



Tramway Museums, History and ‘The Web’

A review and guide to uses and abuses of internet technology in promoting and accomplishing the work of tramway museums

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<http://tdu.to>

Promotion

- Informing the public about your operation
 - How to get there
 - What's on
 - Site and collection information
 - News and events
- Promotion of the organisation
 - History and achievement
 - Significance of the Museum
 - Links to wider community



Promotion strategies

- Traditionally via websites
 - Who is your audience?
 - How do they find you?
 - What do they look for?
- Next – some examples
- Later:
 - Via mailing lists and discussion groups
 - Via Facebook and Twitter



Example 1 – Bendigo

What do you like or dislike?



The screenshot shows a web browser window with the address bar displaying "Bendigo Tramways". The website has a yellow background. On the left is a vertical navigation menu with a "Home Page" button at the top, followed by the "BENDIGO TRAMWAYS" logo. Below the logo is a list of links: Tourist Information, Gifts & Souvenirs, Timetables, Fares & Prices, Route Details & Map, nineeventix, Diary of Events, Updates & News, Heritage Works, Spare Parts, Infrastructure, History, Situations Vacant, FRIENDS, SPONSORS, Contact Us, Links, and Sitemap & Search. At the bottom of the menu is the "viclink" logo. The main content area features the title "BENDIGO TRAMWAYS" in large red letters, followed by "a division of The Bendigo Trust" and "Latest update: 13 August 2010". Below this is a horizontal navigation bar with four buttons: "Road Rules & Trams", "Current Timetable", "Special Events", and "Latest Updates". A large photograph of a white and red tram (number 33) on a street is shown, with the caption "Mal Rowe photo." below it. At the bottom, there is a welcome message and a search instruction.

Home Page

BENDIGO TRAMWAYS

a division of The Bendigo Trust
Latest update: 13 August 2010

Road Rules & Trams Current Timetable Special Events Latest Updates

Mal Rowe photo.

Welcome..... To navigate this site, click on any of the bars at left. Listed are links to the many facets of the Bendigo Tramways.

Alternately, you may be seeking specific information about the Tramways. To search this site, click on the 'Sitemap & Search' bar at left. You will be taken to the page where the Search engine and a listing of all other pages is located.

Example 2 – AETM

What do you like or dislike?

Google Adelaide Tram Museum at St. Kilda



THE TRAMWAY MUSEUM
ST. KILDA



Things to see & do Location & entry fee School & group visits Contact the museum **NEW** Online shop **NEW** Tram history About the Museum group Enthusiasts & Members area

WELCOME TO THE ADELAIDE TRAMWAY MUSEUM AT ST. KILDA, SOUTH AUSTRALIA

Ride the historic Adelaide trams as many times as you like.

Informative history of tramways

Make a day of it with Adventure Playground and St. Kilda Mangrove Walk.

Only 40 minutes from Adelaide CBD

Special Event – Launch of Tram 118

[Click here for more details](#)

[Special Openings - School Holidays](#)

[See "Trams at Adelaide Oval" on the "Tram History" page.](#)

[Tram Museum Home](#) | [Things to see & do](#) | [Location & entry fee](#) | [School and group visits](#) | [Contact Tram Museum](#) | [Online shop](#) | [Tram History](#) | [About the Museum Group](#) | [Enthusiasts & Members area](#)

Example 3 – Sydney TM

What do you like or dislike?

Google Ride Sydney trams at the Sydney...

Ride a tram in Sydney at the SYDNEY TRAMWAY MUSEUM

[Home](#) | [Location](#) | [Entry](#) | [Activities](#) | [Routes](#) | [News](#) | [SMS](#) | [Links](#) | [Background](#) | [Contact us](#) | [How to Support Us](#)

Sundays : 10 am to 4.30 pm; Wednesdays: 10 am to 3 pm.

Enjoy our Bushland Cruise to the National Park.

Group Bookings

school educational visits,
club days out or
vacation care excursions.
(But families and groups of friends
have no need to book.)

