

DestinationSchuylkillRiver.org

Recommendations for
Content Management & Collaboration,
& Update Schedule

May 1, 2009

Agenda

- Discussion & Website Goals Recap
- Photos
- Videos
- News Items
- Calendar Items / Events
- Who Cares & Creating Community
- Summary of Interactions
- Other Updates
- Proposed Website Update Schedule
- Next Steps

Discussion & Website Goals Recap

The scope of the overall website includes:

- Present basic information on various topics
 - Present contextual video and photographs
 - **Encourage community**
 - **Encourage sharing of media**
 - **Encourage involvement**
-
- This presentation recommends methods for achieving the above goals and provides a plan for spring updates

Photos

- Goals
 - serve up existing photos on the website in a clean, standard fashion
 - Allow for the easy addition and management of new photos in future
 - Allow for a scalable solution, allowing for users to possibly share their photos in the future
- Recommendations
 - Following the launch, we recommend integrating with **Picasa** to manage, organize & present all site photos
 - Minor amount of training will be needed for staff

Photos

- Picasa will allow you to:
 1. Include photo titles and captions
 2. Organize all photos into sub-folders, such as:
 1. Site photos
 2. Artist's photos
 3. Historic .jpg images
 4. the Who Cares people
 3. The website programming will dictate where and how the photos will appear on the site
 4. More of Picasa's features can be found at <http://www.Picasa.com/tour/>

Videos

- Goals
 - Serve up a existing videos on the website in a clean, standard fashion
 - Allow for the easy addition of new videos in future
- Recommendations
 - Use a **YouTUBE** account to upload and manage videos
 - The website programming will dictate where and how the videos will appear on the site
 - Minor amount of training will be needed for staff

Videos

- YouTube will allow you to:
 1. Include brief descriptions of the videos
 2. Associate any YouTube video with our videos
 3. We can choose to include or not include video comments
 4. Videos can be wide-screen

News Items

- Goal
 - Allow for the easy management and display of basic news items
- Recommendations
 - **Treat news items as entries into a blog**, and use **Blogger** (Google's blogging tool) to manage them
 - Once the new Blog is set up, it can also be used to comment on events that occurred, or general topics. As site evolves, other blog features could be activated
 - Utilizing comments feature of the blog could contribute to goals of creating community
 - A minor amount of training will be needed for staff

