

Workflows for Social Media Outreach

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Behind the Workflow

UISpecColl Philosophy & Identity

Why social media outreach?



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

UISpecColl Philosophy

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

Our main collecting areas: Chances to have conversations

- 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

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

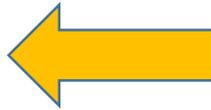
@uispeccoll



@uispeccoll



Plays well
with Tumblr



Staxpeditions!

youtube.com/uispeccoll

Does not
play well
with Tumblr



Relationship Status:
"It's Complicated"



mental_floss

GET A RISK-FREE ISSUE >
GIVE A GIFT >
IPAD SUBSCRIPTION >

AMAZING FACTS KNOWLEDGE FEED INSTANT EXPERT LISTS

10 Miniature Books We Covet

Share 376 Tweet Share Plus

Virginia C McGuire Filed under: books, Lists



COLOSSAL

ART & VISUAL CULTURE

ART DESIGN PHOTOGRAPHY VIDEO MORE... SHOP TOP 20 ARCHIVE RANDOM

Secret Fore-Edge Paintings Revealed in Early 19th Century Books at the University of Iowa September 2, 2013

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Posted by Liz Bury Thursday 5 September 2013 12:11 EDT theguardian.com Jump to comments (3)

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A library puts one of its tiniest items under a microscope and finds the first chapter of Genesis

REBECCA J. ROSEN | AUG 7 2013, 9:51 AM ET



Colleen Theisen

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

You love books. These experts love books harder.

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

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

-University of Iowa professor

To Tumblr or Not to Tumblr?



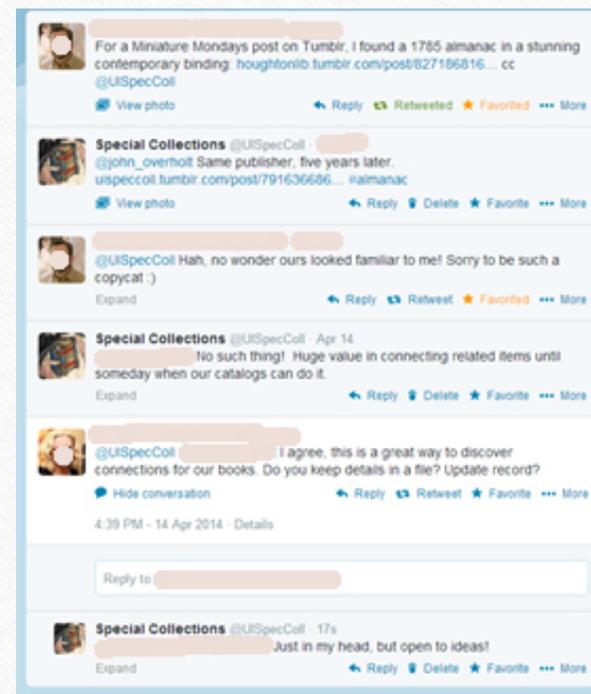
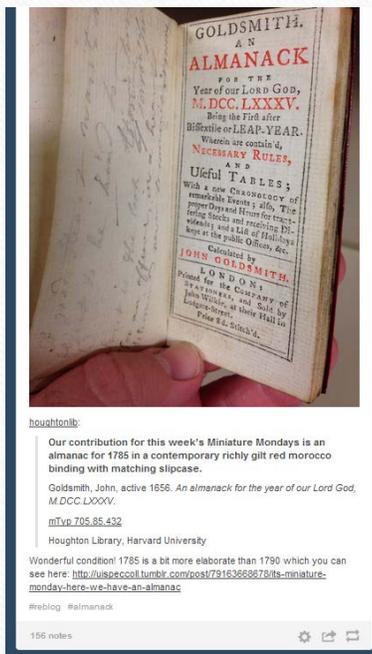
Why Tumblr?

- 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?

- **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

Are you ready?



YouTube



Archives
#tbt



Processing staff
Volunteers
Students

(Save Drafts)



Hevelin Collection

Tumblr



Main Site: uispeccoll.tumblr.com



mapiversaries

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



Tumblr



(Reblogs)



Iowa Women's Archives

Tumblr



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

- 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

- 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

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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