

BROCKVILLE MUSEUM APPROACHES TO ONLINE EXHIBITS



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brockvillemuseum.com
<https://brockvillemuseum.wixsite.com/digitalmuseum>



How it Started

When Facebook wasn't enough

Created a secondary website with the editing and template capabilities we needed; it would become a platform for all our digital content, inspiring us to create more digital content!

The Challenge:

- how to share content with non-Facebook users
- our existing website infrastructure didn't have the capabilities for displaying a large quantity of images with text
- no financial resources

It's a very exciting day - we are launching a new online project for #Canada150

For the next 150 days (beginning February 2nd), we will post about something that happened in the Brockville area every year from 1867-2017. These posts will include excerpts from newspapers, photographs and artifacts from the Brockville Museum's collection.

If you miss a post, you will be able to catch up by visiting our new Digital Museum site at <https://brockvillemuseum.wixsite.com/.../150-years-of...>

We hope that you will share your stories, these posts and the excitement as we celebrate throughout the year.



Brockville Museum 5 Henry Street Brockville Ontario Canada K6V 6M4 www.brockvillemuseum.com 613-342-4397

Brockville Museum DIGITAL MUSEUM

VIRTUAL EXHIBITS ACTIVITIES VIDEOS EXHIBIT STORIES COLLECTION CONTACT

150 Years of Brockville History for Canada 150

2017 marks 150 years of Confederation. In honour of Canada's 150th, we look back on 150 years of Brockville history. The official countdown will take place on the [Museum's Facebook Page](#), where we will present 150 years in 150 days between February 1 and July 1, 2017, but we will compile all that history here as we move through it. Hope you enjoy this look back on 150 years of Brockville history.

1867-1891	1892-1916	1917-1941
1942-1966	1967-1991	1992-2017

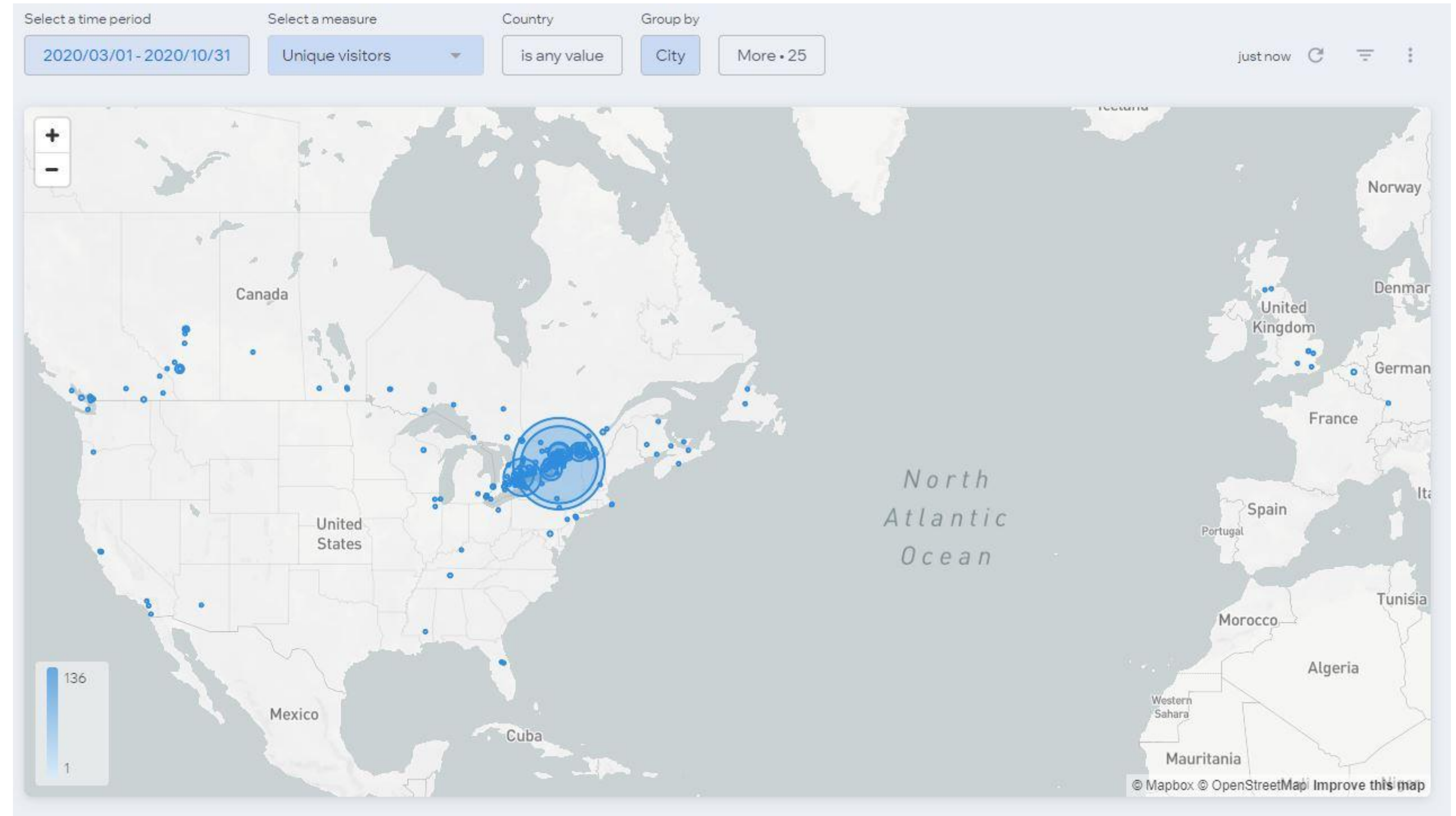
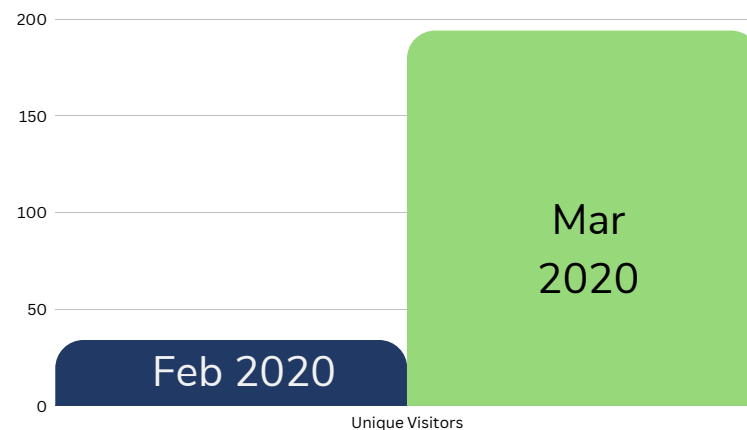
The Great Pivot