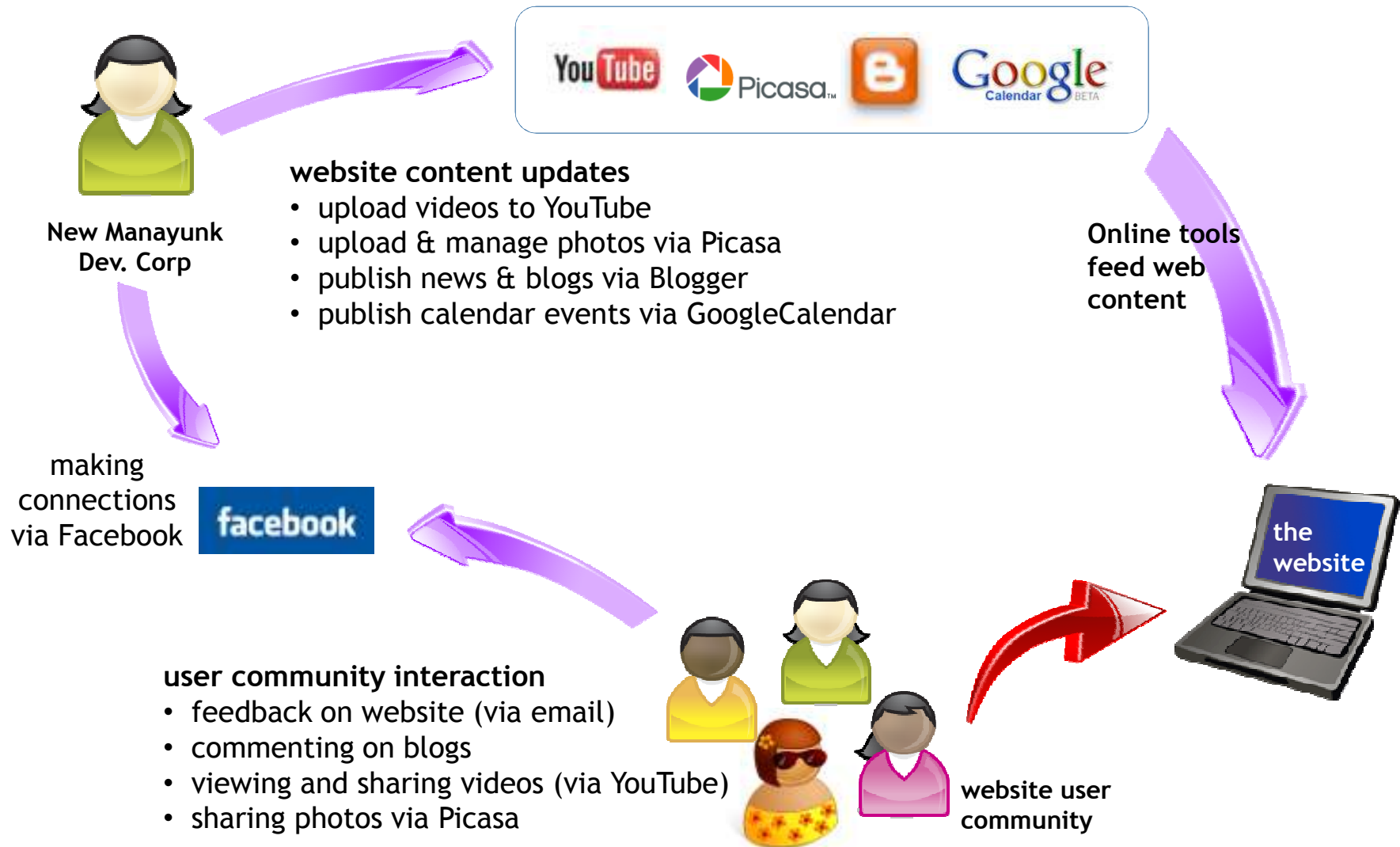
Calendar Items / Events

- Goal
 - Allow for the easy management and display of basic calendar items
- Recommendations
 - Use an existing web-based tool to manage event items. Two potential tools, to be vetted based on need:
 1. **GoogleCalendar** (Beta)
 - http://www.google.com/googlecalendar/event_publisher_guide.html
 - <http://www.google.com/intl/en/googlecalendar/about.html>
 - Free
 2. **EventBrite**
 - <http://www.eventbrite.com/>
 - Free (for free events)
 - Minor amount of training will be needed for staff

Who Cares & Creating Community

- Goal
 - Create a sense of community; connect with users
 - Allow for the addition of *Who Cares* stories
- Recommendation
 - Create a Schuylkill River **Facebook** account
 - In the *Who Cares* section, let users know they can ‘find us on Facebook’
 - Incorporate all *Who Cares* photos & captions (stories) into Picasa folder and serve up on site

Summary of Interactions



Other Updates

- Birding Updates
 - Birding to be own new page (separate from Nature page)
 - Addition of bird photos (10 photos) from VIREO/Academy light box
 - Addition of Bird calls
- Addition of Historic photos (.jpg's)
 - To be added via Picasa within Heritage section
- Artist's bios & artwork
 - To be added via Picasa onto new page off of Art page

Proposed Website Update Schedule

v 1.0 – Launch

The first release of the site will be simply informational.

(no content management or integration with web services)

v 1.1 – First Update

1. Integration with YouTube; addition of first video
2. Integration with Picasa.com for managing photos
3. Birding update (photos only)
4. Facebook announcement
5. Artists portfolio subpage

v 1.2 – Second Update

1. Addition of remaining videos
2. Addition of historic photo .jpg's
3. Birding update (add bird sounds)
4. Minor text fixes as needed

v 1.3 – Third Update

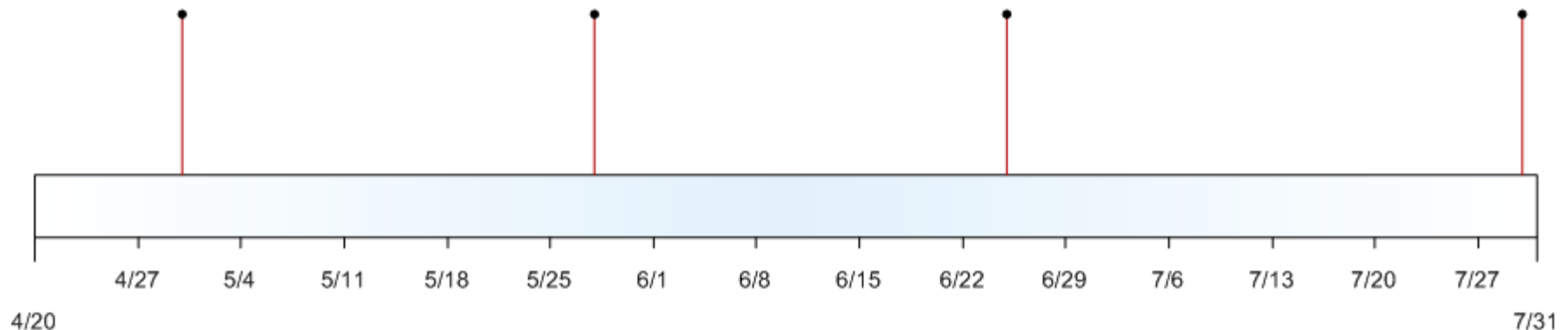
1. Integration with blogger for news items
2. Integration with GoogleCalendar for Calendar items

4/30
launch
website v1

5/28
website
update v1.1

6/25
website
update v1.2

7/30
website
update v1.3



Next Steps

1. Review the above & approve with comment
2. Open YouTube Account
3. Open Picasa Account
4. Open Facebook Account
5. Set-up GoogleCalendar
6. Set-up blog (via Google's Blogger)