

# Workflows for Social Media Outreach

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@libralthinking



# Behind the Workflow

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UISpecColl Philosophy & Identity



# Why social media outreach?

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[This image comes from this news story, "Raiders of the Lost Archives" <http://www.timeshighereducation.co.uk/420366.article>]

# UISpecColl Philosophy

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We try to...

- Ask more than we tell
- Work in public as real people
- Show behind the scenes
- Make things together
- Tell a story
- Not worry about numbers
- Provide both “dinner and dessert”
- Have a conversation with other collections



[youtube.com/uispeccoll](https://youtube.com/uispeccoll)



# Our main collecting areas: Chances to have conversations

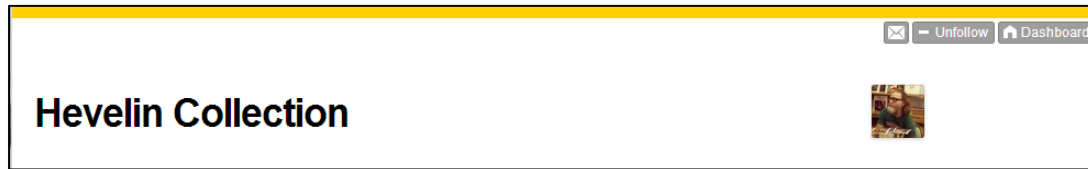
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- Early Print Books
- The Civil War
- Iowa City History
- Chautauqua
- Science Fiction History
- Star Trek
- Fanzines and Zines
- Hectography & Mimeography
- Abraham Lincoln
- Railroads
- Culinary History
- Edgar Allan Poe
- Miniature Books
- Crowdsourcing transcription
- Dada and Fluxus
- Vaudeville
- James Van Allen,
- George Gallup
- Women's History
- Nancy Drew

# UISpecColl's Current Social Media Presence

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# UISpecColl's Primary Presence: Tumblr



<http://hevelincollection.tumblr.com>



<http://uimapcoll.tumblr.com>



<http://iowawomensarchives.tumblr.com>



<http://uispeccoll.tumblr.com>



<http://iowacitypast.tumblr.com>

# UISpecColl's Connected Pages

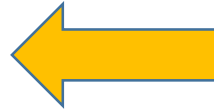
@uispeccoll



@uispeccoll



Plays well  
with Tumblr

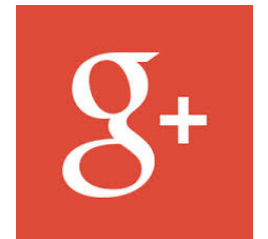


Staxpeditions!  
[youtube.com/uispeccoll](https://youtube.com/uispeccoll)

Does not  
play well  
with Tumblr

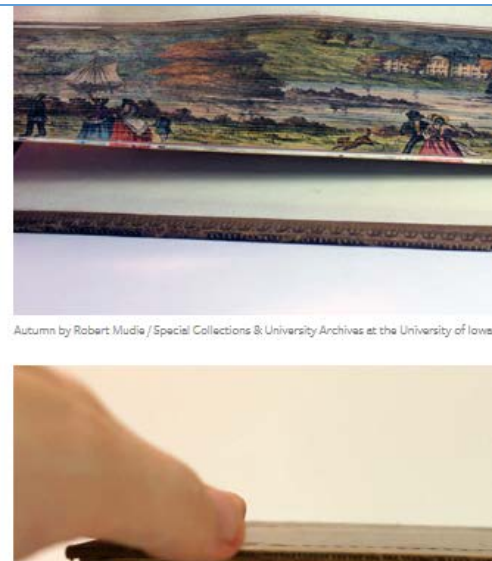
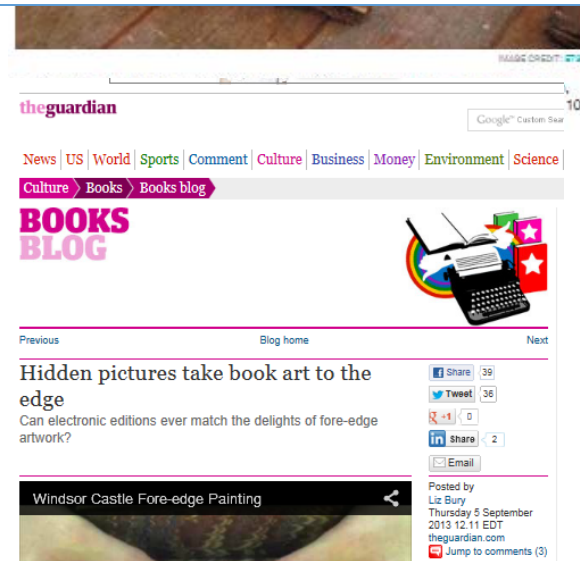


