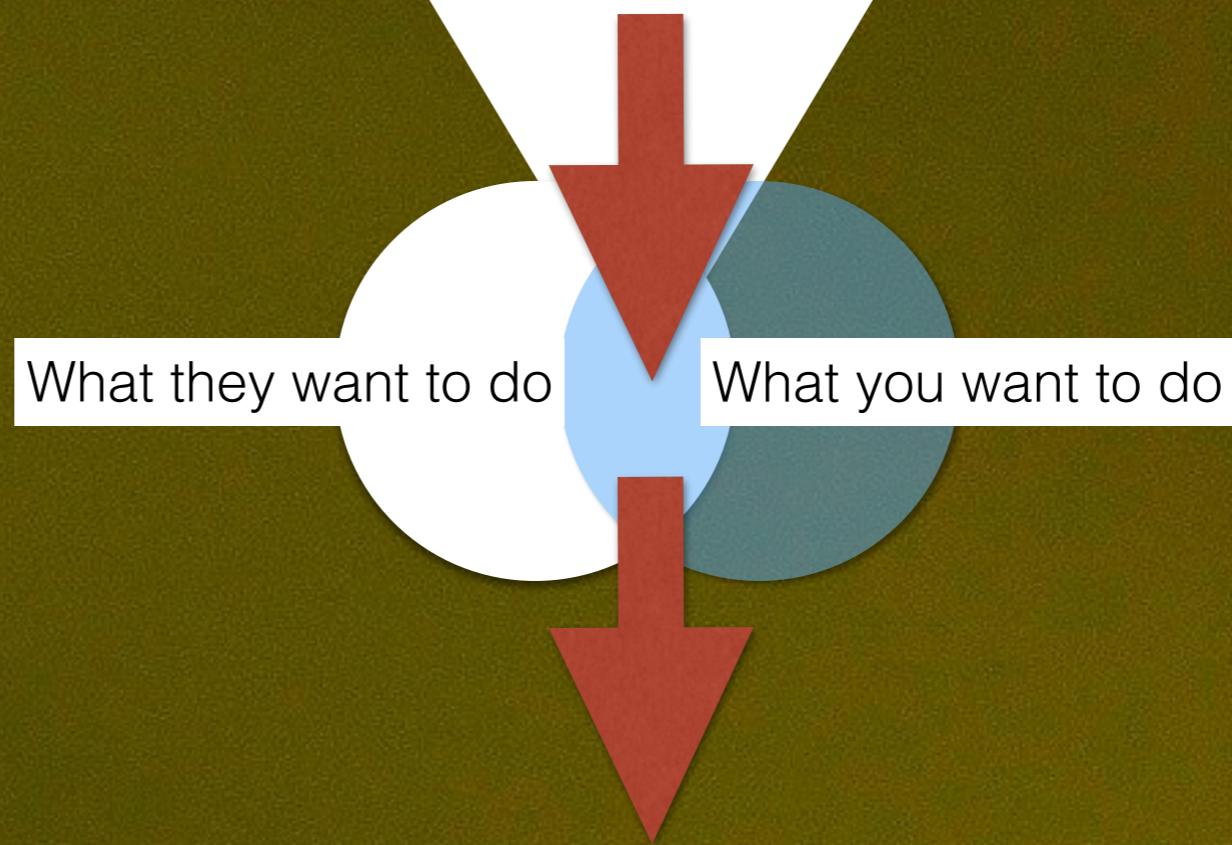
<http://www.react-hub.org.uk/heritagesandbox/projects/2012/reflecting-the-past/>



<http://www.philaplace.org/>



Objective & Audience



Strategic Story Flow



A Human Strategy

The real question – the one that counts for leaders and institutions today – isn’t “How loyal can we compel, seduce, or trick our customers into being?” It’s: “How loyal are we to our customers? Do we truly care about *them*?” Not just as targets consumers, or fans. But as people. Human beings. What every institution needs – and what every leader needs to develop – before a “digital strategy” is a human strategy. If you want to matter to people, you must do more than merely win their fickle, fleeting, frenzied attention. You must help them develop into the people they were meant to be. When you do, maybe, just maybe, they’ll reward you. With something greater than their grudging, wearied attention. Their lasting respect, enduring trust, and undying gratitude.



twitter



wordpress



facebook



youtube



instagram

First Draft of a Story Project

What

Why

Mission Goal

Project Objectives

Audience

Who/Relevance/Resonance/
Location/Actions

Channels/Media

Project Ideas

Evaluation

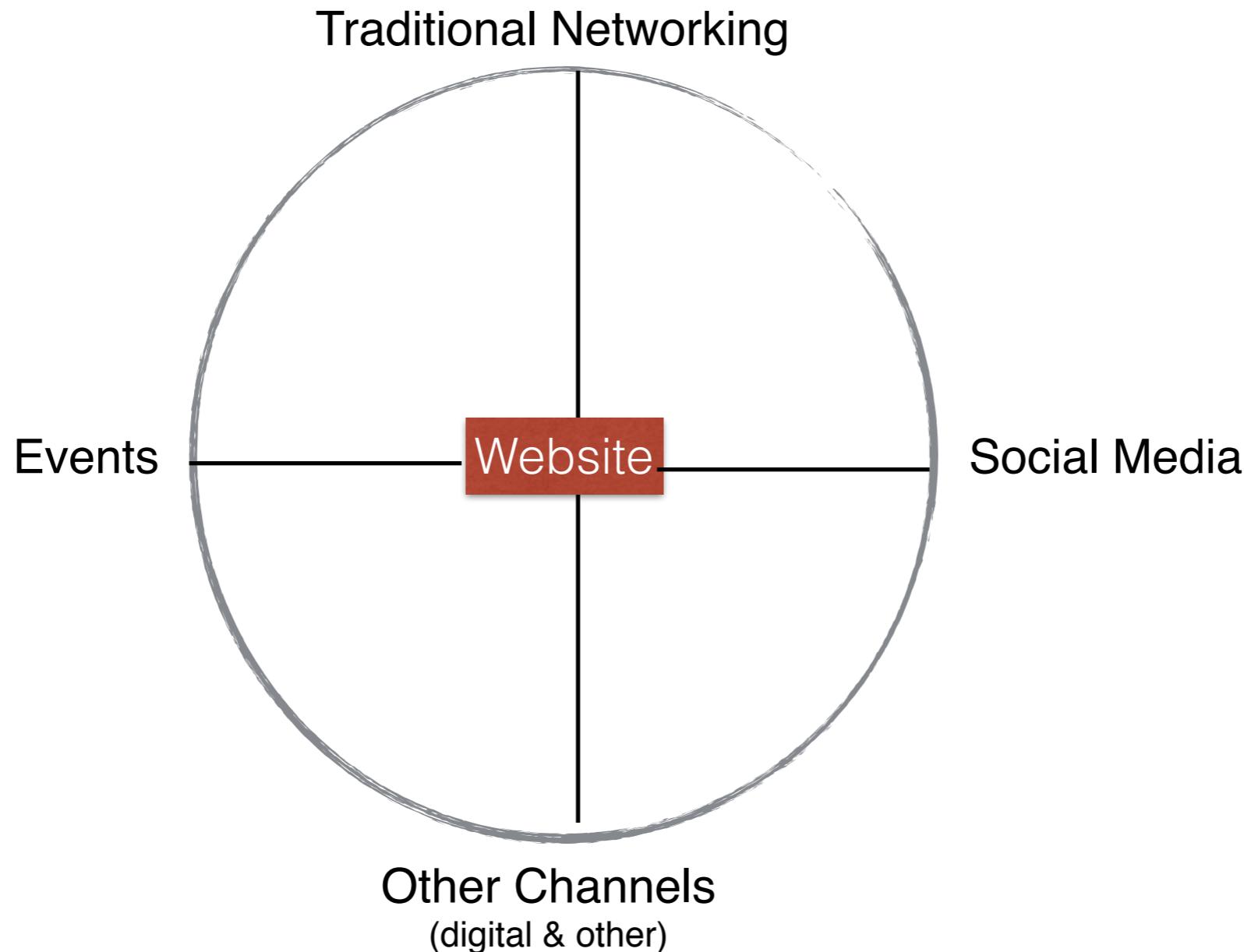
Persona Exercise



Images via the Noun Project by
Meaghan Hendricks,
Mattis Gutsche & Jens Tärning

1. List your primary goal & campaign objectives
2. List top three audience groups you wish to reach
3. Create names for two actual people
4. List key characteristics, passions, interests of #3.
5. Where do they get their information? Connect?
6. What do you want them to do? Why should they pay attention?
7. What stories do you have that will help you meet those objectives?
8. Should the stories be long or short? Written or spoken? Online or not?

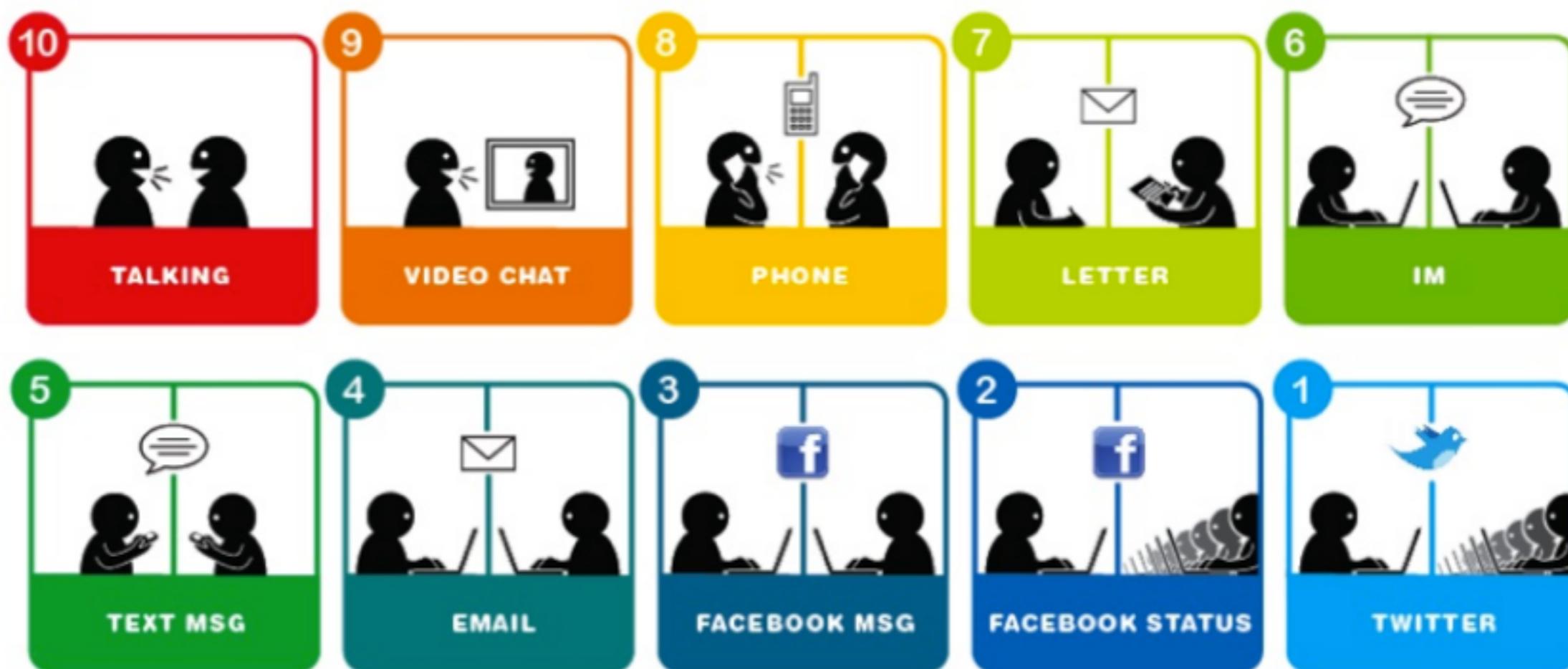
Integrated Communications Strategy



Channel Weaving:

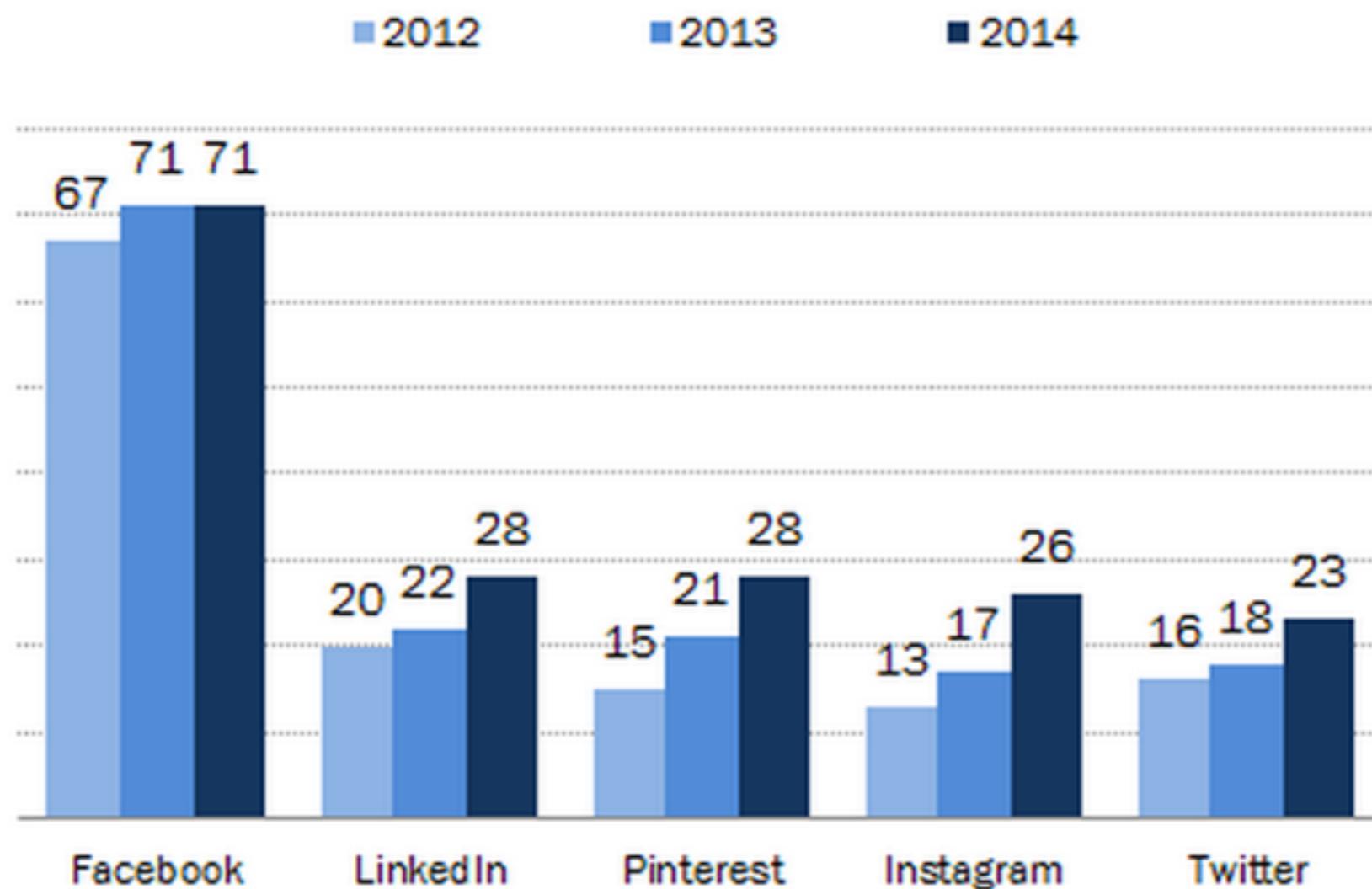
Communicate where they are

10 LEVELS OF INTIMACY IN TODAY'S COMMUNICATION



Social media sites, 2012-2014

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Surveys, 2012-2014. 2014 data collected September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

A Conversation



Social Media Explained



I'm eating a #donut.



I like donuts.



This is where I eat donuts.



Here's a vintage photo of my donut.



Watch me eat a donut.



My skills include donut eating.



Here's a donut recipe.



I'm a Google employee who eats donuts.

A View from Historic Preservation



Content



Distribution



Community



Networking



INDIANA LANDMARKS

Following the Action via Social Media

Today, we don't need Macaulay's detailed illustrations to see buildings being unbuilt. We call it "destructoporn" (since 2007, according to Urban Dictionary) and it comes, unbidden, via digital media. Where did I see that Tod Williams and Billie Tsien's Folk Art Museum, just thirteen years old, was down to steel and rubble? The art critic Jerry Saltz's Instagram. How did I follow the destruction of Bertrand Goldberg's Prentice Women's Hospital (1975), in Chicago, made of poured-in-place concrete that took weeks to demolish last fall? Tweets from the Windy City's flock of architecture observers. Twitter also brought me the news, in September, of the unbuilding of John Johansen's Mechanic Theatre (1967), in Baltimore, and a view of the wrecking ball demolishing a hundred-and-twenty-nine-year-old commercial row in Dallas. Unfortunately, except for the copper-bronze façade of the Folk Art Museum, the parts of these buildings aren't being shipped anywhere except the landfill. No Middle Eastern resurrection to come. Something glassy instead.

From NY Curbed <http://bit.ly/14Kqxrt>

[in](#) [t](#) [r](#)

Preservation Leadership Forum Blog

Insights and Information for Preservation Professionals

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[Twitter](#) [Pinterest](#) [Print](#) [More](#)

Why Do Old Places Matter? Ancestors

Posted on: January 9th, 2015 by Tom Mayes | [No Comments](#)

Tom Mayes, a 2013 Rome Prize winner in Historic Preservation from the American Academy in Rome is back in Washington, D.C., these days. But he hasn't stopped thinking and writing about why old places matter. His [series of essays](#) about his experiences and research continues here.

Old Places Connect Us to our Ancestors.

Old places connect us to our ancestors and our ancestors connect us to old places, giving us a sense of belonging and identity. Whether our ancestors came through Ellis Island and lived on the [Lower-East Side](#), traveled through the middle passage of the slave trade to a cabin in eastern North Carolina, lived here all along in [pueblos and villages throughout America](#), or arrived on the Mayflower and lived in 18th-century mansions in Salem, Massachusetts, the old places where our ancestors lived tell us about ourselves.



South Carolina Monument, Battle of the Crater, Petersburg National Battlefield, Petersburg, Virginia |

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Already a member? Login to Access Your Full Benefits



Community. Resources. Action.
[Historic Properties](#)

VCF Blog

President's Blog: What's Stu-ing?

- › [About the Community Foundation](#)
- › [Our Mission](#)
- › [Meet Our Staff](#)
- › [Meet Our Board](#)
- › [Our Members](#)
- › [Investments & Publications](#)
- › [Who Works With Us](#)
- › [President's Blog: What's Stu-ing?](#)
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- › [News & Events](#)
- › [Job Opportunities](#)
- › [Contact & Directions](#)

Let Stu Know What You Think



Stuart Comstock-Gay
802-388-3355 ext. 223
[Email Stuart](#)

This is a space where Foundation President Stuart Comstock-Gay shares his thoughts and musings on giving and community:

[Preparing Students For Vermont's Promising Jobs](#)

Posted by: [Stuart Comstock-Gay](#) on 12/5/2014 | [0 Comments](#)

Cross-posted from the J. Warren & Lois McClure Foundation. Researcher Holly Tippet shares her thoughts on education and workforce development in Vermont.

[Read More](#)

[Connecting Through Local Food This Thanksgiving](#)

Posted by: [Stuart Comstock-Gay](#) on 11/25/2014 | [0 Comments](#)

Janet McLaughlin, director of the Food and Farm Initiative, shares her perspective on food and the depth of Vermonters' connections with each other.

[Read More](#)

[Galway Kinnell—Vermontner](#)

Posted by: [Stuart Comstock-Gay](#) on 11/12/2014 | [0 Comments](#)

A tribute to Galway Kinnell, Vermont Poet Laureate, who passed away this fall.

[Read More](#)

[Ice Buckets and David Letterman - Stu's 2014 Annual Meeting Speech](#)

Posted by: [Stuart Comstock-Gay](#) on 9/12/2014 | [0 Comments](#)

Watch and read Stu's speech on giving, the ALS Ice Bucket Challenge, criticism, and community, delivered on September 10th, 2014 at our Annual Meeting.

[Read More](#)

[An Issue We Can All Agree On: The Need for Early Childhood Education](#)

Posted by: [Stuart Comstock-Gay](#) on 8/19/2014 | [0 Comments](#)

It's rare in modern America to see consensus about much of anything. Which is why the growing and near overwhelming consensus around the importance of early childhood education is so encouraging. It's one of the few issues where nearly everybody agrees.

[Read More](#)

Preparing Students For Vermont's Promising Jobs

Posted by: [Stuart Comstock-Gay](#) on 12/5/2014

The [J. Warren & Lois McClure Foundation](#) recently featured the following post by researcher Holly Tippett on their blog. We're proud to have the McClure Foundation as part of our Community Foundation family and still prouder of the important work they are doing. The Pathways to Promising Careers program is a valuable resource for our state, and I'm glad to be able to share Holly's thoughts with you. Read on! –Stu

As a researcher in education and workforce development, as a school board member, and—most importantly—as the mother of two young adults, I wrestle with the issues of preparing young people for successful careers.

We've all heard the cultural and economic trends that make today's career prospects grimmer than for my generation or my parents' generation: college tuition is accelerating at a much faster pace than income. Millennial graduates will have on average 15-20 jobs in their lifetime. When you add the impacts of rapid technological changes in the workplace and the effects of global markets, it's a brew that can feel overwhelming and leave young people feeling adrift.

How do we get students' attention? I sit on the board of the Hannaford Career Center in Middlebury. The students that we work with and graduate are inspiringly passionate about their futures. Several times I have been moved to tears when one of our students loses themselves in a story they're telling about a hands-on experience they had through our program. Whether it was observing eye surgery in our health careers program or fixing an old diesel tractor, their engagement and enthusiasm is contagious.

More schools could offer career education experiences that connect students to work environments. And we can all find ways to encourage young people to invest time learning about their career options. These efforts are especially important for students from lower-income families and first-in-family college students. The most influential direct correlation to career



Connecting Through Local Food This Thanksgiving

Posted by: [Stuart Comstock-Gay](#) on 11/25/2014



Janet McLaughlin directs the Food and Farm Initiative, our five-year effort to connect all Vermonters with healthy, local food. In the following guest blog, she shares her perspective on the depth of Vermonters' connections with each other. – Stu

My husband and I welcomed our second child in August—another handsome, healthy boy who we're looking forward to raising as a Vermonter. Just seven weeks after Ian's arrival, I fell down our stairs and broke my leg. And while I definitely cannot recommend caring for an infant and toddler while on crutches, the experience has provided an amazing window into the generosity of our Vermont community. Family and friends dropped what they were doing to care for us. Neighbors helped with babysitting and baby holding. And everyone, including my colleagues here at the Community Foundation, has helped us with a steady supply of healthy, hearty meals for weeks now.



Farm in Perry County



It's January – Time for the 2015 Pennsylvania Farm Show!

Make room on your calendars because the [Pennsylvania Farm Show](#), the nation's largest indoor agricultural exposition, is about to descend upon the historic Farm Show complex in Harrisburg from Saturday January 10 through



January 7, 2015
by Scott Doyle
0 comments

[f](#) [t](#) [g](#) [p](#) +

SEARCH

SIGN UP FOR THE PA HISTORIC PRESERVATION OFFICE MAILING LIST

Email Address*

First Name*

Last Name*

Organization

* = required field

Interests - what topics are you interested in?