When the physical disappears

We already had a virtual platform! Now we could reach more people than would ever actually walk through our doors.

The Success:


- traffic to our Digital Museum site increased more than 5x between February and March 2020 (and stayed there)
- reached an international audience
- didn't need to create new content, just repurposed existing in a new way



Example: PAINTING PICNIC




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 **Brockville Museum** f t y **DIGITAL MUSEUM**

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Painting Picnic with Prudence Heward


With special thanks to all the exhibition lenders, the Brockville Museum presents this (scaled down) virtual version of the temporary exhibition, Painting Picnic with Prudence Heward. We hope this virtual exhibit inspires you and that you will consider visiting the exhibit in person if it is safe for you to do so under current conditions. **(Click on images to expand)**



Painting Picnic
WITH PRUDENCE HEWARD

Organize Your Gallery Images

Drag images to change their order in the gallery.



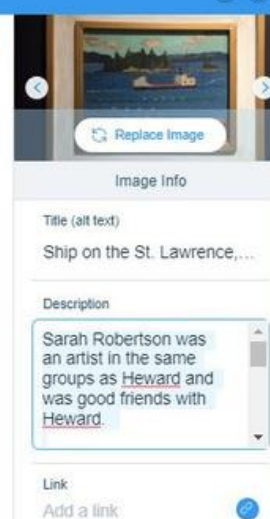


Image Info

Title (all text)
Ship on the St. Lawrence,...

Description
Sarah Robertson was an artist in the same groups as Heward and was good friends with Heward.

Link
Add a link

Example: 200 YEARS OF PRINTING HISTORY



VIRTUAL EXHIBITS ACTIVITIES VIDEOS EXHIBIT STORIES COLLECTION CONTACT

The Recorder & Times: 200 Years of Printing History

Between November 2020 and October 2021, The Brockville Museum put on a temporary exhibit "The Recorder & Times: 200 Years of Printing History 1821-2021" marking the paper's 200th anniversary. We've made some elements of this exhibit available online, including a selection of the objects that were on display in the physical exhibit.

This exhibit marks the occasion of the newspaper's 200 anniversary (January 2021) and takes a behind-the-scenes look at the history of the local newspaper, including printing technology and the notable characters that once passed through the news- and printing- rooms, like Betty MacDowell, Stu Paterson, and Hunter Grant, among others. Through objects, images, and stories, the exhibit traces the paper's 200-year evolution and invites visitors to reminisce about a time when the newspaper was king.

This virtual version of the physical exhibit is much scaled down, offering a peek at the objects pulled from our collection. (Click on images to expand)



Newsprint Jacket
This jacket was owned by Charles Stuart Paterson who worked at the Recorder and Times from 1946-1996.

Paterson was born in Kingston in 1923 and came to Brockville to work in radio, starting the first local radio news service. He joined The Recorder and Times in 1946 specializing in municipal affairs. He became Assistant Advertising Manager in 1949 and became Manager in 1956. He retired in 1996 and died in 2012.

