

Steven D. Reece

From: Steven D. Reece <sdreece@matzevah.org>
Sent: Tuesday, March 22, 2016 08:24
To: 'Rachel McRae'; 'John Mark Folker'
Subject: RE: TMF Website

Thank you, Rachel for looking into this. This is good feedback and points again to the need for us to develop a logo to use for branding purposes. I hate branding but it is a reality we must deal with in a competitive market so to speak. Dynamic content is a wonderful idea. I think that we have the capacity for blogging, adding stories, etc. as it makes our site and us more interactive. I still want to do a photo-blog and share photos that I have made over the past 28 years concerning the Shoah, early (pre-TMF) and later Jewish (post TMF) cemetery work. Rabbi Berg has encouraged me to find ways to tell our story, since it is so compelling. The fact that Christians are doing what we are doing in Jewish cemeteries to him is amazing.

Having dynamic content and the need to have the videos imbedded on the site raises some technical issues. I do not know if we have the space on the server to store videos and I do not know if we have the technical capacity using our current Word Press template to do what he is suggesting. I think the point about the headers or banner images is excellent, which goes back to the need for a logo.

Anyway, I think that we should implement his suggestions. The question is of course: how?

From: Rachel McRae [mailto:rachelmcræ@yahoo.com]
Sent: Monday, March 21, 2016 08:01
To: Steven D. Reece <sdreece@matzevah.org>; John Mark Folker <jmfolker@matzevah.org>
Subject: TMF Website

FYI: I emailed a guy here at work that does social media and blogs for our company's president. I sent him our website and Facebook page to see if he had any recommendations on how to make things better. Below is his response.

Facebook page looks fine.

From what I can tell there are two elements missing that might help you on the website though.

First is a logo - There's no logo or identifying mark associated with TMF. There's nothing to catch the eye and make someone want to know more. The pics are fine on the website (though the banner text is a bit difficult to read at times depending on the background - see below), but there is no graphic to make you associate TMF with places I may see it elsewhere.

Second is dynamic content - There should be something on the website that engages readers and promotes sharing. A blog, a news feed, links to stories about the work, etc. The entire site is static info. It's like a lot of church websites. "Here's all this info, but there's no need to come back because it

will all be the same as the last time you came to the site" Adding some dynamic content to the site would give people a reason to come back more often.

One other website thing to look into - instead of linking the videos (visual insights) to vimeo lightboxes, embed those suckers. Make it obvious that the thing is a video (or at least add a play icon on to of the graphic) because unless you click, you don't know it's a video. Visual insights could mean photo gallery or video, or something else entirely.