- Archaeology
- Training and Educational Opportunities
- Heritage Tourism
- Economic Development
- Community Planning and Preservation
- GIS and Data
- Historical Markers
- Grants and Funding Opportunities
- Cultural and Social Diversity
- Landscape Preservation
- Laws, Policies, and Regulations

Geographic Interests

- Statewide
- Out of State
- Southeastern PA (Philadelphia, Bucks, Chester, Delaware, Montgomery)
- Greater Berks & Lehigh Valley (Berks, Schuylkill, Lehigh, Carbon, Northampton, Monroe)
- Northeastern PA (Bradford, Sullivan,



wednesday, december 10, 2014

Night in Portland



1913. Portland glowed with incandescent warmth, a flickering metropolis whose illumination bespoke progress and modernity. Gas and oil lights had been gone for a quarter century. In residential neighborhoods, globes from electric arc lights hung from wires over streets. Downtown, the light bulb reigned supreme.

Tasteful and tawdry vied in uneasy coexistence. The same electricity that powered new streetlights was quickly applied to advertising. Huge lit hands, index fingers extended, directed shoppers inside stores.

about me



Dan Haneckow
Portland, Oregon,
United States

Portlander since 1990. A childhood spent in Newport Rhode Island and Klamath Falls Oregon explains why Portland, located at the exact cultural midpoint between the two, is the perfect place for me.

[View my complete profile](#)

links

[You Are Here Portland](#)
[Lovejoy Pettygrove](#)
[History Press West](#)
[Architectural Heritage Center](#)
[Portland Preservation](#)
[Restore Oregon](#)
[Alexander Craghead](#)
[Portland Architecture](#)
[Oregon Rail Heritage Foundation](#)
[Portland Walking Tours](#)
[Historic Photo Archive](#)
[PDX History](#)
[Portland Transport](#)
[Tin Zeroes](#)
[Urban Adventure League](#)
[Red Bat Press](#)
[PDX's Historic Trolley Lines map](#)
[Demolished Buildings of PDX](#)
[Lost Oregon](#)

Preservation in Mississippi

IT AIN'T ALL MOONLIGHT AND MAGNOLIAS



FRONT PAGE ARCHIVES SERIES MSARCHT STREETCARS FLICKR PICS 101 PLACES

About Contact Calendar



Top 11 MissPres Posts Written in 2014

BY THOMAS ROSELL on JANUARY 7, 2015 • 0 (3)

Ladies and Gentlemen, skipping the fanfare here are your Top 11 MissPres Posts written in 2014. See if your favorite story made the list...

1 2 3 4

Featured Categories

101 MISSPRES PLACES

Suzassippi's Mississippi: First 2015 road trip to 101 Places—Elvis Presley birthplace
January 6, 2015

New Deal and 101 Places in One: Church Street School

Recent Posts

2014 Annual Report

BY ELMALVANEY on JANUARY 5, 2015 • 0 (6)



This annual report didn't come out promptly on January 1 as I used to insist on doing, but eh, I'm older and wiser now and there was too much football watching and napping to do this holiday weekend to be... [Read More](#)

National Register 2014: Historic Districts

BY ELMALVANEY on JANUARY 2, 2015 • 0 (6)

About MissPres



Welcome to Preservation in Mississippi, a blog about historic buildings, places, and even a few people in Mississippi. Preservation has a long history in the Magnolia State, and we hope this blog will help build a stronger community of local and state preservationists. Join the discussion, talk back, agree, disagree, etc. by adding your comments (insightful, silly, but always respectful) and sharing important stories from your neck of the woods.



Menokin: Rubble With A Cause

A Revolutionary Exploration of Historic Preservation

WHAT IN THE WORLD ARE WE DOING AT MENOKIN?

THE HOUSE AND PLANTATION LANDSCAPE

THE PEOPLE

NATURE

COOL STUFF AROUND THE NORTHERN NECK

THE REST OF THE WORLD



MENOKIN



THE HOUSE AND PLANTATION LANDSCAPE

LINK DECEMBER 23, 2014 LEAVE A COMMENT

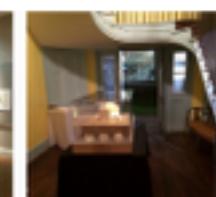
Happy Holidays
from the
Menokin Foundation

MENOKIN: RUBBLE WITH A CAUSE

Menokin was the home of Francis Lightfoot Lee, a signer of the Declaration of Independence, and his wife, Rebecca Tayloe Lee.

At Menokin, you can

INSTAGRAM IMAGES



UPCOMING EVENTS

Social Blogging: Tumblr



IMAGINING SPACEWALKS

Imagine yourself venturing out into space hundreds or even thousands of miles above Earth. How would you feel? Inspired by the stunning spacewalk photography on view in *Outside the Spacecraft* at the Smithsonian National Air and Space Museum, we invite you to follow in the footsteps of artists who have been captivated by this feeling since humans began to venture out into space.

ABOUT INSPIRATION RULES SUBMIT

<https://spacewalk50.tumblr.com/>



Hunger Free Vermont

Our mission is to end the injustice of hunger and malnutrition for all Vermonters.

Hunger is a Twelve-Month Problem



Post by Marissa Parisi, Executive Director, Hunger Free Vermont

A few winters ago I was driving down Route 7 in January on one of Vermont's brutally cold days. At the corner of Marsette Road in Shelburne, I saw a woman hitchhiking and bundled in many layers. I felt compelled to give this woman a ride and get her out of the cold. I

<http://hungerfreevt.tumblr.com/>

Help Us With Our #ChangingCity Project

BY ARIELLA COHEN | NEXT CITY | DECEMBER 15, 2014



Igniting a project—
meeting people where they are



Inspiring Better Cities.



These stories of small connections and intimate geographies shouldn't get lost in policy debate or ideological arguments. Our hope is to start a conversation that can help us better understand the communities we cover and the myriad perspectives our readers bring.

We will publish the most compelling photos on [NextCity.Org](#). Send a caption with your picture that explains what's going on and we will select the most interesting story to be reported by one of writers in an upcoming [feature](#).

There are three easy ways for you to submit a photo and/or story about your changing city. Please make sure to include the location of your photo.

- On Twitter, tweet your photo and story using #ChangingCity. [Like this](#).
- On Tumblr, post your photo and story to our blog [here](#). [Like this](#).
- Email jeff@nextcity.org your photo and story.

<http://bit.ly/1A4NmC8>

Following Tumblr

The image shows a Tumblr dashboard with a dark blue header and a white header bar containing icons for Text, Photo, Quote, Link, Chat, Audio, and Video. The main content area displays two posts:

Post 1: **mutahr**  **Marwa and Noor + Victorians**
at the West Canfield Historic District
#midtown #detroit #historic district #victorian #portraits #c

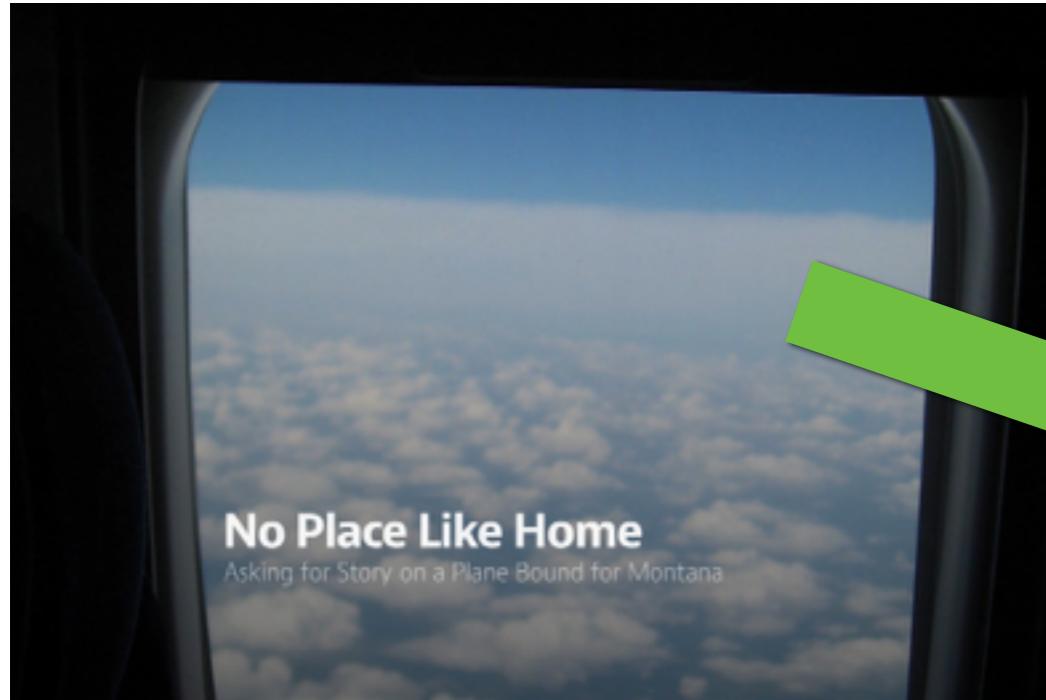

Post 2: **hey-lady-wanderlust** 
Take 'Er Easy, Pilgrim Congregational | Hidden City Philadelphia >
hiddencityphila.org

Vaya con Dios, Pilgrim Congregational United Church of Christ. Demolition of the 163-year-old Fishtown church begins today. Brad Maule provides its obituary and asks a simple question: Isn't it about time Philadelphia had a comprehensive survey of historic buildings?
This is a project I worked on with my classmates spring semester of last year. Unfortunately it is in the process of being demolished. It wasn't a big flashy building, the kind that get all the attention when it comes to preservation, but it meant a lot to many people, from the former congregation members who grew up going there to the people in the neighborhood who walked by it every day. And it meant a lot to me, as the first building I ever worked on as a historic preservationist. We drew every inch of this building, even the basement and attic. We found books and papers buried in the walls of ducts, in rooms that hadn't been used in


#historic pres... 
RECOMMENDED BLOGS
 missladyfinger 
 cartoonpolitics 
 mlboffseason 
 singularitarian 
Explore all of Tumblr
RADAR
 graphiteshutter 


<https://www.tumblr.com/tagged/historic-preservation>

A Single Post Travels from Medium to...



...Community Expressions Blog

Search this website...

Search

Visual Storytelling Comparison: One Story, Three Platforms-Cowbird, Exposure & Medium

JUNE 10, 2014 BY BARBARA 2 COMMENTS (EDIT)



One story, three platforms. A modest page from my friend, [Alan Levine](#)-of-[50 Ways to Tell a Story](#)-fame's book: put through their paces powerful, elegant, free visual-storytelling platforms, in my case [Cowbird](#), [Exposure](#) and [Medium](#), platforms that seem, on the surface, pretty similar.

My questions: Do I really need all three? Does one stand out? How can I advise overwhelmed nonprofit storytellers as they make their way through a maze of storytelling choices on the Web?

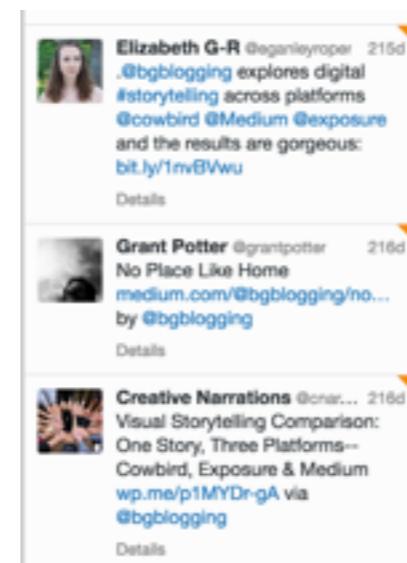
<http://bit.ly/1nvBVwu>

<https://medium.com/@bgblogging/no-place-like-home-3f757ef519dc>

....to Orton Family Foundation Blog



Via



Referrers to
[No Place Like Home](#)

SOURCE	VIEWS
facebook.com	245
email, IM, and direct	204
community-expressions.com/2014/06/10/visual-sto...	79
medium.com	36
twitter.com	36
medium.com/@bgblogging	24
joomag.com/magazine/the-voice-2/096624600141156...	21
Medium emails and notifications	20
orton.org/blog	12
google.com/url?sa=t&rct=j&q=&esrc=s&source=web&...	8
orton.org/blog/theres-no-place-home	8

<http://www.orton.org/blog/theres-no-place-home>

<https://medium.com/p/3f757ef519dc/referrers>

Mission Goals

Objectives

Audience

Blogging

Twitter

Facebook

Instagram/Youtube

Twitter





ECHO Lake Aquarium
@ECHOvt

All it takes is one drop to make a difference. What's your one drop today?

