Letting the World Know About Your Digital Collections

A Practical Approach to Promotion and Marketing

Ginger Frere – Newberry Library
Chris Day - School of the Art Institute of Chicago
CARLI Digital Collections Users Group
Promotion Starts Day 1

“Field of Dreams” theory not good enough

Promotion must be
  – Part of the project plan
  – A line item in the budget
  – Owned by project team member
Agenda

• Target audiences
• Suggestions from Kelly
• Promotion and marketing ideas
• Newberry examples
• What the literature says
• CARLI stats and Google Analytics
• Final Thoughts
Identify Target Audiences

Internal Audiences

– Undergrads
– Graduate students
– Fellows
– Faculty
– Staff/administration
– Librarians
Identify Target Audiences

External

– Independent researchers
– Educators
– General public
– Other institutions
– Special interest groups (historical societies, local photography clubs, genealogists, etc.)
– Public libraries

Consider geography
SUGGESTIONS FROM KELLY
Working with your PR professional

- Talk to your PR person
- Be able to articulate a clear, specific goal  
  (further knowledge of x; not “create awareness”)
- Explain the scope and significance of collection
- Be clear about the project process, funding considerations, and required acknowledgements
- Know the target audience
Working with your PR professional

• Give them an “angle”
• Provide examples of how/why the collection can be used
• Provide captivating images
• Share personal stories of how patrons have used this material
• Promote the funder
Working with your PR professional

• Enlist the help of a marketing class or intern
• Connect the collection to a significant event to provide historical context
• Relate the new collection to existing collections
• Schedule public programs
• Ask for space in broader organizational publications
Working with your PR professional

Build contact lists

– Universities
– Libraries
– Website owners
– Historical Societies
– Other organizations
– Researchers/writers
– Funders
– Use your “network” connections
PROMOTION AND MARKETING IDEAS
February 29, 2012

CARLI Digital Collections Featured Image: Swedish American Genealogist

Category: CARLI Digital Collections
<table>
<thead>
<tr>
<th>Image</th>
<th>A Collection Name</th>
<th>Description</th>
<th>Topics Included</th>
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</thead>
<tbody>
<tr>
<td><img src="image1.jpg" alt="Image" /></td>
<td>1915 Rose Bowl Game (Requires RealPlayer)</td>
<td>This seven minute, black and white silent film clip of the 1915 Washington State College football team includes informal portraits of the team in Pasadena and game scenes from the 1916 Rose Bowl. WSU (then WSC), in its first appearance at a Rose Bowl game, defeated Brown with a score of 14 to 0. Ace Clark, Captain of the 1915 team, filmed this clip of the 1916 Rose Bowl game and donated it to Washington State University.</td>
<td>Washington State College; Rose Bowl; 1916; Pasadena</td>
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<tr>
<td><img src="image2.jpg" alt="Image" /></td>
<td>18th Century Actors and Theater Photographs</td>
<td>The 18th Century Actors and Theater Photographs database consists of over 600 photographs including carte-de-visite and cabinet card studio portraits of entertainers, actors, and actresses who performed on the American stage in the mid- to late 1800s.</td>
<td>Actors; Actresses; Singers; Magicians; Stage props; Theater—United States--19th century</td>
</tr>
<tr>
<td><img src="image3.jpg" alt="Image" /></td>
<td>2006 Florida Artists' Book Prize Exhibition</td>
<td>Broved County Library's Elenes Museum of the Modern Book used CONTENTdm software to create a virtual exhibit catalog for the 2006 Florida Artists' Book Prize Exhibition. This enabled us to show brief movies of the books in motion.</td>
<td>Florida Artists' Book Prize exhibition; Artists' Books; Prizes; Florida</td>
</tr>
<tr>
<td><img src="image4.jpg" alt="Image" /></td>
<td>A Digital Collection Celebrating the Founding of the Historically Black College and University</td>
<td>A Digital Collection Celebrating the Founding of the Historically Black College and University is a collection of primary resources from HBCU libraries and archives. It includes several thousand scanned pages and represents HBCU libraries' first collaborative effort to make an historical collection digitally available. Collections are contributed from member libraries of the Historically Black College and University Library Alliance. The collection includes photographs, university correspondence, manuscripts, images of campus buildings, alumni letters, memorabilia, and programs from campus events. These images present HBCUs as cultural, social, and political institutions from the early 1800's until today.</td>
<td>African American colleges and universities -- History</td>
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</table>

[Link](http://collections.contentdm.oclc.org/)
CONTENTdm Featured Collections: March 2012

Organizations worldwide are using CONTENTdm Digital Collection Management Software to create thousands of outstanding digital collections and to provide easy access to their unique holdings.

