


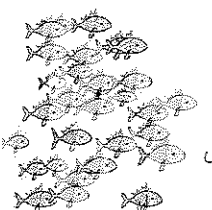
## Promoting Historical Collections Online

---

  
 Lisa Rickey  
 Archivist, Wright State University  
 March 16, 2013

## Why Promote Online?

---



- œ Go where the “fish” are.
- œ Many “fish” search online.
  - œ Many researchers start their research there.
  - œ Even seasoned researchers may “Google it” for clues!
- œ Every organization should have at least basic info online:
  - œ Name, mission, location, hours, general collection info

## Wisdom of Kate Theimer

- œ *Web Strategies for Archives & Local History Collections (2010)*:
  - œ “If you agree that archives exist so that their collections can be used, then the Web is the best thing that ever happened to them” (p. 4).
  - œ “Thanks to Google, if you put information on the web today, people who are interested in it will find it, and you” (p. 2).
- œ (IF Google can find it)

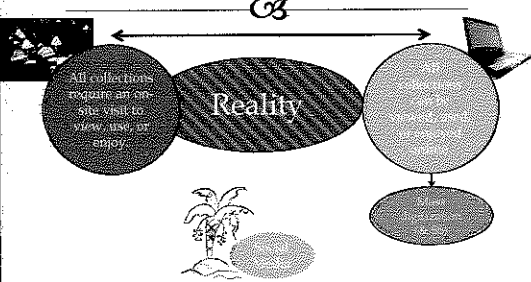
## One Step Further: Social Media

---

- œ Any online presence helps (potential) users:
  - œ Find your resources.
- œ Social media helps users:
  - œ Share your resources,
  - œ Interact with & contribute to those resources.
- œ Improving discoverability (finding) & user engagement (sharing & interacting) *should* lead to increased use.

## Online Access Reality Check


---



## Social Media Tools

---

- œ Blogs
- œ Flickr
- œ Wikipedia
- œ Map Tools
- œ Twitter
- œ Facebook
- œ YouTube
- œ Pinterest



## Quick Start Tips

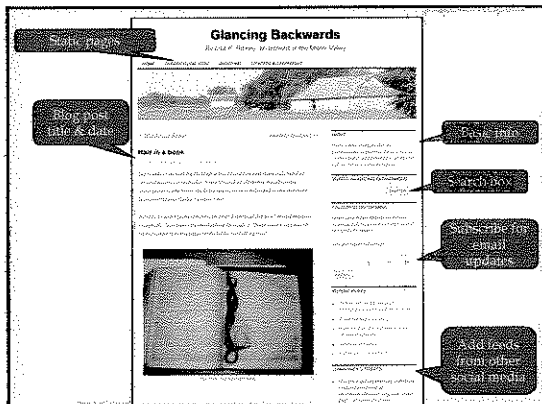


- ☞ Start small
  - ☞ Pick one social media tool (e.g., Facebook), and ease into it. You can always add more later.
- ☞ Figure it out first
  - ☞ Sign up for a personal account to learn how to use it.
- ☞ Get it approved *before* you start
  - ☞ Clear your idea with all necessary people first.
- ☞ Reuse & recycle to *reduce* the "burden"
  - ☞ Think of ways to share stuff you already have, online.

## Blogs



- ☞ Write & share online articles (blog posts)
- ☞ Static pages (e.g., address, hours, collecting area, etc.)
- ☞ What to share?
  - ☞ History based on collections research
  - ☞ Ex Post Facto Reference (answer questions found in search terms)
  - ☞ Biographical sketches from finding aids + photos, docs, etc.
  - ☞ Unusual or interesting items
  - ☞ Announce new collections, promote old collections
  - ☞ Discuss processing activities or ask staff "What are you working on?"
  - ☞ Post diaries day-by-day
  - ☞ RSS feed on sidebar (Flickr, Twitter, etc.)
- ☞ Cost: Free
  - ☞ Host locally or get a free one (e.g., Wordpress, Blogger, etc.)
- ☞ Make sure your blog is "crawled" by search engines:
  - ☞ Some are crawled automatically; others you have to submit



