**DESIGN AND PROGRAMS**

The blog's look and feel helped guide a redesign of the museum's website. Public programs riff on the blog's DIY spirit and partners have been guest bloggers.

**PERSONALITY AND MORALE**

An institution's personality can be tricky to convey through traditional platforms. The blog lets staff share their unique voice.

**DIVING INTO HISTORY**

Many bloggers come to the library and archives to find answers to questions about the museum's history and collection.

**SPOTLIGHT ON ARCHIVES AND RARE MATERIALS**

Featuring archival and rare materials in a blog post is a safe and focused way to present them to a large audience.

**BLOG AS ARCHIVE**

The blog makes us more aware of daily life behind-the-scenes. Snapshots of installations, rehearsals, and other related activities keep the blog fresh and informative. Not only are they some of our most popular content, they also create a record of fleeting activities.