Further information

Care to become a volunteer?

There's always room for more people
to help us. You don't need to be a tram
expert! It's fun and it's interesting.

Details

One of the Museum's best kept secrets is our *Bushland Cruise* into the Royal National Park.

And we're now in the
wattle season

It's beautiful!

Our first ride for the
day is the the 10.15
into the park thence
every hour at "a
quarter past".

This is a great time of
year to visit us. Our
part of the renowned
Sutherland Shire is perched on a ridge and enjoys clear, bracing air.


There are regular trips by tram on offer, different trams operating on two different lines.

A range of earlier trams can be seen in the Display Hall.

Light refreshments can be purchased in our kiosk and there's a bookshop, too.

Re-posted: 7.30 pm - 14th August, 2010

Photo by Martin Pinches



Example 4 – Brisbane TM

What do you like or dislike?



The screenshot shows the Brisbane Tramway Museum website in a web browser. The browser's address bar displays "Brisbane Tramway Museum". The website features a red navigation menu on the left with links to Home, About Us, Times & Fares, School Excursions, Find Us, Contact Us, Shop, Join Us, Mission Statement, Collection Policy, and Privacy Policy. Below the menu are sections for "ARTICLES" and "IMAGES". The main content area has a large heading "Welcome to the Brisbane Tramway Museum Ferny Grove Qld" and contact information: "PO Box 94, Ferny Hills, 4055", "Phone 07 3351 1776", and "e-mail: [The Brisbane Tramway Museum](#)". It also includes a note about the museum being operated by a not-for-profit society. Two photographs show a tram and a vintage car. A list of bullet points describes the museum's offerings, including rides on preserved trams, restored trams, car parking, picnic facilities, and admission details. On the right, there are promotional banners for remastered tram videos and a book titled "The Last Decade".

BRISBANE Tramway Museum

Select Language

powered by [Go-Qi's™](#) templates

Home

About Us
Times & Fares
School Excursions
Find Us
Contact Us
Shop
Join Us
Mission Statement
Collection Policy
Privacy Policy

ARTICLES

Society History
Our restored trams
About Tram Tickets
1885 Bylaws
Tramway Time Line
Tramway History
Tramway Signalling
Deaths on Trams

IMAGES

Tram Termini
After the Closure
Richard's Photos
Historical Photos
Museum Photos

Welcome to the Brisbane Tramway Museum Ferny Grove Qld

PO Box 94, Ferny Hills, 4055
Phone 07 3351 1776
e-mail: [The Brisbane Tramway Museum](#)
For information on opening times select "Times and Fares" from the menu.

The museum is operated and owned by the Brisbane Tramway Museum Society a "not for profit" company run entirely by volunteers.



- Ride on Brisbane's preserved trams in a delightful bushland setting.
- Inspect restored trams and other reminders of Brisbane's tramway era.
- Plenty of car parking and toilet facilities
- Books, souvenirs and cold drinks available
- Picnic tables in the grounds
- Admission includes unlimited tram rides on the day
- For more information visit our "Times and Fares" page.
- Why not enjoy a full day in Brisbane's north west. Visit our links page for more ideas.

Our completely remastered videos of Brisbane's trams now on DVD. Each video is \$34.95 plus P&P. See the shop page for details.

Our book "The Last Decade" is now back in stock.



