

Thomas Jefferson MONTICELLO

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www.monticello.org

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Thomas Jefferson's World Wide Wonders

WITH ITS ABILITY to instantly reach a global audience, the Internet has become a valuable communication tool for many organizations, including the Thomas Jefferson Foundation. Since its inception, millions of unique visitors from more than two hundred nations have logged on to monticello.org. The website is a reference for Jefferson research and historical information and is often the first point of contact for visitors to Monticello.

As the Internet has continued to evolve with the emergence of interactive websites, social media and the blogosphere, the Thomas Jefferson Foundation decided to evaluate its existing website. Careful examination of industry standards and innovative designs gave way to the creation of a new website. In October 2010, TJF unveiled the upgraded version of monticello.org, a cutting-edge, visitor-friendly site with exciting new features and functions.

"For over 15 years, our website has allowed visitors to see Monticello and explore Jefferson's life and interests from anywhere in the world. It's a virtual visitor center that inspires people with the genius of Jefferson," said Ann H. Taylor, executive vice president of the Thomas Jefferson Foundation.

"We have an astonishing wealth of knowledge to share. Just putting the content out there is one thing. Our objective was to present information in a way that engages visitors without being overwhelming," said Chad Wollerton, Monticello's webmaster.

The new site expands upon several of the Foundation's existing online efforts, such as its blogs and the increasingly

popular *Jefferson Encyclopedia*, which saw phenomenal growth in visitation during the past two years. Online users are able to access Jefferson biographical content by clicking on the link "Jefferson," or learn about the lives of slaves at Monticello by selecting the tab

"Plantation & Slavery." But they are now able to add their own comments and tags throughout the site and choose their own favorite objects, quotes and tours. Site visitors can now see staff comments and favorites and get a more personal view of what it's like to work at Monticello preserving Jefferson's legacy.

While a major goal of the new site is to create a continuous dialogue about Jefferson's ideas and legacy, it also aims to give a better sense of what there is to see and do at Monticello. Visitors will also find suggested readings and travel itineraries covering a variety of interests. The Presidential Itinerary takes vacationers back in history, exploring the UVA grounds, Monticello, Ash Lawn-Highland, Michie Tavern and Montpelier. The Family Itinerary offers families a kid-friendly experience, while the Wine Lovers Itinerary explores Virginia wineries.

"We want to offer a seamless



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vacation experience for those visiting Monticello, as well as give insight into other local places of interest we recommend during their stay," said Wollerton. "There's a wealth of things to do in Charlottesville that are not always obvious to out-of-town visitors. We can help with that, too."

Thomas Jefferson's Monticello Friends on Facebook

THOMAS JEFFERSON'S MONTICELLO surpassed the 6,000-fan mark on Facebook in October. The social networking site has allowed the Thomas Jefferson Foundation to share Jefferson's life and legacy on a more personal level.

In the past few years, Facebook has become an increasingly important communication tool for many organizations. The site has a highly involved audience; 50% of Facebook's 500 million active users sign on any given day. Facebook also has a large global audience; 70% of Facebook users are from outside the United States.

A popular new addition to the Monticello Facebook page is the monthly Jefferson-era recipe, complete with details and pictures. Culinary expert and African-American historian Leni Sorensen dishes up tasty recipes like scolloped tomatoes.

Join the fun on Facebook – “like” the Thomas Jefferson Monticello Facebook page www.facebook.com/TJMonticello.



To Scollop Tomatas

—Mary Randolph. *The Virginia House-Wife*. 1824, pg 236 (Facsimile of first edition with historical notes by Karen Hess, University of South Carolina Press, 1984)

Peel off the skin from large, full, ripe tomatas — put a layer in the bottom of a deep dish, cover it well with bread grated fine; sprinkle on pepper and salt, and lay some bits of butter over them — put another layer of each, till the dish is full — let the top be covered with crumbs and butter — bake it a nice brown.