📍 Burlington, VT
🔗 echovermont.org
🕒 Joined January 2010

[Tweet to ECHO Lake Aquar...](#)

12 Followers you know

1,676 TWEETS 384 FOLLOWING 3,232 FOLLOWERS 264 FAVORITES 3 LISTS

[Tweets](#) [Tweets & replies](#) [Photos & videos](#)

ECHO Lake Aquarium @ECHOvt · Jan 4

This is the FINAL DAY of "Coffee: The World in Your Cup" exhibit @ECHOvt !
bit.ly/ECHOJava #BTV #coffee




ShelburneFarms
@ShelburneFarms FOLLOWERS YOU

Sustainability education ctr on 1400 ac
↳ [Website](#); award-winning restaurant,
↳ [Pause](#); Affiliations: @SustScholarProj,
@FarmBasedEd, VT @FarmtoSchool
Network

📍 Shelburne, Vermont
🔗 shelburnefarms.org
🕒 Joined April 2009

[Tweet to](#) [Message](#)

27 Followers you know

2,785 TWEETS 783 FOLLOWING 5,672 FOLLOWERS 873 FAVORITES

[Tweets](#) [Tweets & replies](#) [Photos & videos](#)

ShelburneFarms @ShelburneFarms · Jan 9

Watch the North Star time-lapsed & let the world spin. 24 sec video by
Ashely Ziegler: [bit.ly/14Aar9oc](#) @thisisavt

🕒 [Vimeo](#)



Twitter Examples



Proj 4 Public Spaces
@PPS_Placemaking

Project for Public Spaces: Global Placemaking Town Squares. Our programs include: [Safe Cities](#), [Inclusive Places](#), [Placemaking](#), [Public Health](#), [Public Design](#), [Gentrification](#), [New York City](#), [#PPS](#), [#SafeCites](#), [#Sociability](#) through [#PublicSpaces](#)

📍 New York City
🕒 Joined February 2009

[#Toured In Proj 4 Public...](#)

15.4K TWEETS 7,253 FOLLOWERS 40.2K FOLLOWERS 6,179 FAVORITES 2 LISTS

[Follow](#)

12 Followers you know

Proj 4 Public Spaces @PPS_Placemaking · 12m

Public displays of affection & trust as [#Placemaking](#), [youtube.com/watch?v=lbO1...](#) [#SafeCities](#) [#Sociability](#) through [#PublicSpaces](#)

[#YouTuber](#)

DO YOU TRUST ME ?

Who to follow - [Method](#) - [More](#)

Tracy Kelly @Tracy_Kelly Followed by [APL...](#) [Follow](#)

The Atlantic @The_Atlantic Followed by [Coast...](#) [Follow](#)

BurlingtonFreePress @BurlingtonFreePress Followed by [newsp...](#) [Follow](#)

Popular accounts - [Post-Threads](#)

Threads - [Change](#) [Fauci](#) [Charter](#) [POTUS](#) [AllyMournsSuperhero](#) [KFC](#) [WWE](#) [Dad](#) [Gardening](#)



Shelburne Museum
@ShelburneMuseum

Everyone in #Vermont has a great
@ShelburneMuseum memory. On this
#GivingTuesday, tell us. What's yours?

12.3K TWEETS 1,214 FOLLOWERS 8,812 FAVORITES 1 LISTS

[Follow](#)



https://twitter.com/PPS_Placemaking

Twitter users

Among online adults, the % who use Twitter

	2013	2014
All internet users	18%	23%*
Men	17	24*
Women	18	21
White, Non-Hispanic	16	21 *
Black, Non-Hispanic	29	27
Hispanic	16	25
18-29	31	37
30-49	19	25
50-64	9	12
65+	5	10*
High school grad or less	17	16
Some college	18	24
College+ (n= 685)	18	30*
Less than \$30,000/yr	17	20
\$30,000-\$49,999	18	21
\$50,000-\$74,999	15	27*
\$75,000+	19	27*
Urban	18	25*
Suburban	19	23
Rural	11	17

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

Note: Percentages marked with an asterisk (*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent z-test.

Tweetdeck

1  Home @bgblogging

t3 Erika Hall retweeted Khoi Vinh @khol 22h Thanks @jkottke for the writeup on my new book @howtheygotthere, and for comparing me to Beyonce...? First time :) kottke.org/15/01/how-they...
[Details](#)

NEXT CITY

2  Notifications @bgblogging

 **Meg Campbell** @preservationvt 1d Looking forward to Historic Preservation and Social Media with @bgblogging this week & integrating this current info pewinternet.org/2015/01/09/soc...
[Details](#)

 **Gunther Sonnenfeld** favorited Barbara Ganley @bgblogging 2d Stories "literally transcend the channels and the forms through which they are distributed." Great post by @goonth bit.ly/1BVv1Gs
[Details](#)

 **Elizabeth G-R** favorited Barbara Ganley @bgblogging 5d .MT @FourthArtsBlock: @neofuturists at @newmuseum! NO admission fee other than short video bit.ly/1AwMk3y Attn @emilioavarella
[Details](#)

 **Meg Campbell** favorited Barbara Ganley @bgblogging 4d Indeed! @preservationvt . I also like the nod to younger audiences. Time for #nonprofit world to tell viz stories & look to the future!
[View](#)

 **Journalism Tools** favorited Barbara Ganley @bgblogging 4d Great list--and not just for journalists: "24 Tools for Journalists to Explore in 2015" by @Journalism21s medium.com/@Journalism21s...
[Details](#)

20  **OneStory** @OneStory_com 5m onestoryTest, What do you think about this thing? #onestorytest onestory.com/can
[Details](#)

Contacts

2  Notifications @bgblogging

 **Meg Campbell** @preservationvt 1d Looking forward to Historic Preservation and Social Media with @bgblogging this week & integrating this current info pewinternet.org/2015/01/09/soc...
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[View](#)

 **Journalism Tools** favorited Barbara Ganley @bgblogging 4d Great list--and not just for journalists: "24 Tools for Journalists to Explore in 2015" by @Journalism21s medium.com/@Journalism21s...
[Details](#)

3  Favorites @bgblogging

 **White Fuse Media** @whitefuse 56m Wonderful storytelling here from @charitywater -could you get your donors telling stories too? bit.ly/1C26WxM pic.twitter.com/1MkGvh1m
[Details](#)

 **NY Covered Bridges** @NYCo... 8m See the Beaverkill Covered Bridge, New York #NY #Photography #historic #preservation tinyurl.com/6gkelhb
[Details](#)

 **Covered-Bridges** @Covered... 29m Rexleigh Covered Bridge, New York tinyurl.com/3mmooql #NY #Photography #historic #preservation
[Details](#)

 **NY Covered Bridges** @NYCo... 33m See Rexleigh Covered Bridge, New York #NY #Photography #historic #preservation tinyurl.com/3mmooql
[Details](#)

 **Sharon Follmer** @sharonfollmer 43m I want to see #Preservation with @CODYSAINTNEW and #Unfriended with @shelleyhennig but I scare easily. #PreservationMovie @UnfriendedMovie
[Details](#)

 **FEH** @livehistoric 44m If you have to build a #barn why NOT make it round? fw.to/G57NSpd @BarnAlliance #architecture #preservation pic.twitter.com/Amu4CE6Y3F
[Details](#)

4  #preservation @bgblogging

 **PreservationNation** @PresNation 1m RT @LincolnsCottage: Setting up for another day of scanning in the Cottage savingplace.es/1Bj5f0S #preservation
[Details](#)

 **NY Covered Bridges** @NYCo... 8m See the Beaverkill Covered Bridge, New York #NY #Photography #historic #preservation tinyurl.com/6gkelhb
[Details](#)

 **Covered-Bridges** @Covered... 29m Rexleigh Covered Bridge, New York tinyurl.com/3mmooql #NY #Photography #historic #preservation
[Details](#)

 **NY Covered Bridges** @NYCo... 33m See Rexleigh Covered Bridge, New York #NY #Photography #historic #preservation tinyurl.com/3mmooql
[Details](#)

 **Sharon Follmer** @sharonfollmer 43m I want to see #Preservation with @CODYSAINTNEW and #Unfriended with @shelleyhennig but I scare easily. #PreservationMovie @UnfriendedMovie
[Details](#)

 **FEH** @livehistoric 44m If you have to build a #barn why NOT make it round? fw.to/G57NSpd @BarnAlliance #architecture #preservation pic.twitter.com/Amu4CE6Y3F
[Details](#)

5  historic preservation @bgblogging

 **PreservationNation** @PresNation 1m RT @LincolnsCottage: Setting up for another day of scanning in the Cottage savingplace.es/1Bj5f0S #preservation
[Details](#)

 **NY Covered Bridges** @NYCo... 8m See the Beaverkill Covered Bridge, New York #NY #Photography #historic #preservation tinyurl.com/6gkelhb
[Details](#)

 **Covered-Bridges** @Covered... 29m Rexleigh Covered Bridge, New York tinyurl.com/3mmooql #NY #Photography #historic #preservation
[Details](#)

 **Durham Curator** @DurhamCur... 3d #FF Great preservation and museum resources to follow @PresDailyMW @dpla @HistoricPres @ExtrovertedMuse @Museopunks
[Details](#)

 **HistoricPreservation** @Histori... 1h Immediate Opening for Historic Preservation Program Manager, San Luis Obispo, California #preservationjob #jobs... fb.me/73fLh1C0c
[Details](#)

 **HistoricPreservation** @Histori... 1h Featured Historic Home for Sale: Moses Fowler House, Lafayette, Indiana #historicrealestate #realestate... fb.me/2LJ43MMNs
[Details](#)

 **PreservationNation** @PresNation 1h On the road to #Thompson A

Museum Social Media Mgrs A public list by Amy Fox International Museum Social Media Managers: the people behind the orgs.

MEMBERS 79

SUBSCRIBERS 11

[Subscribe](#)

[Tweets](#) >

[List members](#) >

[List subscribers](#) >

More lists by @MuseumTweets · [View all](#)

- Museum Social Media Mgrs
- Museums II
- Nonprofit & Arts Pros
- Local (MSP)
- Museos
- Museum Programs & Groups
- Design/Craft/Folk Museums
- Historic Place Museums
- Museums
- Comprehensive Museums
- Archaeology Museums
- Natural History Museums
- Music Museums
- Culture Museums
- Children's Museums
- History Museums
- Zoos / Aquariums / Parks
- Art Museums

Tweets

 **Erin Blasco** @erinblasco · 16s Helpful crisis communications infographic: melissaagnes.com/10-new-rules-c... via @melissa_agnes #musesocial peeps, got a plan?



Communications are now a **two-way** street, whether you want them to be or not.

[Expand](#)

 **Chelle King** @chelle_ecoed · 5m #Volunteer managers, do you use both #voluntarism and #volunteerism? When for each?

 **Sophie TAN-EHRHARDT** retweeted **cafe pedagogique** @cafepedagogique · 7m Globalement les demandes des enseignants vont vers l'accompagnement des enseignants par rapport aux débats actuels.

 **Sophie TAN-EHRHARDT** @sophie_ehrhardt · 7m J'espère que vous regardez tous #Cdanslair sur @France5tv avec Roland Cayrol et autres sur "A chacun son Charlie" #laïcité #pédagogie

 **Effie Kapsalis** retweeted **GuardianUS** @GuardianUS · 28m Obamacare appeal among cases Supreme Court declines to take up [trib.al/ZHFJ1WE](#)

 **Effie Kapsalis** retweeted **Free in DC** @FreeinDCBlog · 24m Tonight! Final free #NSOinYourNeighborhood event All-Mozart Program @CatholicUniv 7:30pm Sold Out, but tix given 7:15 [freeindc.blogspot.com/2015/01/upcom...](#)

 **Amy Fox** @MuseumTweets · 26m @ThePorden @svegliamuseo Added you! It's a round up of individual accounts so I haven't included professional/org accounts.