\$17.95 + \$2 P&P

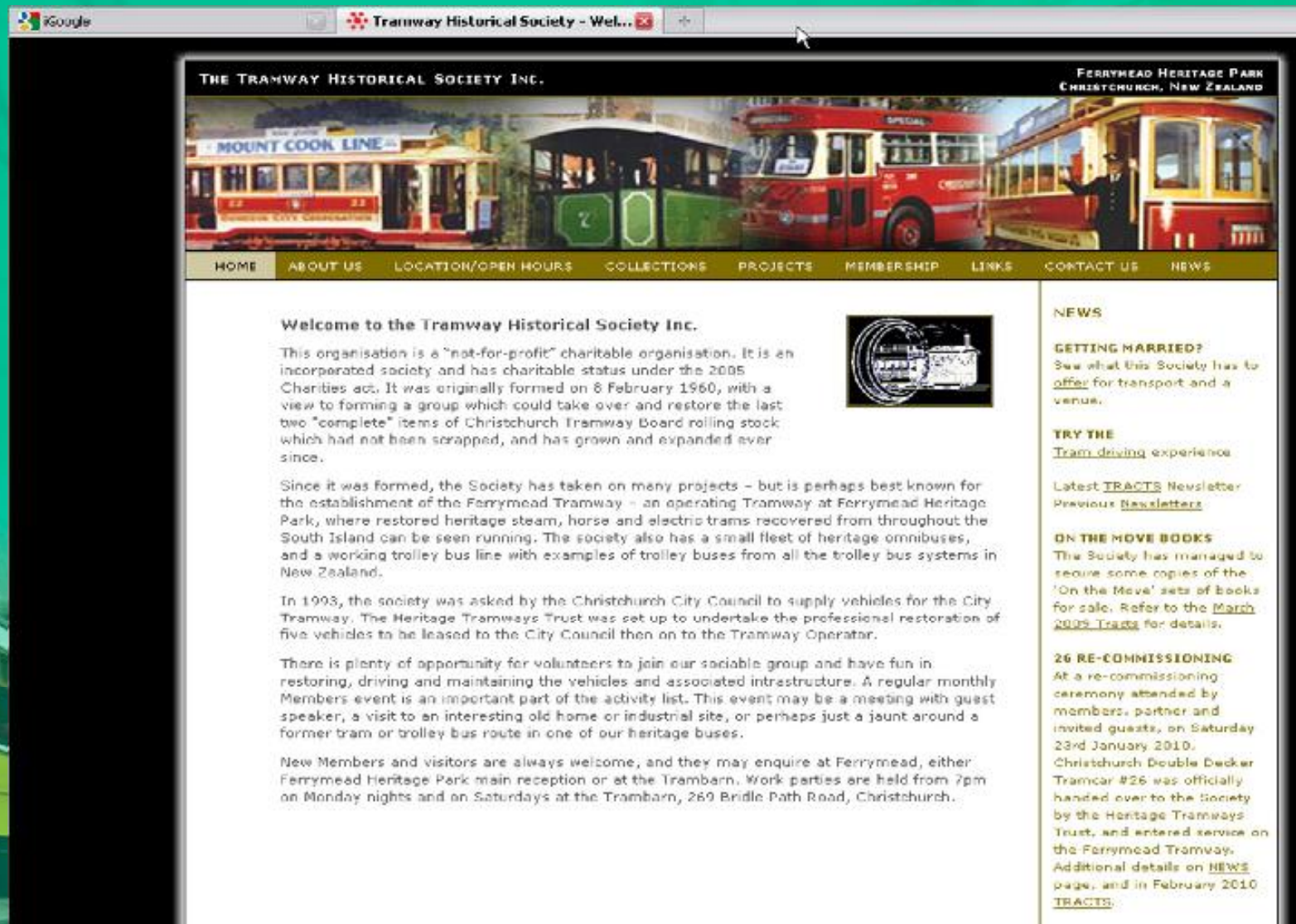
Brisbane Museum guide book.



\$4.90 plus \$2.00 postage to anywhere in Oz.

Example 4 – THS Christchurch

What do you like or dislike?



THE TRAMWAY HISTORICAL SOCIETY INC. FERRYMEAD HERITAGE PARK CHRISTCHURCH, NEW ZEALAND

HOME ABOUT US LOCATION/OPEN HOURS COLLECTIONS PROJECTS MEMBERSHIP LINKS CONTACT US NEWS

Welcome to the Tramway Historical Society Inc.

