Exploring Word Press as an Exhibit Space
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://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