

ALHA

ARKANSAS LIVING HISTORY ASSOCIATION

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Social Media Primer!

Heidi Glatfelter
President, Market Early America Company

Social media has passed the point of only being a trend for teenagers and twenty-somethings. In fact, usage of social networking sites by the over-35 and over-55 segments has been on the rise for the past few years. Forrester Research's recent report, "The Broad Reach of Social Technologies," shows a 60 percent rise in the participation in social networks among adults 35-54 over the past year alone. All told, over 50 percent of this age group is using social networks. The 45-54 age group lags slightly behind with 38 percent of the segment using social networks.

These numbers are guaranteed to climb in the coming years as the internet continues its transition to an interactive, social medium. This article will provide a snapshot of five of the most popular social media sites and explain how museums can best make use of them. Even if you participate on these sites personally, the techniques a museum can use to promote itself is different than your approach to your personal account – we'll examine how below.

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Facebook Page for ALHFAM

Facebook
(www.facebook.com)

Facebook is the preeminent social networking site, having taken over MySpace in number of users. Individuals can create their own profile page and then "friend" other users. After you make a "friend," you can see that person's page, information, and photos. Museums shouldn't create an individual profile page, however. Instead, they should create a "Fan Page," which allow individuals to become a "fan" of the museum. Museum personnel can post status updates, photos, and events on their fan pages, and these items are then broadcast into your fans' "Newsfeed." A Newsfeed is essentially a list of everything your Facebook friends have done on the site lately.

While the Facebook terminology can be overwhelming to a newcomer, the site is user-friendly, and it is worth it for museums to participate. Fan pages on Facebook allow daily interaction with your fans, keeping your mission at the top of their minds. TechSoup (www.techsoup.org) points out another advantage: "It makes sense to create a presence on one of the top five Web sites on the Internet where people are already regularly visiting rather than expecting users to find you." Word-of-mouth marketing can also benefit museums on Facebook. When your fans interact with your museum's Facebook page, their friends will see that interaction in their newfeed. In this way, you are reaching new audiences, and allowing the people who believe in you to promote you personally.

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CALENDAR OF EVENTS

October 20, 2010; 12pm – 1pm

Lunch Lecture: “Hope”

Old State House Museum

Josh Williams, curator of Historic Washington State Park and long time Hope resident, will speak on his new book on the town of Hope. The lecture will be followed by a book signing. Drinks will be provided but bring your own lunch.

Admission: Free.

CONTACT:

Ian Beard

300 W. Markham, Little Rock, AR 72201

501-324-8642

ian@arkansasheritage.org

October 16, 2010; 9 am – 5 pm

Washington 1860

Historic Washington State Park

As part of the new exhibit opening entitled “Washington 1860: The Calm Before the Storm”, take part in the Presidential Election of 1860 in Washington, Arkansas. Here what different townspeople have to say about who should be the next president of the United States. Take part and let your voice be heard at the end of the day in an election that will decide the fate of the nation!

Admission: Regular Tour pricing

CONTACT:

PO Box 129, Washington, Arkansas

870-983-2684

historicwashington@arkansas.com

historicwashingtonstatepark.com

November 6, 2010; 10am – 2pm

Heritage Day

Grant County Museum

The day will focus on historical reenactments, living history presentations, old timey and gospel music, and native Arkansas arts and crafts.

If any members of the ALHA would be willing to do a presentation for us for our Heritage Day, we would greatly welcome their participation. This is a new venture for us and we want to get off to a good start! We will be offering a small stipend of \$50.00 for our presenters to help defray their expenses. Admission: FREE

CONTACT:

D.J. Wallace

museum4@windstream.net

SHILOH ALHA WORKSHOP A SUCCESS!!!

Pody Gay, District III Representative

Shiloh Museum of Ozark History

On Saturday, July 31 from 9 am to 5 pm, thirty hardy individuals braved the heat to attend the ALHA apprentice level certification workshop at the Shiloh Museum of Ozark History in Springdale. Presenters were Doug Kidd and Billy Nations with some help from Shiloh Museum staff and volunteers. Shiloh Museum hosted the workshop and encouraged participation from anyone interested in learning about living history. More than half of the participants were not members of ALHA. As a result of the workshop ALHA gained several new members and Shiloh Museum recruited some new volunteers.