This organisation is a "not-for-profit" charitable organisation. It is an incorporated society and has charitable status under the 2005 Charities act. It was originally formed on 8 February 1960, with a view to forming a group which could take over and restore the last two "complete" items of Christchurch Tramway Board rolling stock which had not been scrapped, and has grown and expanded ever since.

Since it was formed, the Society has taken on many projects – but is perhaps best known for the establishment of the Ferryhead Tramway – an operating Tramway at Ferryhead Heritage Park, where restored heritage steam, horse and electric trams recovered from throughout the South Island can be seen running. The society also has a small fleet of heritage omnibuses, and a working trolley bus line with examples of trolley buses from all the trolley bus systems in New Zealand.

In 1993, the society was asked by the Christchurch City Council to supply vehicles for the City Tramway. The Heritage Tramways Trust was set up to undertake the professional restoration of five vehicles to be leased to the City Council then on to the Tramway Operator.

There is plenty of opportunity for volunteers to join our sociable group and have fun in restoring, driving and maintaining the vehicles and associated infrastructure. A regular monthly Members event is an important part of the activity list. This event may be a meeting with guest speaker, a visit to an interesting old home or industrial site, or perhaps just a jaunt around a former tram or trolley bus route in one of our heritage buses.

New Members and visitors are always welcome, and they may enquire at Ferryhead, either Ferryhead Heritage Park main reception or at the Trambarn. Work parties are held from 7pm on Monday nights and on Saturdays at the Trambarn, 269 Bridle Path Road, Christchurch.

NEWS

GETTING MARRIED?

See what this Society has to offer for transport and a venue.

TRY THE

[Tram driving experience](#)

Latest [TRACTS](#) Newsletter
[Previous Newsletters](#)

ON THE MOVE BOOKS

The Society has managed to secure some copies of the 'On the Move' sets of books for sale. Refer to the [March 2009 Tracts](#) for details.

26 RE-COMMISSIONING

At a re-commissioning ceremony attended by members, partner and invited guests, on Saturday 23rd January 2010, Christchurch Double Decker Trambarn #26 was officially handed over to the Society by the Heritage Tramways Trust, and entered service on the Ferryhead Tramway. Additional details on [NEWS](#) page, and in February 2010 [TRACTS](#).

Example of guidelines for web site front page design

(Thanks to Warren D for the link – which has much more than what is below)

<http://www.webcredible.co.uk/user-friendly-resources/web-usability/online-behaviour.shtml>

- When online, **people read very differently ... they scan, looking for keywords.**
- What does this mean? People don't read introductory text, instruction text, navigation options... almost anything if they can avoid it.
 - Reduce the word count of each page (ideally by half)
 - Try to remove/minimise instruction text
 - Highlight key words
 - Use lists/bullet points where possible
 - Break up text using clear sub-headings
 - Try to start each page/paragraph with the conclusion, so that users can decide whether to read the page/paragraph early
 - Use images instead of words where possible

Web Research

- Public collections and records
 - Libraries and Record repositories
 - Images
 - Newspapers
 - Books and reports
 - Authorities' collections / publicity
- Private / group collections
 - Personal sites - e.g. Dave's Railpix
 - Group sites – e.g. TDU
- Tapping new sources



Wow! – while many online images are low quality not all are!



Oxley Library picture

Community Building with the web

- Types of on-line Community
 - Mailing lists
 - Web boards
 - Facebook
 - Twitter
- What attracts people to an on-line community?
 - Content
 - Real time postings
 - A sense of belonging
 - So what might membership mean in this context?



Facets of the on-line community experience

- **Pictures!**
- **News**
- **People who share their experience**
 - Old
 - Young
 - Experienced
- **How wide do you spread the topic?**
 - What is TAN?
 - What is OT?
 - What is completely unacceptable?

The TDU experience

- Started by an American after a visit to Australia
- Rapid growth of activity and membership
- What does being a TDU member *mean*?
 - Active participants – about 50
 - Formal listmembers –over 700
 - Lurkers – huge number via **tdu.to**
- How can the virtual resource be tapped?
 - Making the transition from lurker to poster to active museum member
 - Using the list – what works?



