



ROARING LION PROJECT

Exploring Word Press as an Exhibit Space



➤ www.roaringlionproject.com



Process of Building A Blog Site

- 1. Finding a host
- 2. Choosing a theme
- 3. Customizing the theme
- 4. Learning along the way
 - word press forums
 - informational websites
 - online courses
- 5. Creating the content
 - <http://womeninwisconsin.org/mildred-fish-harnack/>
 - <http://www.womenhistoryblog.com/2009/04/lucy-flucker-knox.html>
 - <http://www.amazingwomeninhistory.com/anna-may-wong-actress/>
- 6. Marketing the site
- 7. Evaluation



Marketing

- ▶ Facebook
 - <https://www.facebook.com/roaringlionproject/>
- ▶ Poster distribution
- ▶ Blog post
- ▶ Search Engine Optimization

Evaluation

► Five Evaluators

1. Eric Ames
2. Erik Swanson
3. Benna Vaughn
4. Mary Goolsby
5. Allyson Riley

Issues to Work On

Editing

Layout

Names with Featured Image

Newsletter

Add/Link Info. About Carry

What Works

Color Scheme

Overall Design

Content

Continuity



Why was This Useful?

- ▶ Museums are increasingly turning to blogs as a promotional tool.
 - The MET
 - Smithsonian
 - Tenement Museum
 - Palmer Museum
 - Girl Museum
- ▶ Jobs that require or prefer some background in Word Press/blogs
- ▶ Creative writing – exhibit labels
- ▶ Could be used to create physical exhibits.



The Best Part...It Doesn't Stop Here