The workshop was promoted through press releases, on the museum website, in the ALHA and museum newsletters, and through email announcements. The cost of workshop was \$15 per person to cover the cost of lunch and printed resources for each participant.

Doug did an excellent job portraying people and events as he modeled different types of living history scenarios for the workshop attendees. Billy did an impressive first person performance for the group and conducted a session to help participants better understand potential audiences. Shiloh Museum staff Pody Gay and Michelle Hearn, with volunteer Russell Brasel, shared resources and tips for conducting research.

During the workshop ALHA member Linda Doede portrayed her ancestor, an early pioneer from Cane Hill. Linda’s performance was a component of the ALHA journeyman certification process which was evaluated by a review board designated by President Ian Beard. Linda is the first ALHA member to attempt journeyman level certification.

Evaluations completed by workshop attendees were favorable and most seemed to enjoy the day.

November 6-7, 2010; 9 am – 5 pm

Civil War Weekend

Historic Washington State Park

The Civil War was one of the most trying times in our nation's history. During Civil War Weekend, visitors will walk the streets of a town touched by the hand of war. We will interpret the social and political issues leading up to the struggle as well as its last two years (1863 - 1865) when Washington was Confederate Capital of Arkansas. Reenactors from across the region will present living history demonstrations, including combat scenarios, throughout the weekend. Tours of the many historic homes and buildings of the town as well as surrey rides will be available. Contact the park for a detailed program schedule.

Admission: \$8 adults, \$4 children

CONTACT:

PO Box 129, Washington, Arkansas

870-983-2684

historicwashington@arkansas.com

historicwashingtonstatepark.com

November 9, 2010; Evening TBA

Victorian Christmas Magic Lantern Show

Old State House Museum

The American Magic Lantern Theater will return to the Old State House to present a holiday themed show fit for the whole family. Marvel at the grand-daddy of cinema as colorful slides are combined with expert story telling and beautiful music to recreate a period magic lantern show in the grand 1885

Arkansas House of Representatives chamber. Admission: Free.

CONTACT:

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November 10, 2010; Morning TBA

American History Magic Lantern Show

Old State House Museum

Designed for 5th grade students, this presentation will explore American history through the lens of an authentic Victorian-era Magic Lantern and its colorful slides. This exciting show involves plenty of audience participation as the history of the United States unfolds through music and storytelling.

Admission: Free

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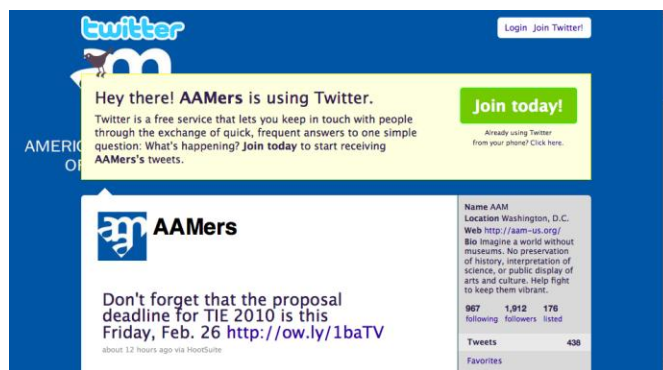
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Twitter

(www.twitter.com)

Twitter is a communication site that allows you to create an account and post updates to answer the question “What are you doing?” People can choose to “follow” you and are known as “followers.” This means that they see every post you make on an aggregate page that is similar to the Newsfeed in Facebook. The catch? Each tweet (Twitter lingo for “post”) can only contain 140 characters!