The TDU experience – negative experiences

- Like many groups of enthusiasts we have members who are pretty fanatical.
- Web forums can provide a platform for criticism and airing dirty laundry.
 - Is that good or bad?
 - Is a hidden problem a solved problem?
 - How to handle?
 - What are reasonable limits?
 - Moderation is essential



Facebook and Twitter

- Facebook is a preferred mode of instant communication for the younger generation.
 - Minimal effort to post messages
 - Short messages for people with short attention spans
- So how to use?
- Choose the medium for the message – and the target audience, and be prepared to be surprised:



So who and how for social networking use?

- I'm drawing on a paper by my daughter – a national broadcaster who makes extensive use of the web in her work.

<http://www.abc.net.au/triplej/zan/>

- ...delivery of content is more to do with consumer choice and trust, than a broadcaster's decision.
- It took 38 years for radio to gain 5 million listeners, 13 for television to reach 50 million viewers and only 4 years for the internet to gather the same amount - 50 million users. Facebook alone gathered 50 million participants in its first 2 years and currently have over 500 million active users online.
- 96% of people born between 1982 and 1995 are using social networking sites. They have entered into adulthood in an online world. In high school, at work and at home - computers, mobile phones and the internet are never more than a few centimetres away.



Why use social media?

- 78% of consumers trust peer recommendations.
- The impact of social networking doesn't occur when a shiny new toy is introduced. It's when the tools and toys, such as Facebook and Twitter begin to be taken for granted.
- These days Tweets are embedded on television program screens, YouTube is constantly used in news reports and Facebook is referenced all too often in legal cases.
- Giving our members a sense of not just connection but ownership of what we do. It's about taking for granted the simple notion that we're all in it together.
- Enthusiasm is contagious

Eurotrams on Facebook

Google Tramway Historical Society - Welcome 10 unexpected online user behaviours ... Facebook | Australasian Railway Associ... Facebook | Trams

facebook Search Home Profil

Trams around the world

Wall Info Photos

Write something...

Attach: Share



Invite People to Join

Information

Category:
Geography - Ridesharing & Transportation

Description:
Facebook version of the popular yahoo group Eurotrams about trams:
Tram, trancair, tramway, trolley, streetcar, eléctrico, electrino, tranvia, bonde, trisk, spårvagn, sporvagn,

 **Bruno Plumo** Hello !
Just have look at one of the most famous tram in the world !
<http://www.youtube.com/watch?v=PW0c4wUto2A>
June 15 at 3:31am · Comment · Like · Flag

 **Bruno Plumo** Hello !
Just have look at one of the most famous tram in the world !
<http://www.youtube.com/watch?v=PW0c4wUto2A>
June 15 at 3:24am · Comment · Like · Flag

 **Rezier Possidente**

 **Trams around the world Photos**

Twitter

- Facebook a bit too demanding for your attention span?
- Try Twitter !
 - no message longer than 140 characters
 - 'microblogging'



The screenshot shows a web browser window with the Twitter homepage. The browser's address bar shows 'Google' and several tabs, including 'Tramway Historical Society - W...', '10 unexpected online user beh...', 'Facebook | Australasian Railwa...', and 'Aust Rai'. The Twitter logo is prominently displayed at the top. Below it, a banner for the 'Aust Railway Assoc.' encourages users to 'Get short, timely messages from Aust Railway Assoc.' and provides a 'Sign Up' button. To the left, the 'AUSTRALASIAN RAILWAY ASSOCIATION INC' logo is visible, along with a welcome message and a description of the association's goals. On the right, the 'AustRail' profile information is shown, including the name, location (Australia), website (http://www.ara.ne...), bio (The Australasian Railway Association (ARA)), and statistics (2,851 following, 2,767 followers, 51 listed).

twitter

Have an account? [Sign in](#)

Get short, timely messages from Aust Railway Assoc.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and [follow @AustRail](#).