Relationship Status:  
"It's Complicated"



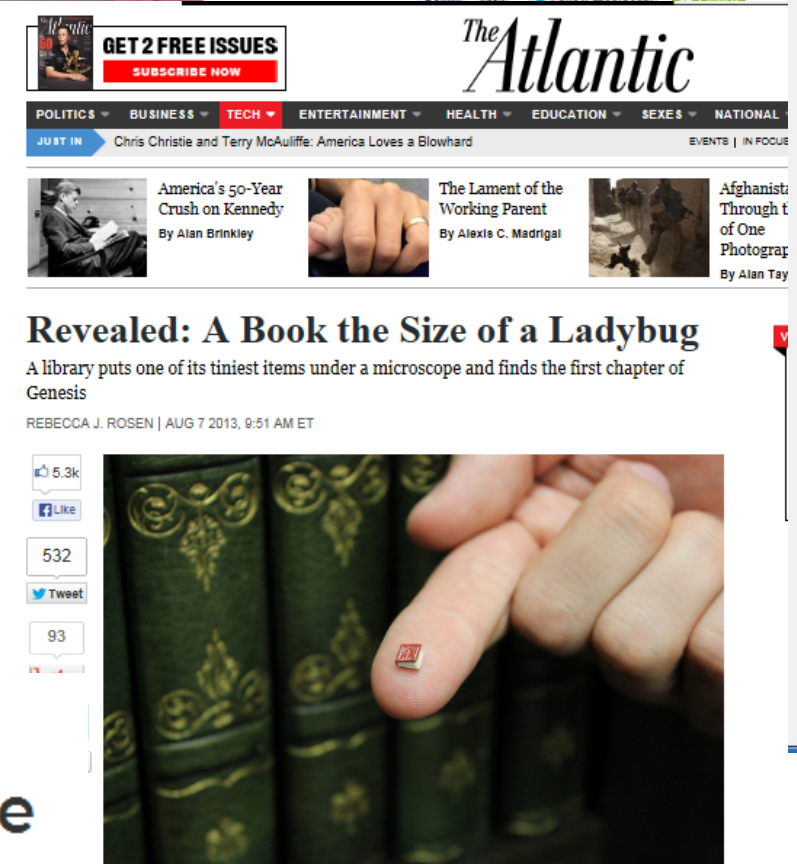


Something is working...



## 8 Book Historians, Curators, Specialists, And Librarians Who Are Killing It Online

You love books. These experts love books harder.



Colleen Theisen

The University of Iowa library contains more than 4,000 miniature books, all measuring fewer than three inches in either height, width, or both. Three inches is not a lot for a book, but three inches is outright capacious when compared



# Outcomes

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“I think about Special Collections all the time now.”

-University of Iowa professor



# To Tumblr or Not to Tumblr?

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# Why Tumblr?

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- Community of book lovers
- Fairly robust metadata
- Focus on visual content
- Younger demographic
- Extremely user friendly
- Posts are dormant – not gone
- Conversations
- Share easily with other sites
- Indexed by search engines
- Supported by Tumblr staff
- Journalists are watching
- Viral content