This month, four collections from the CONTENTdm Collection of Collections are featured on the OCLC Web site. The featured collections for March are Galveston 1915 Hurricane Photographs, The Baton Rouge Digital Archive from the East Baton Rouge Parish Library, World and Regional Maps Collection, 16th-19thc. and Oregon Shakespeare Festival.

Galveston 1915 Hurricane Photographs
University of Houston, M.D. Anderson Library

While many people are familiar with the Great Storm that devastated Galveston in 1900, fewer are aware of the hurricane that made landfall on August 17, 1915. Although the 1915 storm caused $50 million worth of property damage, it only resulted in 275 deaths because of the protective seawall that had been constructed following the 1900 hurricane. The black and white photographs in this collection were taken by Rex Dunbar Frazier, a representative of Stone & Webster Engineering who went to the region to collect data and document damage.

The Baton Rouge Digital Archive from the East Baton Rouge Parish Library
East Baton Rouge Parish Library

The Baton Rouge Digital Archive is a collection of items that represent significant historical actions of local governments, businesses, residents and institutions of the City of Baton Rouge and East Baton Rouge Parish. These items include but are not limited to photographs, manuscripts, documents, periodical publications, audio and video recordings and memorabilia held in the Baton Rouge Room at the River Center Library. The library has partnered with local collectors and historical societies to enhance this online collection.

All users are invited to add their digital collections to the CONTENTdm Collection of Collections, a collection of public CONTENTdm collections that OCLC maintains. Collections from the site are featured each month on the CONTENTdm Website and on the OCLC Website.

Before adding your collection, you will need to create a screenshot of your collection's home page or prepare an image of a representative item from the collection. Images should be in JPEG format and no larger than 800 x 600 pixels.

Review the Usage Guide for the Collection of Collection Fields (PDF) for information on appropriate data to enter in each field. Required fields are designated in the document with an asterisk. Your record must include data for all required fields, including the Entered by field, before the record is added to the collection.

Many fields have controlled vocabularies; if you do not see the term you wish to use, you may enter it. The term will be flagged for review by the collection administrator before your collection is added. Use your best judgment to complete the metadata fields as appropriate.
The Haymarket Affair digital collection

Author: Chicago Historical Society

Publisher: Chicago, Ill. : Chicago Historical Society, ©2000-


Summary: This digital collection contains copies of most of the original manuscripts, artifacts, broadsides, photographs, and prints owned by the Chicago Historical Society (CHS) that relate to the Haymarket Affair and were contemporary with it.

Rating: (not yet rated) 0 with reviews – Be the first.

Catalog at collection level
Catalog at item level
I basically did web searches for ‘Holocaust Studies’ and found faculty/departments in that area, then created a big mailing list. I think it had a pretty significant impact as far as making people aware of the collection and driving some traffic our way.”

-Eben English
Tracing Your Des Moines County Ancestors at the Burlington Public Library

PHOTOGRAPHS

Daily Life Along the Chicago, Burlington and Quincy Railroad
Online collection includes over 60 photographs from Burlington in the 1940s including local homes and workers at the shops.

http://www.burlington.lib.ia.us/genealogy/DesMoinesCounty.htm
When Corporate PR Meets Social History

File this under “while you were on summer vacation.” The Newberry Library released a fascinating photo collection under the deceptively plain title “Daily Life Along the Chicago, Burlington and Quincy Railroad.” It is a selection of some 3,000 black and white photographs taken by Russell Lee and Esther Bubley in 1948. Both Lee and Bubley are more well known for their role in the

Daily Life Along the Chicago Burlington and Quincy Railroad
February 17, 2010 | Comments Off

In 1955, the Chicago, Burlington and Quincy Railroad hired Newberry President and Librarian Stanley Pargellis and newspaperman and historian Lloyd Lewis to edit a book documenting the social and economic impact of the railroad. This resulting book named *Granger Country: A Pictorial Social History of the Burlington Railroad* contained historical materials and photographs taken by Esther Bubley and Russell Lee.

http://www.passingloop.com/?cat=14&paged=2
The Swedish American Genealogist is a quarterly journal devoted to Swedish American biography, genealogy, and personal history. The journal was founded in 1981 by Nils William Olsson and is currently edited by Elisabeth Thorsell. This online collection is now available free of charge to the public and contains issues published as recently as 2007.
John Wesley Powell

From Wikipedia, the free encyclopedia

For other people named John Wesley, see John Wesley (disambiguation).