## Archives & Museums using Blogs

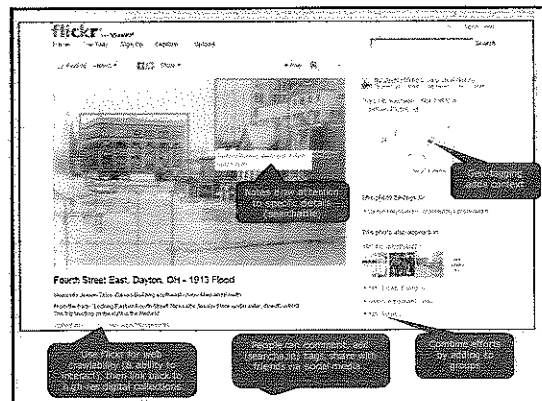


- ☞ Lisa Rickey's *Glancing Backwards* blog
  - ☞ <http://lisarickey.wordpress.com/>
- ☞ WSU's *Out of the Box & DDN Archive* blogs
  - ☞ <http://www.libraries.wright.edu/community/outofthebox/>
  - ☞ <http://www.libraries.wright.edu/special/ddn.archive/>
- ☞ National Archives blogs
  - ☞ <http://www.archives.gov/social-media/blogs.html>
- ☞ Smithsonian Collections Blog
  - ☞ <http://si-siris.blogspot.com/>
- ☞ Ohio Historical Society Collections Blog
  - ☞ <http://ohiohistory.wordpress.com/>
- ☞ Ohio Archaeology Blog
  - ☞ <http://ohio-archaeology.blogspot.com/>

## Flickr



- ☞ Share images (and video):
  - ☞ Whole collections or highlights
  - ☞ Teasers to be found by Google then feed back to another (more complete) digital repository
  - ☞ Crowd source to seek help with unidentified or under-described photos/objects
  - ☞ Host images for blog entries
- ☞ Automatically crawled (and highly ranked) by Google
- ☞ Interactive: comment, tag, share, favorite
- ☞ Add items to 1+ sets, collections, groups (webs not buckets)
- ☞ Geo-tag photos to provide context, enhance understanding
- ☞ Cost: \$25 per year for Flickr Pro (stats)
  - ☞ Could lead to increased income from use & print fees

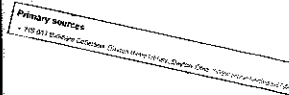


## Archives & Museums using Flickr

- ⌘ <http://www.flickr.com/photos/x>
- ⌘ Library of Congress (library\_of\_congress)
- ⌘ Smithsonian Institution (smithsonian)
- ⌘ National Museum U.S.A.F. (afmuseum)
- ⌘ National Museum of American History (nationalmuseumofamericanhistory)
- ⌘ United Kingdom National Archives (nationalarchives)
- ⌘ Dayton Library Local History (dmlhistory)
- ⌘ TONS of others

## Wikipedia

- ⌘ Tons of traffic & visibility!
- ⌘ Add & edit articles
- ⌘ Add photos
- ⌘ Add links to finding aids in references section
- ⌘ Cost-Free



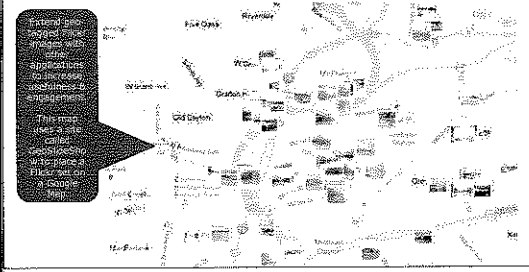
## Map Tools

- ⌘ Maps can:
  - ⌘ Help to provide context
  - ⌘ Simply help locate something
- ⌘ What to share?
  - ⌘ Anything that could be better understood by having its location shown on a map
  - ⌘ Usually historic photos
- ⌘ Different kinds of map tools
  - ⌘ Mashup tools combine 2 existing things
    - ⌘ GeoSlideShow: geo-tagged Flickr photos & GoogleMaps
  - ⌘ Stand-alone tools
    - ⌘ HistoryPin: add photos directly to the site & pin to map