Recently added members · [View all](#)

 **Linda_H** @linda_h · [Follow](#)

 **Mindy Meissen** @h... · [Follow](#)

 **Viniita Moran** @ne... · [Follow](#)

 **Megan** @meggorific · [Follow](#)

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Twitter Lists

Creating a Twitter Account for an Object

Home 24 Notifications 24 Messages # Discover Twitter Search Twitter



Yellow Thunder [@cwyellowthunder](#)

Yellow Thunder is charity: water's first drilling rig. You can follow its progress by following this twitter account.

📍 Tigray, Ethiopia [charitywater.org/yellowthunder](#) Joined April 2012

[Tweet to Yellow Thunder](#)

TWEETS FOLLOWING FOLLOWERS FAVORITES LISTS

209 596 1,157 12 2

Tweets Tweets & replies Photos & videos

Yellow Thunder [@cwyellowthunder](#) · Jan 5 📍
Drilling up a storm in Hawzen, East Tigray, Ethiopia! See me on a map here: [mycharitywater.org/p/myprojectsvi...](#)

Yellow Thunder [@cwyellowthunder](#) · Jan 3 📍
My location today: Lat: 13.936501, Lng: 39.3385, Loc: East Tigray, Ethiopia. See me on a map here: [mycharitywater.org/p/myprojectsvi...](#)

Twitter Participatory Projects



#TuringTour

To celebrate Alan Turing's birthday this week, curator David Rooney tweeted a live tour of the Codebreaker exhibition, exploring Turing's life and legacy. After the tour, David answered questions on Twitter.

by  Science Museum 2 years ago 291 Views -

In the lead up to the tour, we tweeted to raise awareness and encourage people to follow using the [#TuringTour](#) hashtag.

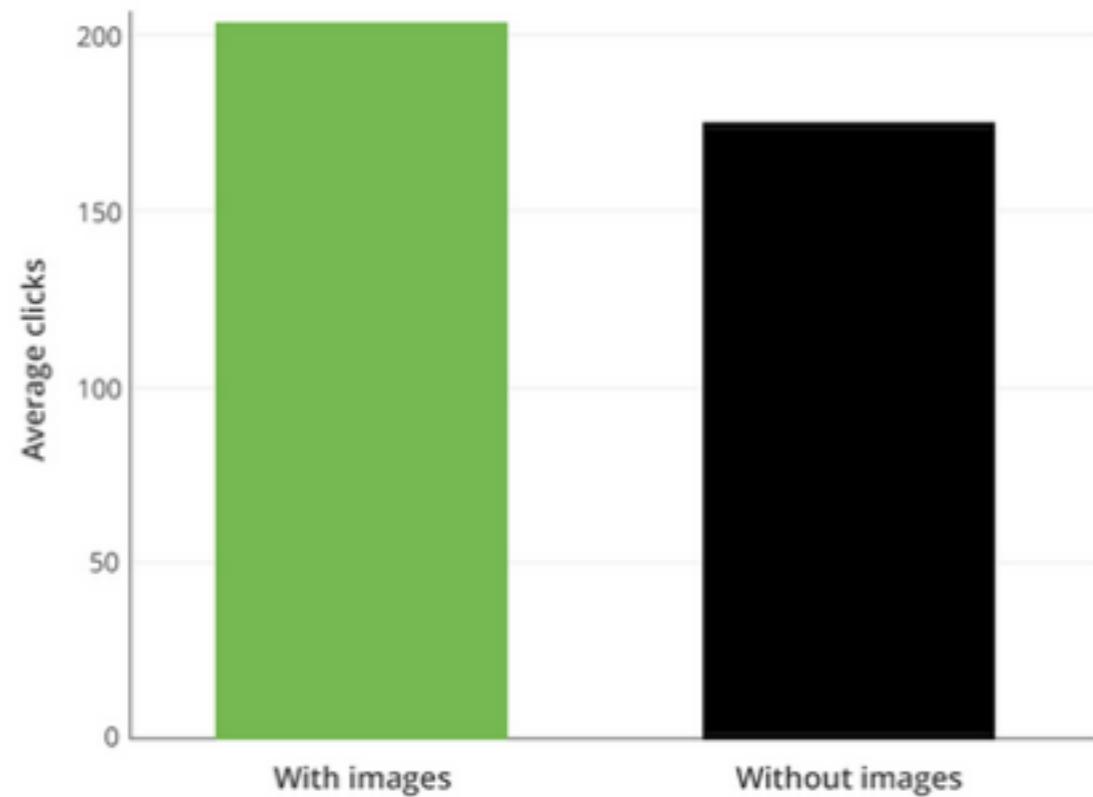

Science Museum 
Follow
Follow our [#TuringTour](#) next Tuesday evening (6-7pm BST) to get a guided tour from curator David Rooney [@rooneyvision](#) blog.sciencemuseum.org.uk/collections/2013/06/11/turing-tour/...
7:36 AM - 12 Jun 2013
10 RETWEETS 1 FAVORITE


Simon Singh 
Follow
RT [@sciencemuseum](#): We're tweeting a tour with our curator next Tues at 6pm via [#TuringTour](#) ow.ly/m1DkS

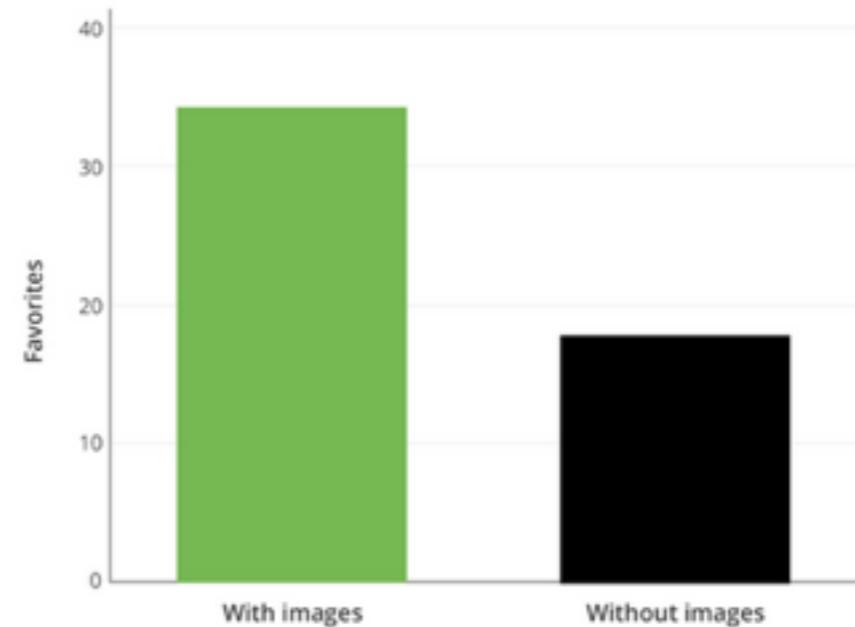
<https://storify.com/sciencemuseum/turingtour>

TWITTER as Visual Medium

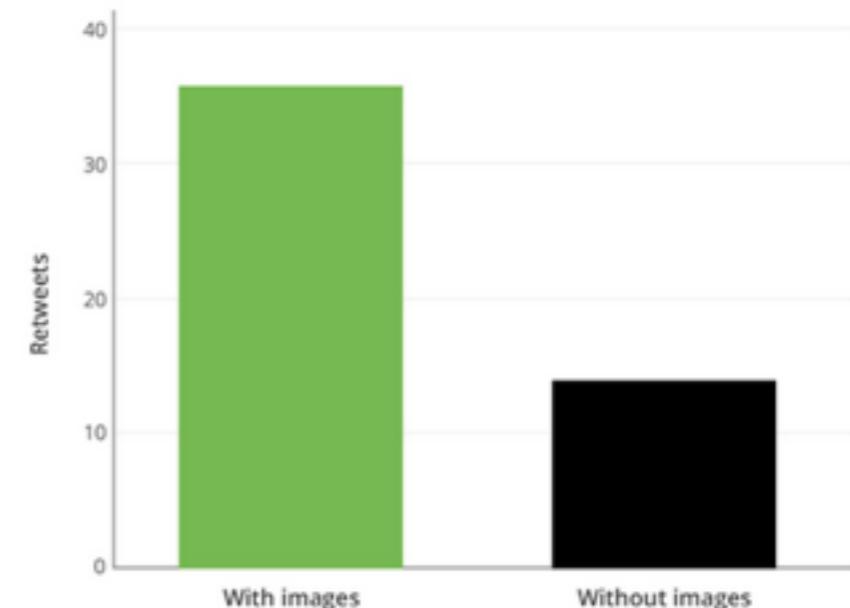
Tweets with images received **18%** more clicks than those without.



Tweets with images received **89%** more favorites.



Tweets with images received **150%** more retweets.



Tweets with images received **89%** more favorites.



It was great meeting with you. Have your people friend my people.

Facebook users

Among online adults, the % who use Facebook

	2013	2014
All internet users	71%	71%
Men	66	66
Women	76	77
White, Non-Hispanic	71	71
Black, Non-Hispanic	76	67
Hispanic	73	73
18-29	84	87
30-49	79	73
50-64	60	63
65+	45	56*
High school grad or less	71	70
Some college	75	71
College+ (n= 685)	68	74*
Less than \$30,000/yr	76	77
\$30,000-\$49,999	76	69
\$50,000-\$74,999	68	74
\$75,000+	69	72
Urban	75	71
Suburban	69	72
Rural	71	69

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

Shelburne Farms
Farm · Educational Organization

Like Follow Message

Timeline About Photos Reviews More

PEOPLE

★★★★★
22,378 likes
12,349 visits

Post Photo / Video

Write something on this post

Shelburne Farms Yesterday at 11:57am

Our big old Basswood north of the Farm Barn yesterday lit up with the sun shining on it and the dark sky in back. It was pretty neat for the 10 minutes it lasted until it started snowing.

Like · Comment · Share · 1,060 21 42

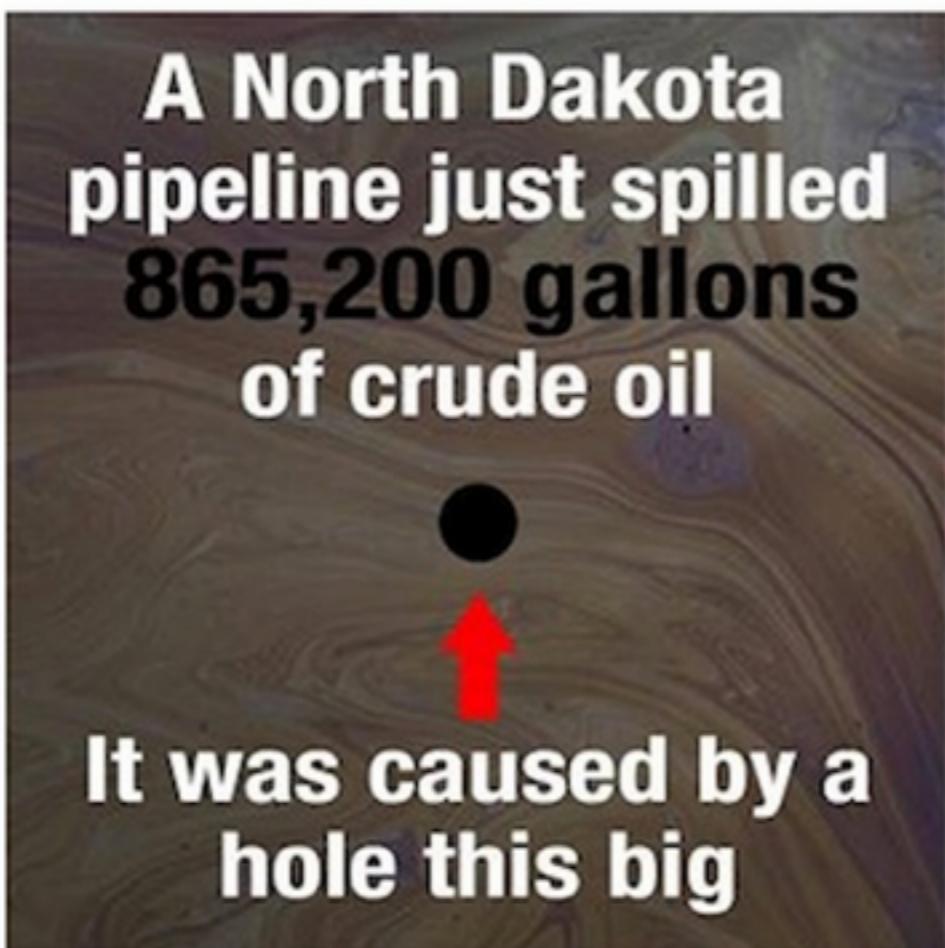


Greenpeace USA · 187,319 like this
October 10 at 5:52pm ·



A massive oil spill in a remote part of North Dakota was just reported this week. It's even larger than the devastating pipeline spill near Little Rock, Arkansas that occurred earlier this year.