Many people question the need for Twitter, viewing it as only being used for minutia – “I’m waiting in line at the bank” or “Chicken for dinner.” However, Twitter can be a very useful tool for museums. Most organizations use Twitter to publicize their own news and events. Museums tend to tweet links to their press releases, events, new website features, new blog entries, and current media coverage. Membership organizations like the American Association of Museums and the National Trust for Historic Preservation also tweet their own news, as well as more topical media coverage, research, policy initiatives, and so on. Consultants tweet when they have new blog posts or other insightful information to share. Media outlets tweet their breaking news. Quickly, Twitter can become a valuable, real-time link to the news and events that impact your museum. Additionally, chances are high that after you tweet a message, someone will “retweet” it. This means that they send your tweet out to all of their followers, along with your Twitter address. Every time this happens, your message is seen by new users, who may choose to follow you, and who may also choose to retweet your message to their lists...you can imagine how quickly your messages can spread.



Twitter Page for AAM

LinkedIn

(www.linkedin.com)

LinkedIn is very similar to Facebook in its functionality, but it meant to enable professional networking. Again, you create a personal profile, this time listing your past jobs and

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November 16, 2010; 12pm – 1pm

Manhood and Honor in the Civil War Union
Old State House Museum

UCA Associate Professor of History Dr. Lorien Foote will speak on manhood and honor in the Federal army during the US Civil War. The lecture will be followed by a book signing of her newest work, The Gentlemen and the Roughs: Manhood, Honor, and Violence in the Union Army. Drinks will be provided but bring your own lunch. Admission: Free.

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November 19, 2010; 9am – 2pm

Civil War Education Day
Old State House Museum

Middle and High School students will be the target audience for this living history education day focusing on the fall of 1862 in Arkansas. Hands-on activities and living history programming will explore the events leading up to the battle of Prairie Grove. Admission: Free

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November 20, 2010; 10am – 4pm

Prelude to Prairie Grove: Fall 1862 in Little Rock
Old State House Museum

Examine the political and military build up to the Prairie Grove Campaign at this living history event. Costumed interpreters and reenactors will explore everyday life of both civilians and soldiers as well as the political issues that engulfed the state during this critical year of the Civil War in Arkansas. Admission: Free

CONTACT:

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**Put your event or program in the ALHA
Calendar. Send your Winter Event
submissions for the Fall newsletter by**

November 1.

Who's Who!!!

Kristyn Watts ALHA Secretary

Kristyn Watts is the Secretary for the Arkansas Living History Association (ALHA). The Secretary is in charge of managing all the membership applications and minutes of the organization. Kristyn is serving a second term as ALHA Secretary.



She is the Park Interpreter at Powhatan Historic State Park located in northeast Arkansas just south of Black Rock on the Black River. She has been involved with living history to some degree for most of her life, but has been more active since joining Arkansas State Park in 2002. She blames her dad for her interest in living history who was notorious for dragging the whole family to Civil War sites and festivals to and from their annual vacation destinations.

The time periods she focuses on are the later half of the 19th century through WWII. At Powhatan, the majority of the buildings at the park were built around 1888 and so she focuses on that time period up to WWII. She is currently the Commanding Officer of the 12 Army Group (AG) Womens Army Corp (WAC) Detachment of the 84th Railsplitters Living History Company located out of Columbia, Missouri.

Resources for Living History!!!

The Arkansas History Commission, in preparation for the Civil War Sesquicentennial, has set up a page devoted solely to their Civil War documents. Several people have been talking about this new resource. Go to the AHC's website at <http://www.ark-ives.com>. On the home pages is a link to the new page entitled "Civil War in Arkansas."



Arkansas Civil War Page at the Arkansas History Commission

On the website are indexes and listings of the different resources the AHC has to offer from official records of both the Confederate and Federal armies to personal diaries and journals. If you are looking to portray a particular character this is a great resource to find information to help make your first person impression.



Arkansas Civil War Research Page at the Arkansas History Commission

2010 ALHA Officers

President	Ian Beard ian@arkansasheritage.org
Vice President	Barbara Ward barbara@arkansasheritage.org
Secretary	Kristyn Watts kristyn.watts@arkansas.gov
Treasure	Debra Browning histreenactors@wmconnect.com
Comm. Dir.	Josh Williams josh.williams@arkansas.gov

District Representatives

District 1	Danielle Russell dmrnum3@yahoo.com
District 2	Ben Swadley ben.swadley@arkansas.gov
District 3	Pody Gay pgay@springdalear.gov
District 4	Billy Nations billy.nations@arkansas.gov

SPECIAL ANNOUNCEMENT!

