

## Blog Categories

*topics that defy siloes (searchable by the public)*

- › Behind the Scenes (exhibit prep, photo scanning, 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

## Audience

*building a community (public)*

- › Industry Professionals
- › Researchers
- › Visitors
- › Educators and Students

## Voice

*establishing a tone (internal)*

- › Curator/Librarian/Archivist
- › Educator
- › Historian/Content Creator
- › Marketer/Fundraiser/Visitor Services/Administration