Read more: <http://bit.ly/GObPUB>



The power
of surprise

Like · Comment · Share

6,431

2,255 people like this.

Top Comments ▾

This Greenpeace USA Facebook photo received over 6,400 shares.



Heifer International

27 October · Edited ·

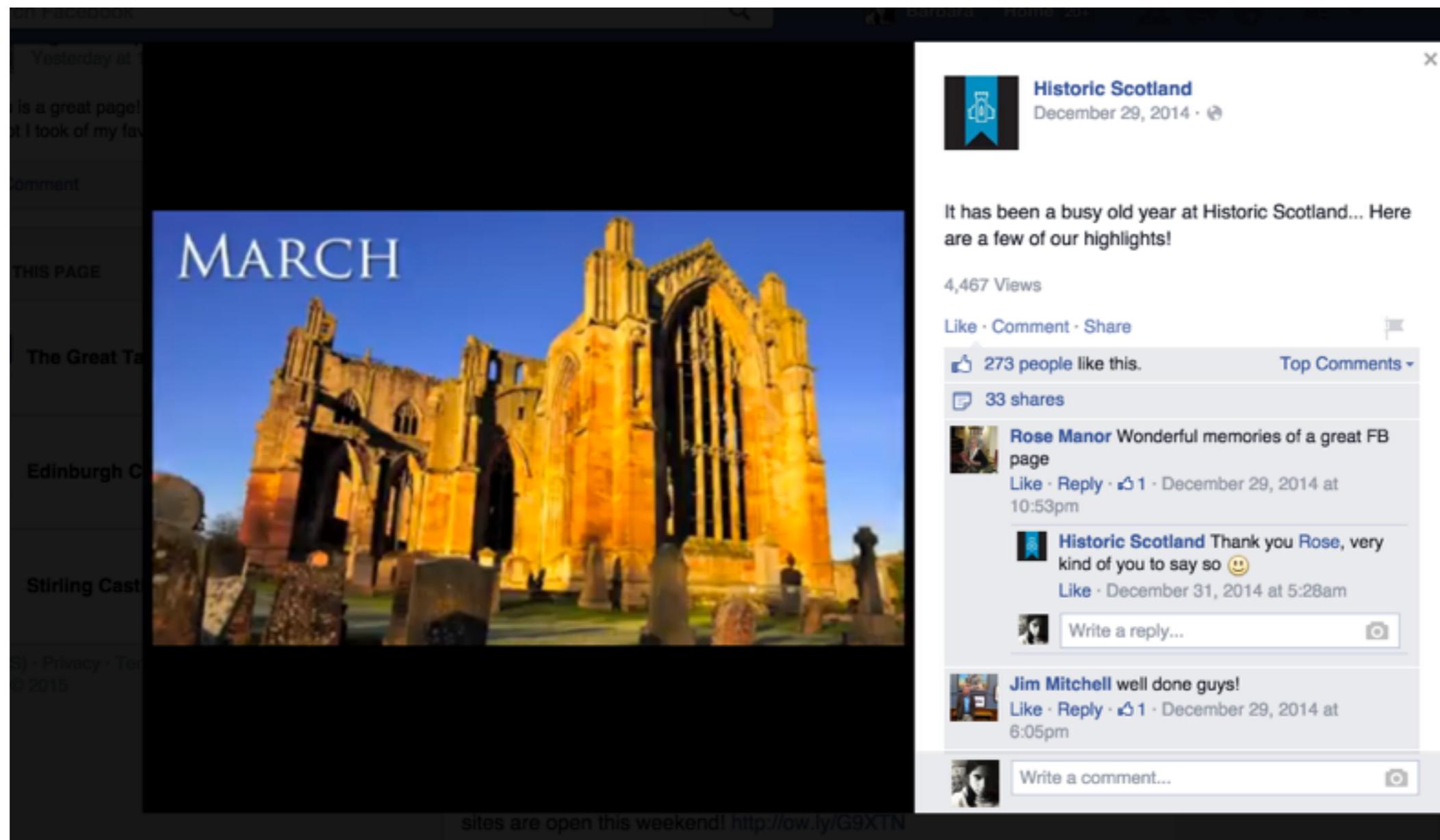
Photo of the Week: Thanks to you, the Sârbu family are beneficiaries of a water buffalo from Heifer International.



Like · Comment · Share · 949 1 94



Giving the story to the givers



Historic Scotland looks back on the year

<https://www.facebook.com/visithistoricscotland>



Historic Scotland

8 hrs ·

Are you aching for adventure? Explore historic Dumfries and Galloway with our latest blog post: <http://ow.ly/H0lo2>



Like · Comment · Share · 246 1 4



Weaving Social Media Story—FB to Blog



Indiana Landmarks Indiana's Michigan Road is on its way to being X designated a National Scenic Byway. Do you live along the route? What are some of your favorite places you think visitors should stop and see?

Historic status sought for Ind.'s Michigan Road

www.chicagotribune.com

Indiana's first major route connecting the Ohio River with Lake Michigan is on its way to being designated a historic state byway.

 January 7 at 11:49am · Share

 5 people like this.



Lorraine Doty The Sycamores just south of Deer Creek that grew up from the sycamore logs they split to make the old corduroy road.

January 7 at 11:53am ·  1 person · Flag



Jim Grey I may be biased, because I'm co-chair of the byway committee, but I recommend touring the entire road! There's so much to see. Turn-by-turn directions are here: <http://historicmichiganroad.org/directions.html>

January 7 at 11:57am · Flag



Kado Downs Great job By Jim Gray, Kurt Garner, and local steering committees for expediting this important byway project.

Community: Inviting Conversation on Facebook

12 Ways People Talk about you with FB Friends

- 1) Like a post from your Page
- 2) Comment on a post from your Page
- 3) Share a post from your Page
- 4) Answer a Question
- 5) Mention your Page in an update
- 6) Tag your Page in a photo
- 7) Tag their friends in a photo you post
- 8) Like your Page
- 9) Post an update on your Page
- 10) RSVP to an event on your Page
- 11) Check into your Facebook Place
- 12) Writing a recommendation about your Page

The Journey of our Visual Storytelling



Instagram



charitywater

Instagram

SAVE THE DATE
8TH ANNUAL CHARITY: BALL
MONDAY, DECEMBER 16, 2013
69TH REGIMENT ARMORY, NYC

1703 likes 45 comments

[Tweet](#) 780 [g+1](#) 62 [Share](#) [Pin](#) 183 [Like](#) 397



charitywater

10 months ago

Sarpan Gamanga often used to spend four hours every day walking to get water from a nearby stream. Not anymore. Thanks to [@charitywater](#) funding, Sarpan and the other women in Engereda village now have water taps right at home. Which makes for a much shorter journey. [#waterchangeseverything](#)

sgt_weezy, nabeel_almutawaa, arms711 and 7,391 others like this.

kalisha_uka

My eyes were opened once I went to India for the first time as I am Indian but was born and am living in New Zealand

kalisha_uka

What state are you filming in??

buchcanan

Sexyflexy

oemac

@kimmiv3rzilli

sydasumalya

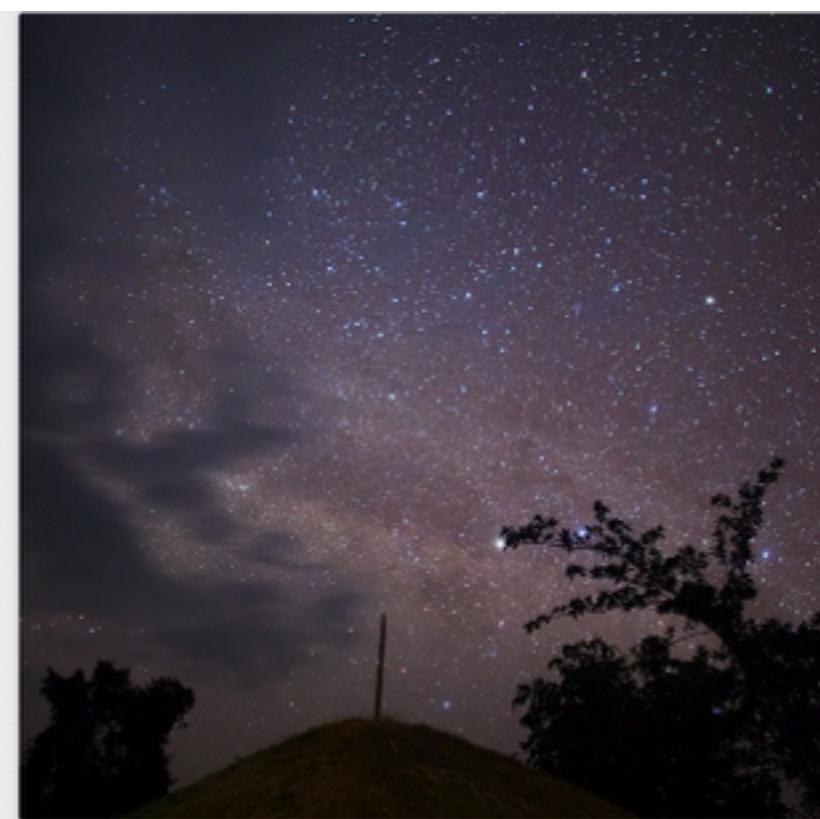
India Iain

sydasumalya

India's isn't it?

[Leave a comment...](#)

ABOUT US SUPPORT BLOG PRESS API JOBS PRIVACY TERMS © 2014 INSTAGRAM



charitywater

6 months ago - 9 Bwala Village, Uganda

We sleep better at night knowing that over 4.5 Million people have been served clean water because of people like you

shangamask, nadamostafa7, shexbadbitch and 8,834 others like this.

luckyfrances

Wow!

kateckat

Beautiful

hey_its_lina

grillenyc09

emxdynn

@pete_gallagher star gazing!

pete_gallagher

@emxdynn wht amazing. We need to go! And start checking some things off the list

sweet_becky02

I've never seen stars that many since I was a kid.. Truly breathtaking!!!!

[Leave a comment...](#)



charitywater

6 months ago - 9 Bwala Village, Uganda

We sleep better at night knowing that over 4.5 Million people have been served clean water because of people like you

shangamask, nadamostafa7, shexbadbitch and 8,834 others like this.

luckyfrances

Wow!

kateckat

Beautiful

hey_its_lina

grillenyc09

emxdynn

@pete_gallagher star gazing!

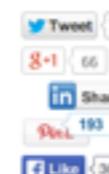
pete_gallagher

@emxdynn wht amazing. We need to go! And start checking some things off the list

sweet_becky02

I've never seen stars that many since I was a kid.. Truly breathtaking!!!!