[Sign Up >](#)

Get updates via SMS by texting [follow AustRail](#) to [0198089488](#) in Australia
[Codes for other countries](#)

AUSTRALASIAN RAILWAY ASSOCIATION INC

Welcome to the Australasian Railway Association Twitter Page!

Our goal is to illustrate the positive impact that railways have on the economy, society and environment of Australia and New Zealand.

We represent the interests of rail operators, both private and

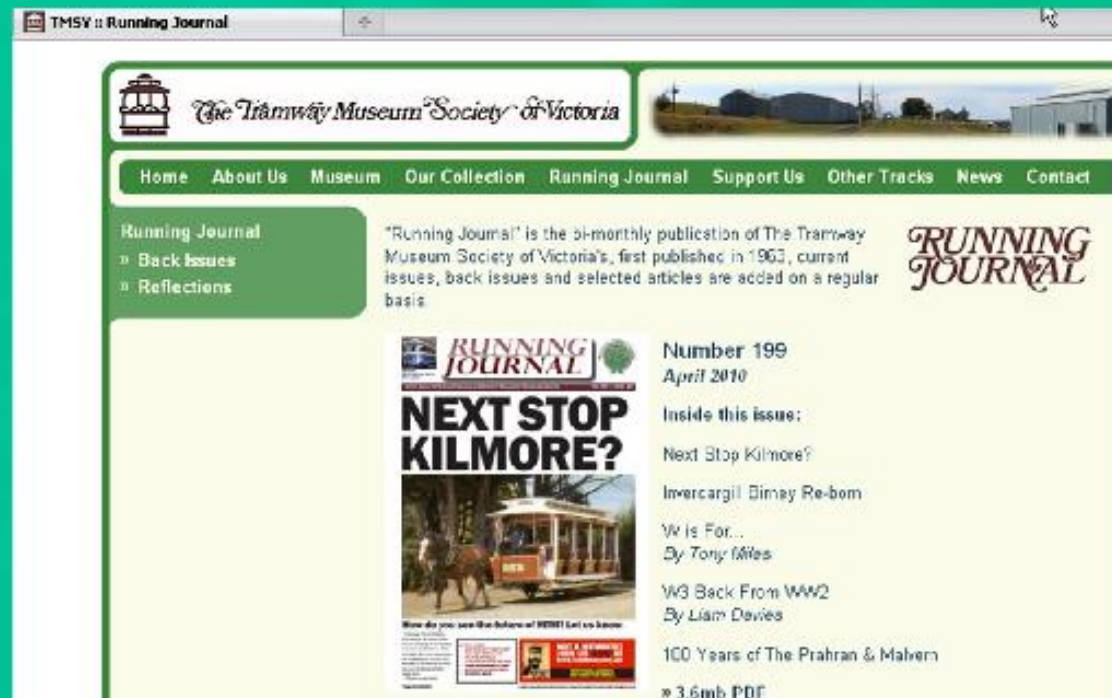
AustRail

Name Aust Railway Assoc
Location Australia
Web <http://www.ara.ne...>
Bio The Australasian Railway Association (ARA)

2,851 **2,767** **51**
[following](#) [followers](#) [listed](#)