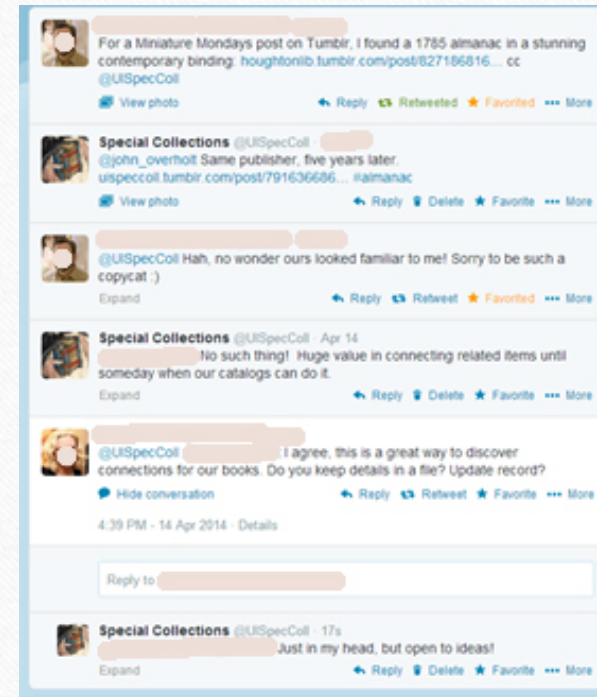
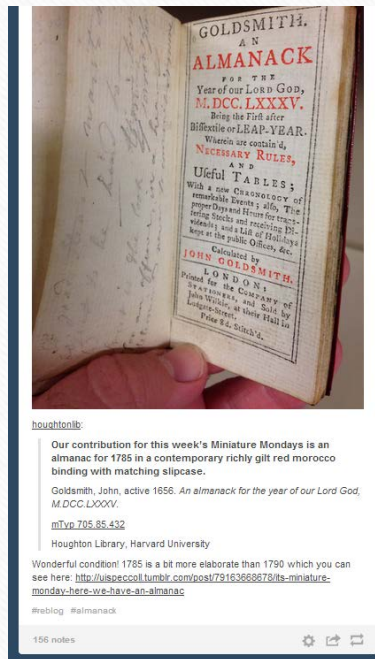
# Why Not Tumblr?

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- **Still sometimes NSFW (Don't automatically follow back...)**
- Culture can be a barrier to new users
- Can be difficult to search
- Therefore can be time consuming to like, reblog, respond
- Conversations can be complicated logistically
- Small overall market share (though the users stay and look longer)



# Trend: Cross-platform conversations (Especially Tumblr & Twitter)



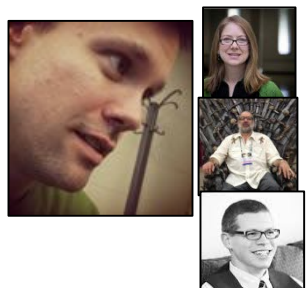


# Workflow

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*Are you ready?*





YouTube

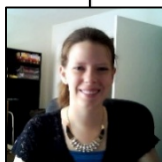


Hevelin Collection

Tumblr

mapiversaries

An endeavor of the Map Collection at the University of Iowa Special Collections



Tumblr

Iowa Women's Archives

Tumblr



Archives  
#tbt



Processing staff  
Volunteers  
Students

(Save Drafts)



Main Site: [uispeccoll.tumblr.com](http://uispeccoll.tumblr.com)

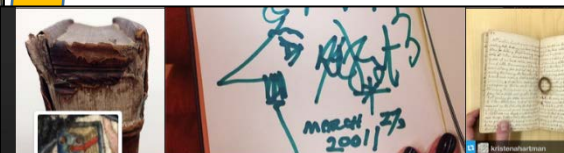


(Reblogs)

Iowa City Past

Collecting the photographic history of Iowa City and nearby areas

Tumblr



uispeccoll  
U. of Iowa Special Collections The University of Iowa Special Collections & University Archives <http://uispeccoll.tumblr.com>

Instagram

# What I do

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- Seek & photograph collection items to create planned posts
- Animate GIFs
- Approve drafts from GAs
- Make metadata consistent
- Search out, choose and time reblogs
- Search our name and tags
- Spontaneous posts and responses
- Periodic meetings with all page leaders and content creators discussing trends and best practices
- Available consultant with page leaders
- Schedule video filming and coordinate editing
- Edit some videos
- Train staff to animate GIFs



# Advice

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- Get everyone involved, especially processing staff
- Not too much per person so it is sustainable
- Create or tie into weekly topics (#tbt, Miniature Mondays)
- Could have volunteers submit content
- Reblogging builds community
- Cross platforms
- Re-evaluate Facebook presence
- Full citations and links between materials—it's our value add
- Connect with user-generated content through tags
- Small institution? Try to connect to the institution as a whole and feed them content.
- Create one page with multiple local institutions

# Dinner and Dessert

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Draw in your followers with fan favorite topics,  
and when you have their eyes, serve up what they need to know about libraries  
& your collections.

Gradually, we will change stereotypes.

(For us, GIFs, “bookporn”, 1890s publisher’s bindings, Alice in Wonderland, & Shakespeare are dessert)



# Why?



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