[Leave a comment...](#)



#U2Invisible

(Bank of America) RED

Instagram users

Among online adults, the % who use Instagram

	2013	2014
All internet users	17%	26%*
Men	15	22*
Women	20	29*
White, Non-Hispanic	12	21*
Black, Non-Hispanic	34	38
Hispanic	23	34*
18-29	37	53*
30-49	18	25*
50-64	6	11*
65+	1	6*
High school grad or less	16	23*
Some college	21	31*
College+ (n= 685)	15	24*
Less than \$30,000/yr	18	28*
\$30,000-\$49,999	20	23
\$50,000-\$74,999	15	26*
\$75,000+	16	26*
Urban	22	28
Suburban	18	26*
Rural	6	19*

Source: Pew Research Center's Internet Project September Combined Omnibus Survey



oceana

Instagram



175 likes



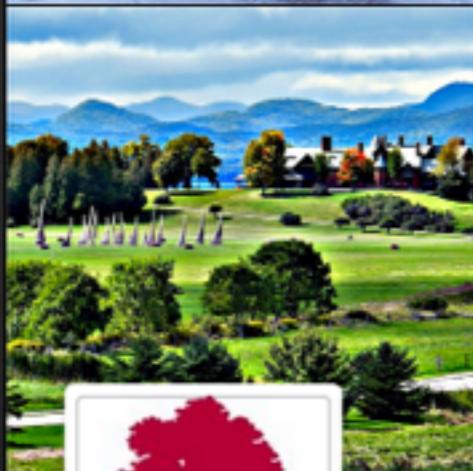
0 comments



Instagram



bgblogging



Follow

shelburnefarms

Shelburne Farms Sustainability education center on 1,400-acre diversified farm/forest in VT; award-winning restaurant, inn, farmstead cheese. #shelburnefarms

<http://shelburnefarms.org>

280
posts

1,801
followers

241
following

<http://instagram.com/shelburnefarms>

Youtube



The screenshot shows the homepage of the Vermont Foodbank YouTube channel. The header features a large image of several eggs in a carton. The channel name "Vermont Foodbank" is displayed with a "Subscribe" button and a "30" notification. The navigation bar includes "Home", "Videos", "Playlists", "Channels", "Discussion", and "About".

Video Preview: A video titled "Vermont Foodbank Millennial Philanthropist Project" is playing, showing people working in a food bank. The video is 2:51 long and has 37 views.

Popular channels on YouTube: A sidebar lists several popular channels with their names and "Subscribe" buttons:

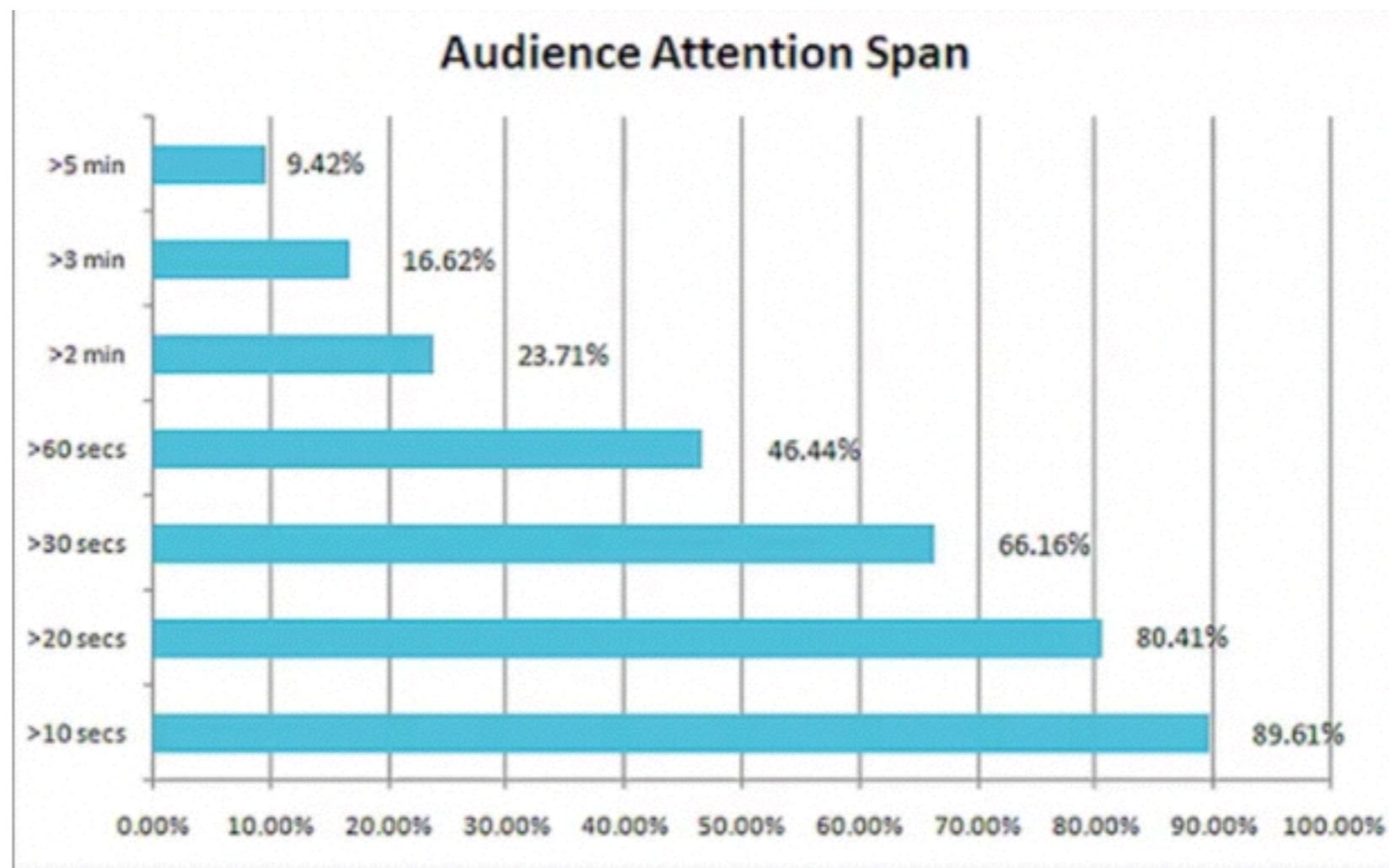
- Nice Peter
- TEDx Talks
- TED
- 模阿嘎
- JumbaFund
- vlogbrothers

Uploads: A section shows recent uploads:

- Vermont Foodbank Millennial Philanthropist... (2:52, 37 views, 5 hours ago)
- Hometown Hero Efficiency Vermont WPTZ 5/8/14 (3:19, 74 views, 3 weeks ago)
- Vermont Restaurant Week Fox 44 4/26/14 (0:47, 25 views, 3 weeks ago)
- Hunger Action Conference & Stamp Out Hunger Fox... (1:12, 26 views, 3 weeks ago)
- Vermont Foodbank 2014 Hunger Action Conferen... (7: 20 views, 3 weeks ago)

<https://www.youtube.com/user/vermontfoodbank>

Online Video & Audience



There's the story and then there's putting the story to work

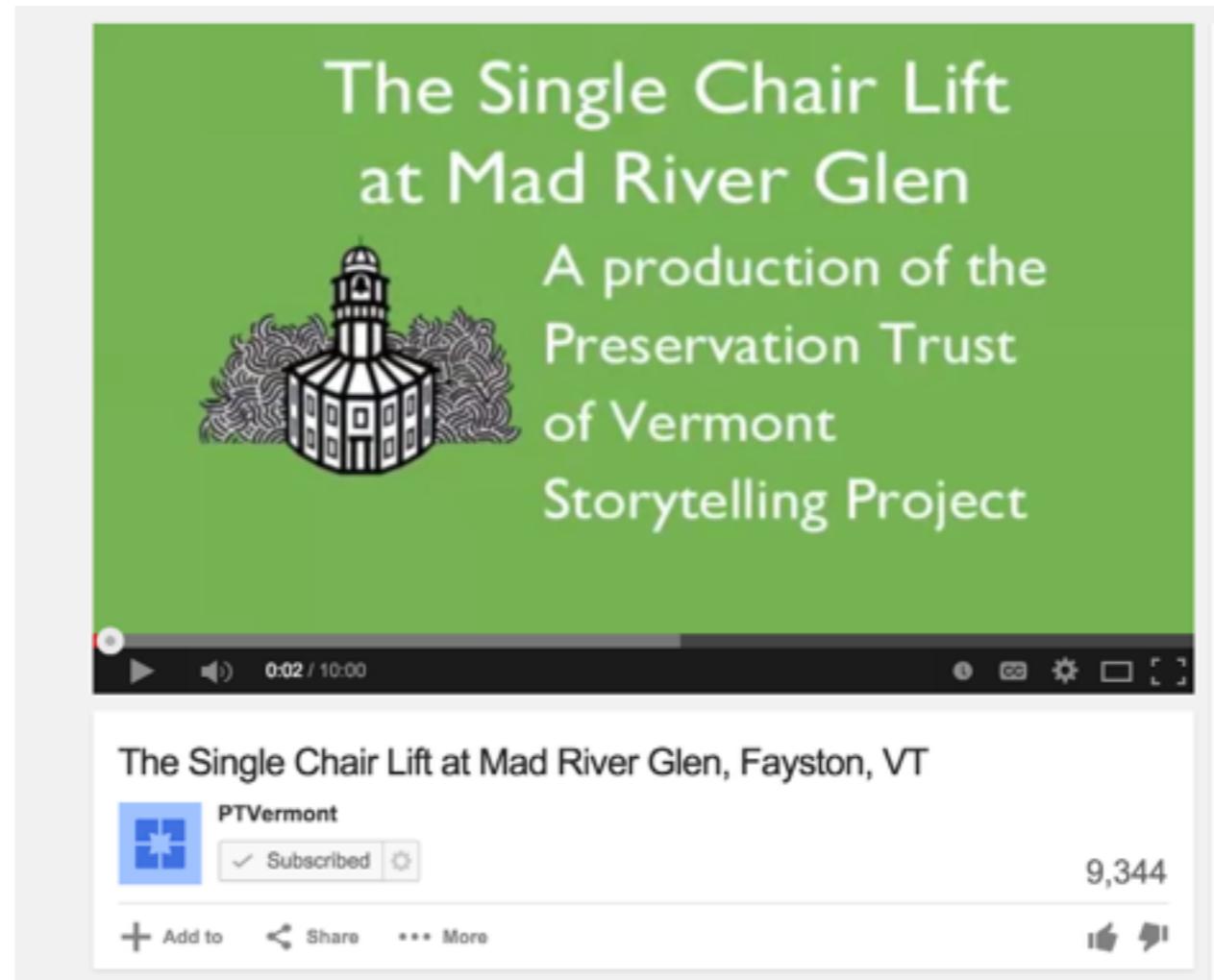
VCF Homepage — where's the video?

