

# Community blogging in Yukon museums. Can this be done?

Sylvie Binette

# Case Study inspired by

*When Your Community Does the Blogging*  
*What, Why, and How*



Lori Byrd-McDevitt  
[@LoriLeeByrd](#)

The Children's Museum of Indianapolis  
[@TCMIndy](#)

**Staff Blogging**



**Guest blogging**



**Community blogging**



# Blogging and Social Engagement

Traditional  
Inform & Consult



Participatory/Open Authority

Contributory  
Crowdsourcing

Collaborative  
Community Sourcing

Co-Creative  
Participative  
Interpretation

Blogging to  
(Staff and Guests)

Tagging  
Voting  
Identifying

Community Blogging  
Memory Sharing  
Dialogue  
Sharing Medias

↓  
More passive  
Museum takes  
the lead role

↓  
Bigger asks to  
loyal community  
Participants more active  
and motivated

↓  
Content developed  
equally by museum  
and community

# The Playscape 5



Source: Lory Bird-McDevitt @LoriLeeByrd



# Blog Ambassadors Program



Katie White

Part-time working mom of four who loves book club but rarely reads a book with more than 10 pages.



Samantha Cotten

@samanthacotten



Chrystal Turner

@seacfsavings

#BlogTCM

# Why Community Blogging

- Inside look at what community thinks
- Showing appreciation and trust to the community
- Transparency

# How to Community Blog?

- Connect with the community
- Collaborate with the community
- Preparedness
- Compensation



# Community blogging in Yukon museums.

Can this be done?

Thank You!