- focus on objects and their stories
 - not the same as a physical experience
- succinct labels
- profiles the collection
 - and that the collection is accessible online



Newsprint Jacket

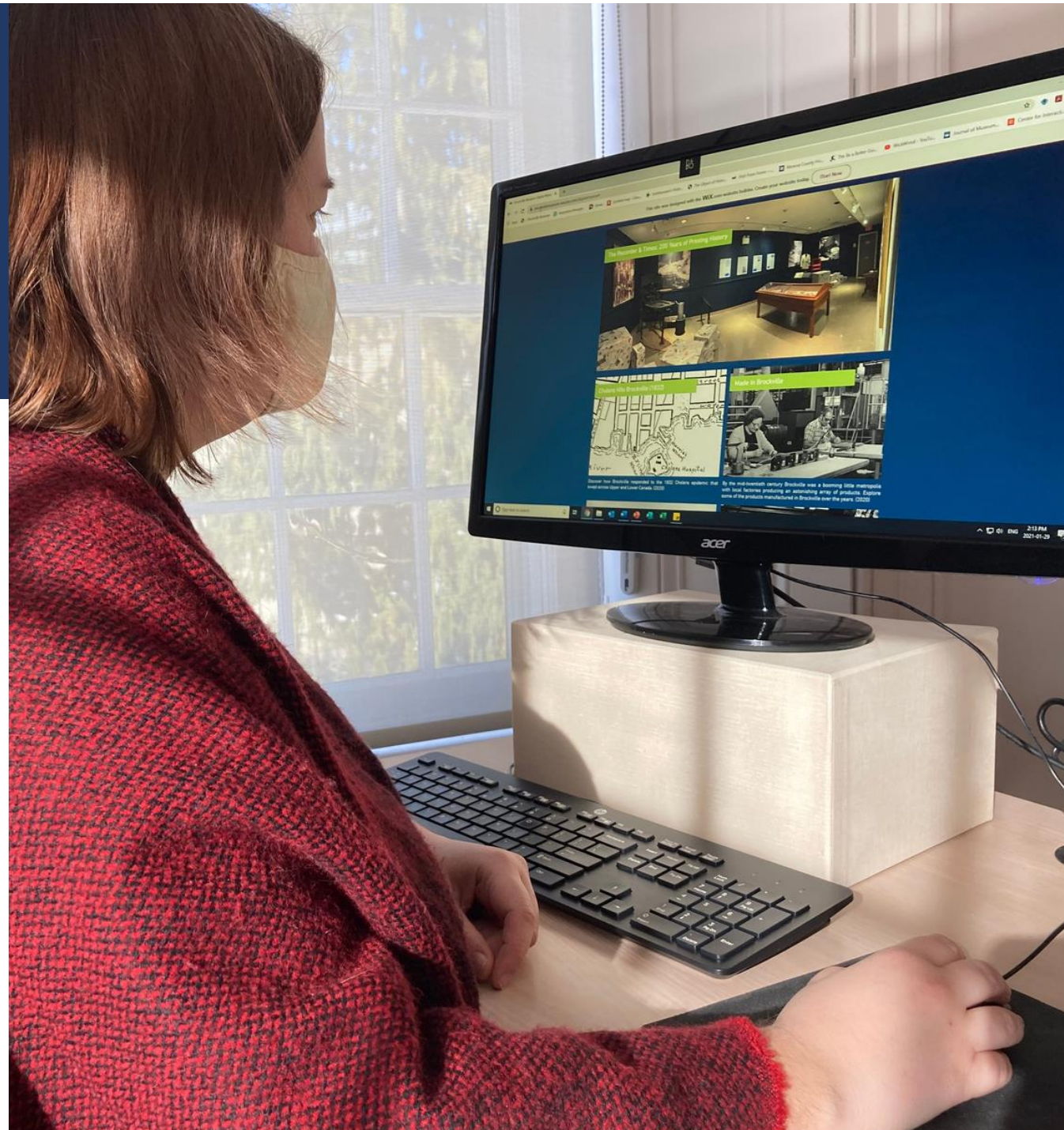
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The Future

Appreciating an online audience is an audience

While our initial foray into online exhibits was based on having a place to hold and share born-digital content (Facebook), the opportunity to repurpose content on physical display for a growing online-only audience has become clear, and requires very little additional resources - which makes it a sustainable (and achievable) approach for us.



Tips

- be intentional and purposeful
- consider mandate and strategic goals
- know "why" you are making something available online



Challenges with (free) Wix

- new 500MB storage limit with free version
- character limits
- url includes "wixsite.com"
- wix ads



Wix Advantages

- analytics available
- fairly intuitive design building tools (and lots of options)

Thank You

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Digital Museum Site