<http://www.vermontcf.org/Home.aspx>



Sharing a PTV video

<https://www.youtube.com/watch?v=8wnP65o3zTo>



Circus Smirkus on Vimeo



<https://vimeo.com/115677900>

Text Overlays



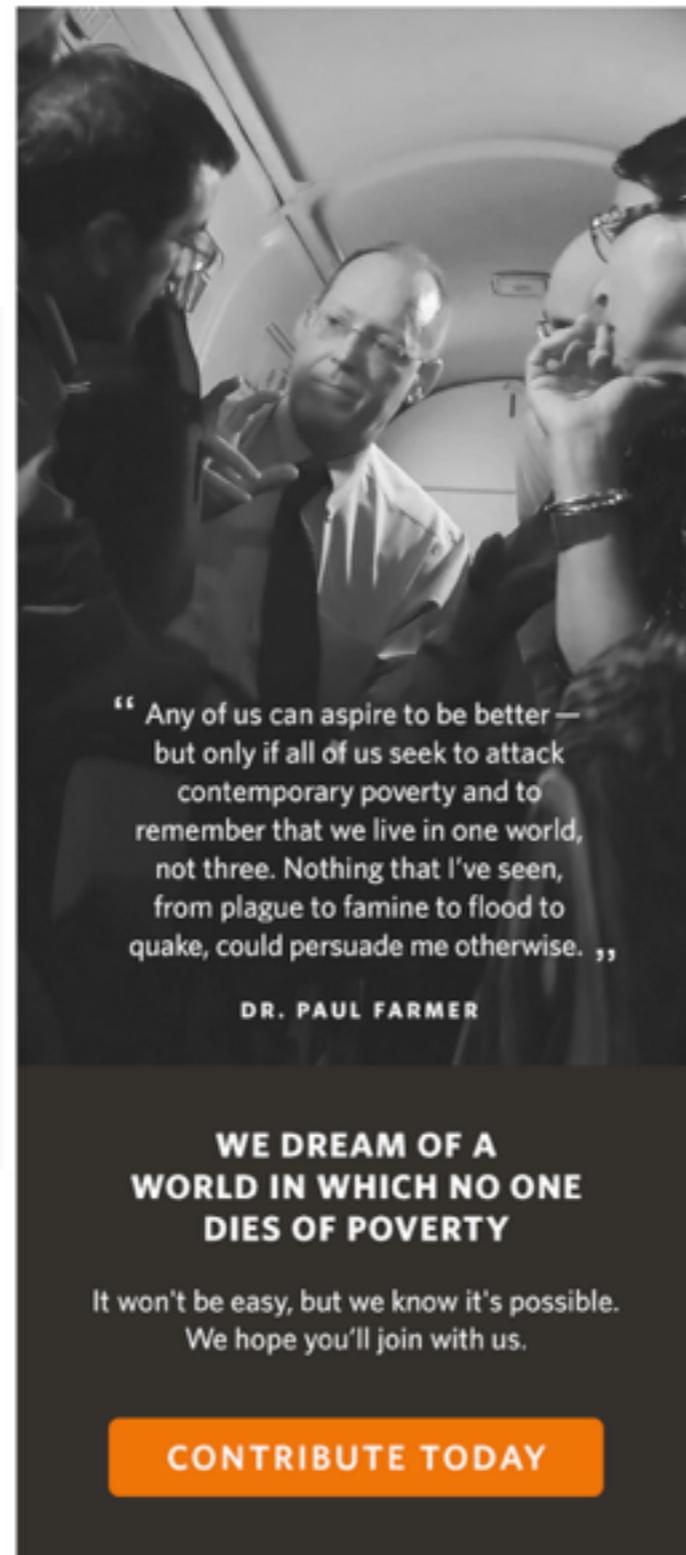
Comment · Share · 26 January

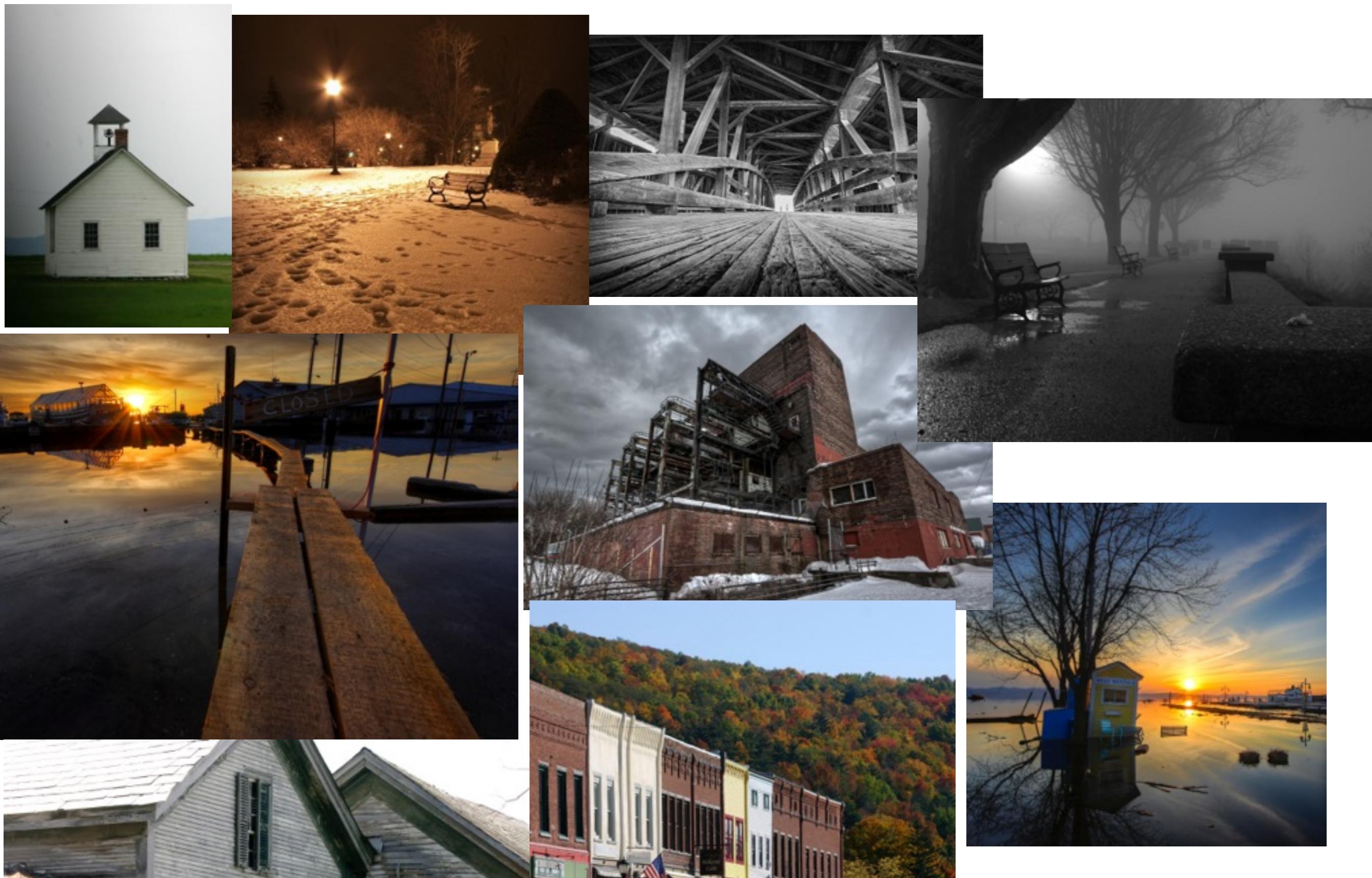
691 people like this.

Album: Wall Photos

Shared with: Public

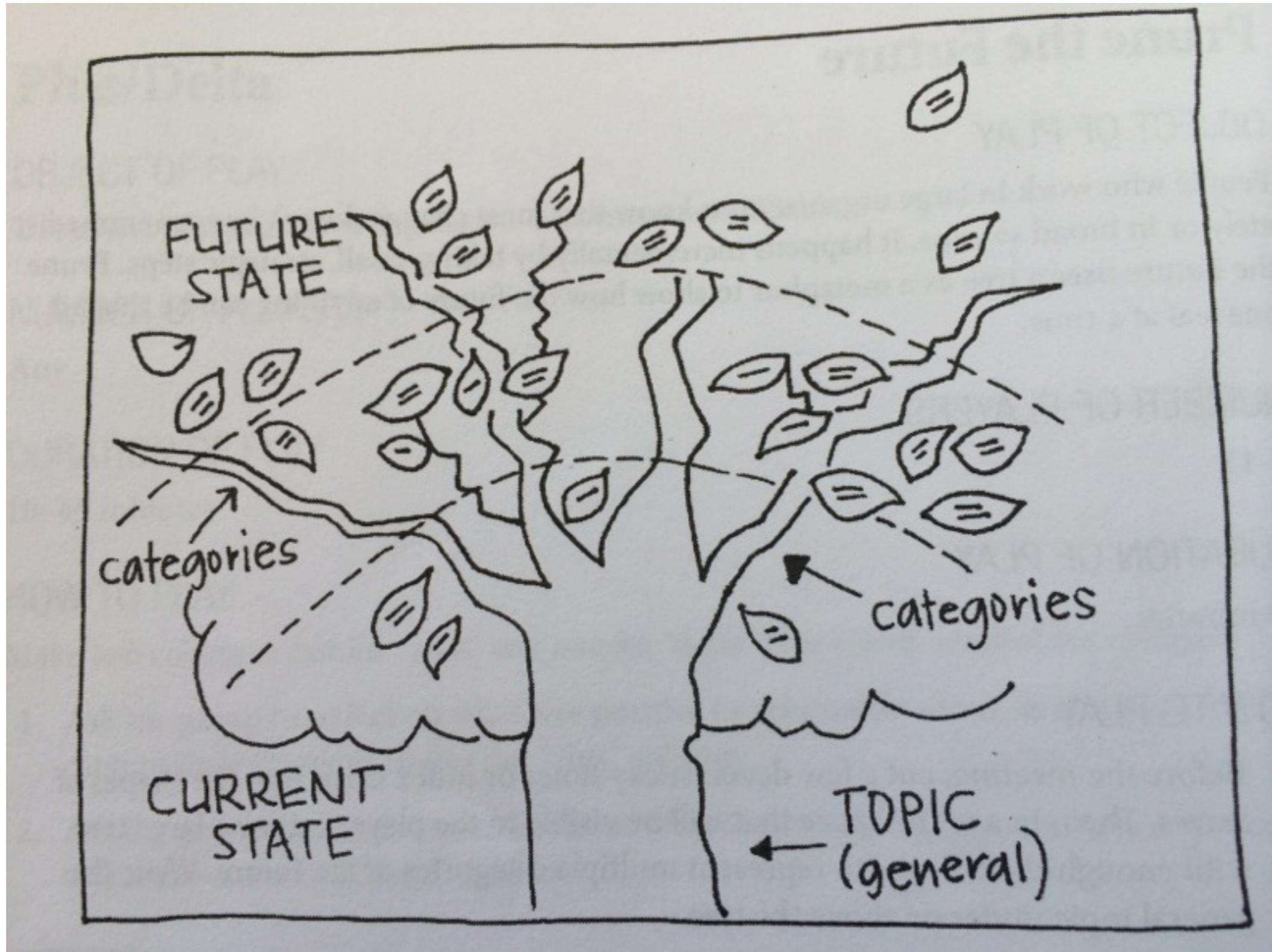
Download





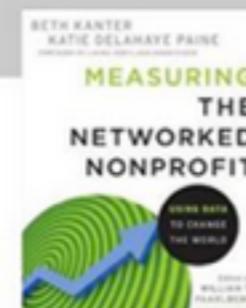
Text Overlay Exercise on
pixlr.com

The Social Media Tree

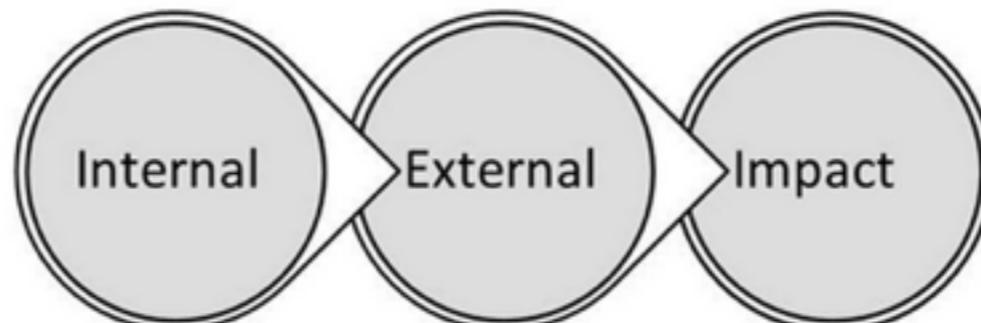


Adapted from Gray, Brown & Macanufo's *Game-storming*

Becoming A Networked Nonprofit: Maturity of Practice Model: Overview

Crawl	Walk	Run	Fly
Time Investment	Link Social to Communications Objective	Integrated Content Strategy	Integrated Multiple Channels
Culture Change	Social Media Policy	Engage Influencers and Partners	Network Building
Basics	Small Pilots for Insights and Practice	Best Practices in Tactics Tangible Results	Reflection, Continually Improve Results
	From "Measuring the Networked Nonprofit" http://bit.ly/measure-networknp		

Becoming A Networked Nonprofit: Practice Themes



- Culture
- Capacity
- Measurement
- Listening
- Sharing
- Engagement
- Content
- Networking
- Reach
- Engagement
- Influencers
- Thought Leadership
- Results

Platform guide

Which platform will you use for what activities? Fill the table below

Platform	Priority (high, medium, low)	What will you do on this platform (per activity)
 Your website		
 Facebook		
 Twitter		
 Instagram		
 Pinterest		
 You Tube		
 Flickr		
 Blog		

From Community Expressions:

How will you weave them together?

What will success look like? How will you measure it?

What then?

Workshop Resources

If you have follow-up questions, feedback, or ideas you'd like to share with me, please contact me at:

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bgblogging@gmail.com
802 989 1885

Community Expressions, LLC Website: <http://community-expressions.com>

Resources for this Workshop (A Long List of Readings, Examples, How-tos):

<http://community-expressions.com/resources-3/ptv-storytelling-and-social-media-workshop-resources/>