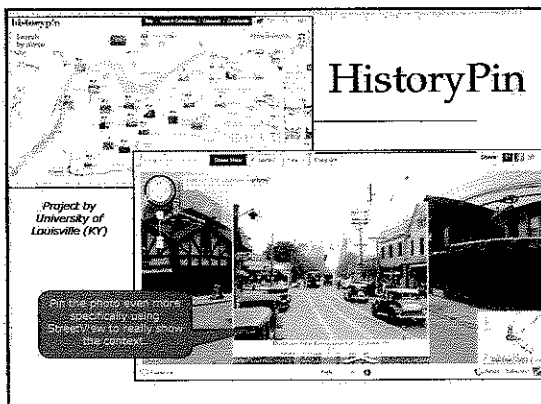
## GeoSlideShow

### 1913 Flood in Dayton, Ohio - During

Images during the time of the 1913 Flood in Dayton, Ohio, while the city was flooded by Dayton Metro Library



## HistoryPin



## Archives & Museums using HistoryPin


- ⌘ National Archives
  - ⌘ <http://www.archives.gov/social-media/historypin.html>
- ⌘ Smithsonian
  - ⌘ <http://siarchives.si.edu/blog/smithsonian-historymap-mashup-historypin>
- ⌘ University of Louisville Photo Arch.
  - ⌘ <http://louisville.edu/library/ekstrom/special/historypin/>

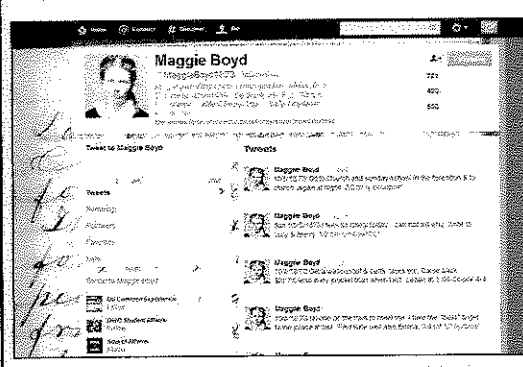
## Twitter

---

❧

- ❧ "Micro-blogging" (140 characters)
- ❧ What to share?
  - ❧ Tweet the diary or letters of an individual day-by-day
  - ❧ "Live tweet" events using #hashtags
  - ❧ Brief project updates (& "twitpics")
  - ❧ Cross-promote other social media (blog, Flickr, etc.)
- ❧ Use free tools like Hootsuite to schedule tweets
- ❧ Cost: Free





Project by Ohio University Archives

## Archives & Museums using Twitter

---

❧

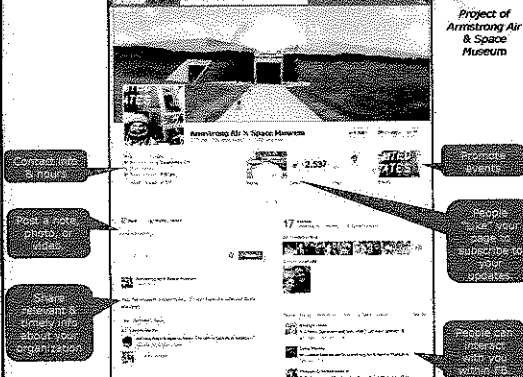
- ❧ Ohio University Archives
  - ❧ @MaggieBoyd1873 (diary of first female grad)
- ❧ Ohio Historical Society
  - ❧ @Wm\_McKinley (Civil War diary)
  - ❧ @OhioHistory (general info)
- ❧ U.S. National Archives
  - ❧ @USNatArchives
- ❧ Many others!