CONGRATULATIONS TO

LINDA DOEDE

FOR COMPLETING HER JOURNEYMAN CERTIFICATION FOR HER "LADY PREACHER OF THE FRONTIER, MARTHA BLAIR BILLINGSLEY" 1ST PERSON PRESENTATION.

THE REVIEW BOARD WAS VERY IMPRESSED WITH HER PREPARATION AND PRESENTATION SKILLS, AND LINDA HAS SET A GREAT EXAMPLE OF WHAT THE GOALS OF THE CERTIFICATION PROCESS IS ALL ABOUT – STRETCHING OURSELVES TO ACHIEVE EXCELLENCE IN OUR ART FORM.

Save the Date!

SEALHFAM & ALHA CONFERENCE

February 25-27, 2011
Little Rock, AR

JOIN THE NEW ALHA FACEBOOK PAGE!



SEE PICTURES AND
POSTS FROM OTHER
ALHA ACTIVITIES
AND EVENTS

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volunteer affiliations. You can then make “connections” with other users on the site. Any user you are connected with is a first degree connection, making their first-degree connections your second-degree connections, and so on. In this way, you can quickly be connected to thousands of people both in your locale and your profession. Groups form on LinkedIn based on interests and offer another way to get introduced to new connections. Although this site has limited use for the marketing of you museum, it can be a powerful tool in building your personal network of professional contacts.

YouTube

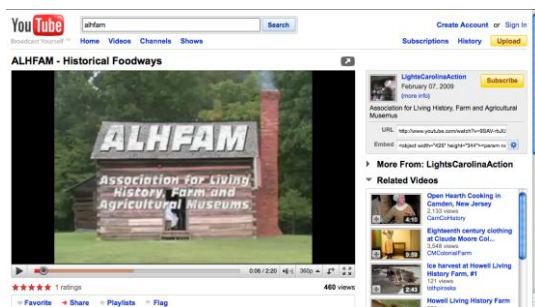
www.youtube.com

YouTube is a video-sharing website that allows anyone to upload videos and share them with the world. Although many users upload amateur videos shot with their phones, museums can use the site as an online repository of videos you have created for educational or promotional purposes. Users can watch your videos for free, send them to their friends, and comment on them through the YouTube interface. You can link to your YouTube videos in the other social media applications, like Twitter and Facebook. This drives additional traffic to view your videos.

Flickr

www.flickr.com

Flickr is an image-hosting site that allows users to upload and share their photographs for free. Users can apply tags to their images, which enable the site’s search and allow users to find other similar images. Museums often host their own photographs on Flickr, and also encourage their supporters to upload their own photos to the site.



YouTube Page for ALHFAM

Heidi Glatfelter is the President and Founder of Market Early America, a communications company that assists history museums with their marketing materials and websites. Her website is www.marketearlyamerica.com. She also manages a social network for living history at www.americanhistoryhub.com.

Arkansas Living History Association 2010 Membership Registration

Name: _____
Institution: _____
Position: _____
Street: _____
City, State, ZIP: _____
Phone: _____ Email: _____
FAX: _____ Web site: _____

Type of Membership:

___ **Individual: \$12** Any adult, 18 yrs of age or older. The member shall have full voting privileges in the ALHA as a general member.

___ **Institutional: \$50** This includes 5 members with full voting privileges. \$10 per additional member over the first 5.

_____ Number of Additional Members X \$10 = _____

Please list the 5 members to receive the newsletter and their email addresses:

1. _____
2. _____
3. _____
4. _____
5. _____

Help us learn more about you.

Periods of Interest: _____

Areas of Interest: _____

What you would like to receive from ALHA: (this will help us develop training opportunities, meetings, workshops, etc.)

Please make Checks Payable to: ALHA

Please send Registration along with Payment to:

Kristyn Watts, Secretary

PO Box 93

Powhatan. AR 72458