OHS Blog
Post Guidelines

THE **OREGON**
HISTORICAL
SOCIETY
FOUNDED 1898

Dear Oregon: Dispatches from Professional Time Travelers
blog mission and audience

Mission: The OHS blog provides a forum for the organization to display our important work that advances knowledge and inspires curiosity about all the people, places, and events that have shaped Oregon.

Audience: The OHS blog serves a wide audience, including but not limited to:
› History enthusiasts, particularly those hoping to learn more about Oregon
› Educators; K-12 and higher education professors
› Industry professionals looking for tips on best practices

Voice: The OHS blog offers an opportunity for individual expression outside the heavily vetted copy on the main website. Authors should, however, make intentional choices about tone and content that are extensions of OHS's mission and brand and adhere to the OHS blog editorial guidelines.

Blog Topics
categories that span departments

› Behind the Scenes (exhibit prep, photo scanning, VS operations, grant writing)
› New Discoveries (current archiving projects, new scholarship, etc.)
› Collection Highlights (our favorite things)
› Tips and Tricks (professional guidance)
› Guest Posts (reflections, exhibit reviews, etc.)
› Staff Reflections (misc. category for staff content that is more analytical)
› Awards (people, places, things)
› Around the State (highlighting community partnerships)
› Oregon History 101

Blog Post Basics
tips for creating a successful blog post

Relevant Title: Please provide a succinct title for your blog post that will draw in readers — clever is great, but not necessary.

Image: Please include at least one image to illustrate your blog post. If OHS does not own the image, we will need written permission to republish the image. See **Images and Permissions** on the author style sheet for suggested caption guidelines.

Length: Authors should aim to write posts ranging between 250 and 750 words.

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Original Narrative: All blog posts should include original narrative written by the author. Please take special care to avoid plagiarism — it can happen unintentionally. When quoting outside material or referencing others' work, please give due credit. See **Give Credit** on author style sheet for guidelines.

Author Bio: Please include a brief (about 75 words) author bio. Authors generally include their title, job description, as well as professional interests and personal interests.

Editorial Schedule
process for creating and publishing a new blog post

Blog Editorial Team: We are available to hear your ideas, help with post layout, and schedule content.
› Rachel Randles: Social media, marketing, and blog content scheduling and planning
› Jay Cosnett: Technical matters including layout design and using blog platform, website requirements, and video
› Erin Brasell: Pitching ideas, submitting draft blog posts, and general editing advice

Frequency: OHS will publish two blog posts per month and will review the schedule periodically to determine staff capacity and reader demand.

Schedule: The Blog Editorial Team will manage a group calendar to track and schedule post ideas. Blog posts will be scheduled in advance, with time-sensitive posts taking priority. We aim to have a variety of posts that vary in length, voice, category, and audience.

Editing process: All writing and editing will take place offline before moving on to layout and design on the OHS website.
› Authors submit a draft blog post for editing; an editor will review draft within one week.
› Editing consists of light proofreading for grammar, clarity, and style via tracked changes in Word. The aim is to retain author voices while conforming to established OHS style guidelines.
› After editing, authors will have the opportunity to review changes, address any questions that arise, and give final approval.
› Once approved, a member of the blog team will work on layout and will invite the author to approve or edit the post before it goes live. Once approved, the blog team will schedule the blog post to go live according to availability on the shared blog calendar.

Blog Development Timeline
going beyond phase one

Phase 1: *Dear Oregon* will launch in fall 2018 with two posts a week for the first two weeks to build content and interest. During that time, the blog team will begin the first phase of user testing to assess issues with online author tools and editorial process.

Phase 2: In early 2019, the blog team will expand user testing to a few interested users who will work on laying out their own posts while using the website's author tools. This small group of users will test

the process and tools for several months. The blog team will take their feedback and reassess editorial and web tool guidelines.

Phase 3: Once the blog team has established a firm publishing schedule, reflected on processes, and tested blog tools — likely late in 2019 — the process may open up to a larger group of authors and testers. The goal is to have as many people involved in the process without it being overly burdensome for workloads.