Marketing Internship at the Boutwell House

By Sarah Conner, Groton School

This summer I have been focused on revamping the Groton History Center's various social media pages! There is something so cool about sharing history through modern platforms like Facebook and Instagram. I'm embarrassed to say that before working at the Groton History Center, my local knowledge was weak at best. This lack of knowledge, however, has made my work this summer so interesting and fun! My goal was to try to broaden the audience that Groton History Center connects with, to highlight how much history we have all around us and to learn more about my hometown!

While I've had fun exploring the Boutwell House, I've found myself most intrigued by the photo archives. I love finding photos of places around town that I recognize and seeing how they've changed over time. I've lived in Groton all my life, and it's so much fun to see what it used to look like when my parents first moved here and years before that! Generally, when I find a photo of something that seems exciting (a picture of a flooded street in West Groton, The Bruce Pharmacy packed with kids enjoying ice cream sodas, or an advertisement for a community lobster dinner!), I grab it and try to work backwards. What is this? When is it from? After researching a bit -- looking through books and records (and usually asking Kara questions!) -- I write up the information I find. Then, I hope that the people who like our page think it's interesting, too!

My favorite post this summer was about the various towns across the country named Groton. When Kara suggested I look into it, I laughed to myself remembering a story my parents had told me when I was younger. They had been walking down the street when a Navy officer approached them asking which way the base was. He had driven all the way to Groton, MA instead of Groton, CT! With so many towns named Groton, I understand the mix up (especially in the days before GPS). To start, I looked up all the towns named Groton in the US. It was a lot of fun to read about the founding of each town for a few reasons. It was surprising to see that so many of those towns were named after Groton, MA (town pride!). It's fun to think about moving somewhere new, all those years ago, and having so much love for your hometown that you name it the same thing! It was also cool to see the pride each of the "Grotons" (in various states) had for their own town and respective history.

Finally, my favorite part of my work this summer has been reading the feedback and comments on the Facebook page. It is so fun to see what people remember and love about Groton. There is so much interesting stuff to share, and I'm excited to see what else I uncover during the rest of the summer! ∎