



**THE BREWMASTER'S CASTLE**

**MEMORANDUM**

**TO:** Pierson Brown (Education Intern)

**DATE:** Begins March 2021

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**PROJECT:** Brewery Worker Descendants - Social Media Campaign

**SUMMARY:** This project consists of writing content for a social media series on the Brewery Worker Descendent oral history interviews. This will help the museum expand the stories we tell.

**SUPERVISING STAFF MEMBER:** Jenna Febrizio (Education Manager)

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**TIMELINE & PLAN OF ACTION:**

This is an ongoing project (content due each week).

1. On the Google Drive, go to HHM/G&A/External Relations/Social Media/Posts/2021/March to the document "Social Media - Brewery Workers." Use the links at the top of the page as reference materials.
2. Using quotes from the oral histories, read relevant articles/chapters, develop educational content (write summaries), pose questions, and relate to modern-day issues when applicable.
3. Once complete, tag me (jenna@heurichhouse.org) to review content. Once I edit, I will send it back to you for edits.
4. After edits are complete send to Haley Resnick (incubatorintern@heurichhosue.org). Haley will edit and send it to Alex Fraioli (alex@heurichhouse.org).