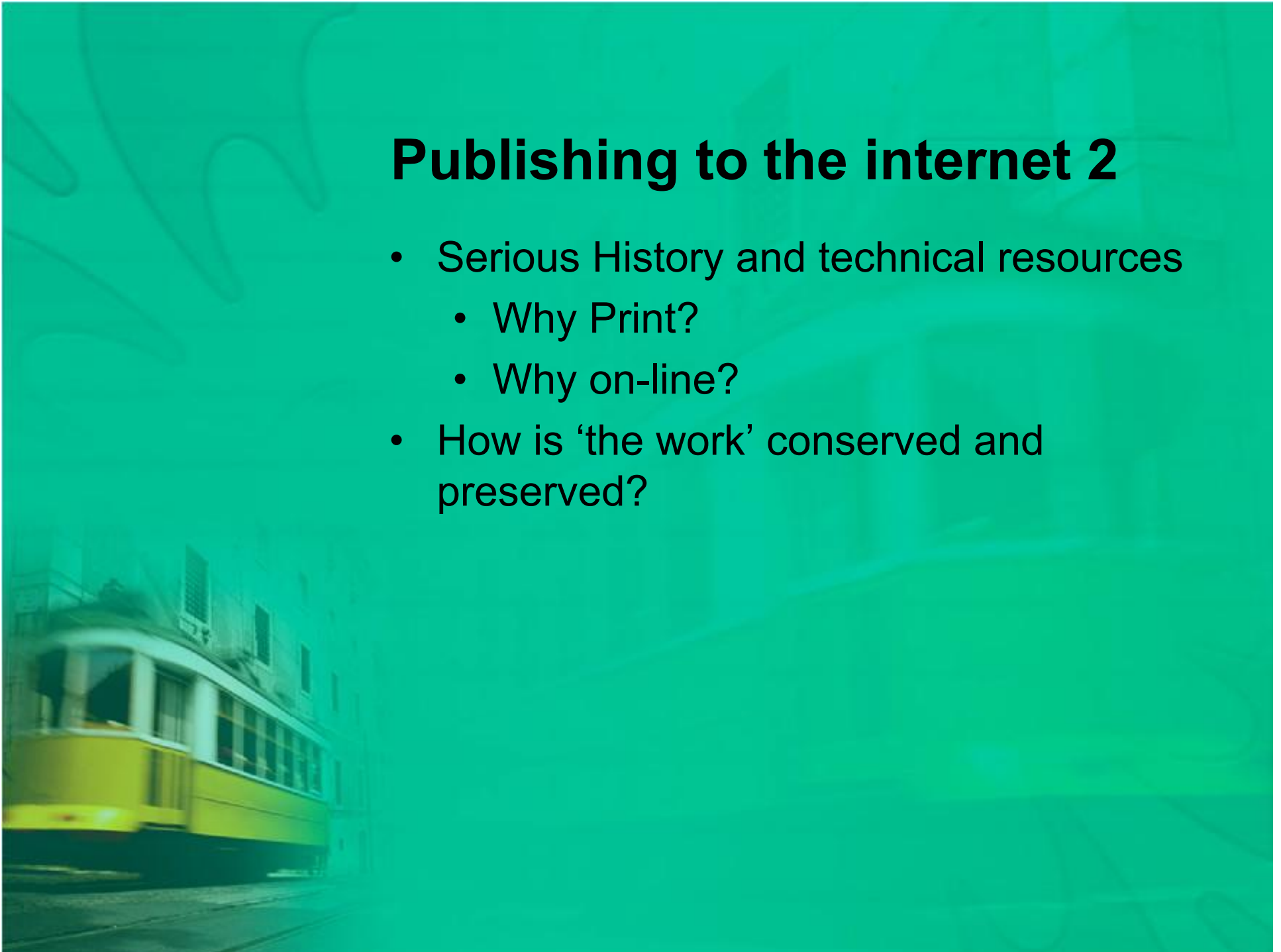
Publishing to the internet

- Ephemeral items
 - Why print? - Why online?
- An economical way to publish?
- A sense of privilege and ownership? Do you ascribe value and make members feel privileged?



Publishing to the internet 2

- Serious History and technical resources
 - Why Print?
 - Why on-line?
- How is 'the work' conserved and preserved?



Friends of Hawthorn Tram Depot web publishing



So who is going to do it?

... anyone with an interest whom you trust,
it won't be achieved by a committee
... and if you don't have someone you trust,
then you'll miss out!

Mal Rowe

<http://finance.groups.yahoo.com/group/TramsDownUnder/>

... archived at ...

<http://tdu.to>

Thanks