## Facebook

---

❧

- ❧ Go where people already "are"
  - ❧ Researchers, students, supporters, community members, & any other interested individuals
- ❧ What to do?
  - ❧ Interact, invite, ask, be human, be social
  - ❧ Add all contact info to your profile
  - ❧ Trivia, contests, challenges
  - ❧ Info about collections (new or old), exhibits, news, events
  - ❧ Links to images (individual or collections)
  - ❧ Links to everything else:
    - ❧ Image collections, blogs, events, articles, etc.
    - ❧ Some can be automatic; others manual
- ❧ Cost: Free



Project of Armstrong Air & Space Museum

## Archives & Museums using Facebook

---

❧

- ❧ U.S. National Archives
- ❧ Smithsonian
- ❧ Ohio Historical Society
- ❧ Clark Co. (OH) Historical Society
- ❧ Greene Co. (OH) Historical Society
- ❧ Armstrong Air & Space Museum
- ❧ Many more!



## Considerations: Time

- œ Initial setup
- œ Planning content
- œ Creating content
- œ Digitization (possibly)
- œ Adding content
- œ Interactions



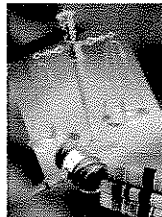
## Considerations: Money

- œ Costs for these projects are low in actual \$\$.
- œ Basic equipment
  - œ Computer
  - œ Internet access
  - œ Flatbed scanner \$200
  - œ Digital camera \$100
  - œ Flip (video) camera \$100
- œ More time than money
- œ All tools shown can be used for free.



## Considerations: Legal

- œ Copyrights
  - œ Is it public domain?
  - œ Do you have the right to share it?
- œ Terms of Service
  - œ Actually read them
  - œ Make sure you agree
- œ Privacy
  - œ Current photos
  - œ Sensitive records



## Measure Your Success

- œ Why keep track?
  - œ Evidence of use and effectiveness
  - œ Justification for use of available resources
  - œ Leverage for additional resources, grants, etc.
- œ Most online tools have built-in statistics features
- œ What to track?
  - œ Followers, views, clicks, shares, search terms, comments, link-backs, & more

## Success Story: Bruen Bible

- œ Online presence + search engine = discoverability
- œ Many reference questions received via blog
- œ End of a 30 year search for Maj. Luther B. Bruen
- œ Donation!



### Success Story : Howard Forrer Peirce

- œ Google search (p. 1)
- œ Before: virtually nothing
- œ Blog posts, Flickr photos, finding aids
- œ After: tons

*"Make visible what, without you, might perhaps never have been seen."*  
—Robert Bresson

## Words of Caution



- ☞ Know your audience
  - ☞ Maintain interest of existing users/supporters
    - ☞ They already like you and may be easier to please.
  - ☞ Attract new users
    - ☞ They will use the resources if they find that it has info they need or want
    - ☞ It can be difficult to anticipate their needs/want.
    - ☞ You must increase online visibility for them to find you.
- ☞ Too little success
  - Low interest, interaction, or impact
  - Choose projects wisely, or expend a lot of effort for only a little gain.
- ☞ Too much success
  - ☞ Influx of reference/use requests may strain staffing resources

## One Final Thought



- ☞ Be the change you want to see on the web.
  - ☞ Add or correct info!
- ☞ Share a taste of your treasures "where the fish are," so that they come looking for more.



## Learn More



- ☞ Kate Theimer
  - ☞ Archivist, blogger, & author
  - ☞ *Web 2.0 Strategies for Archives & Local History Collections* (2010):
  - ☞ <http://www.archivesnext.com/>
- ☞ 23 Things for Archivists
  - ☞ <http://23thingsforarchivists.wordpress.com/>
  - ☞ "The 23 'Things' are Web 2.0 tools for you to explore and experiment with..."

## Thank You!



Questions? Comments?

Lisa Pasquinelli Rickey  
[lisa.rickey@wright.edu](mailto:lisa.rickey@wright.edu)