John Wesley Powell (March 24, 1834 – September 23, 1902) was a U.S. soldier, geologist, explorer of the American West, and director of major scientific and cultural institutions. He is famous for the 1869 Powell Geographic Expedition, a three-month river trip down the Green and Colorado rivers that included the first known passage through the Grand Canyon.

Powell served as second director of the US Geological Survey (1881–1894) and proposed policies for development of the arid West which were prescient for his accurate evaluation of conditions. He was director of the Bureau of Ethnology at the Smithsonian Institution, where he

External links

- Biographical sketch (1903) by Frederick S. Dellenbaugh
- [1] NPS John Wesley Powell Photograph Index
- Works by or about John Wesley Powell in libraries (WorldCat catalog)
- Works by John Wesley Powell at Project Gutenberg
- John Wesley Powell Student Research Conference at Illinois Wesleyan University
- John Wesley Powell Collection of Pueblo Pottery at Illinois Wesleyan University
- Powell Museum, Page, Arizona
- John Wesley Powell River History Museum, Green River, Utah
- "John Wesley Powell" by James M. Aton in the Western Writers Series Digital Editions at Boise State University
- "A Canyon Voyage, The Narrative of the Second Powell Expedition down the Green-Colorado River from Wyoming, and the Explorations on Land, in the Years 1871 and 1872" (1908) by Frederick Samuel Dellenbaugh at Project Gutenberg.
The University of Wisconsin-Milwaukee Libraries Digital Collections was established in 2001 to provide remote (online) access to the library's unique resources. It serves the University of Wisconsin-Milwaukee academic community as well as the general public.
University of Miami Libraries Digital Collections

New! The Edward Spalding Digital Collection

If you're interested in trade, shipping, and agriculture in early nineteenth century Cuba, be sure to check out the Edward Spalding digital collection.

Spalding was a shipping agent who worked in Cuba in the early 1800s, and the collection contains correspondence and business records on a variety of topics, such as trade routes, cargo shipments, market conditions, and the production and shipment of coffee, sugar, cigars, and molasses.

Learn more at: http://merrick.library.miami.edu/cubanHeritage/chc0184/

March 19, 2010

Audio Files

All the audio files currently in the digital collection now play directly in the window, thanks to Todd Peters, who embedded the audio player, and Alan Schaefer, who moved the audio files and updated the metadata.

This works a little differently than the streaming video, which relies on whatever media player you have on your hard drive to play. But both the audio and video files work similarly now, and much more conveniently by not downloading to your hard drive before playing. You can play the file immediately, read the metadata as you watch/listen, and skip around the file at will.

So, we currently have the following audio files available online. Hold your mouse over the link for a brief description, and click on the link to go directly to the record.
NEWBERRY EXAMPLES
Exhibits
Ongoing web exhibits

Newberry Digital Exhibitions

"Everywhere West":
Daily Life Along the Chicago, Burlington and Quincy Railroad

Introduction

The Chicago, Burlington and Quincy Railroad was one of the largest and most significant railroads in the United States, controlling transportation over much of the nation between the Rocky Mountains and the Mississippi River. Formed from the Aurora Branch Railroad in 1855, the company employed thousands, settled the country with immigrants from the United States and Europe, established towns, fostered agriculture, and spurred the growth of Chicago and other urban centers. The firm was also a pioneer in promoting tourism to scenic sites such as the Rocky Mountains, and in adopting new technologies, most notably the diesel-electric stainless steel Zephyr trains.

In 1947, the CB&Q hired Newberry Librarian Stanley Pergelli and newspaperman Lloyd Lewis to write a centennial volume celebrating the social and economic impact of the railroad. To provide illustrations for the book, nationally recognized photojournalists Esther Bubley and Russell Lee, traveling in a railroad car, took thousands pictures of the railroad and the people, industries, farms, and towns alongside its tracks. The result was Granger Country: A Pictorial Social History of the Burlington Railroad (1949).

Granger Country was not destined for immortality. It sold poorly and was soon out of print. The book’s most enduring legacy was the impressive collection of Bubley and Lee images documenting everyday life in postwar America, now part of the Chicago, Burlington and Quincy Railroad archives at the Newberry Library.
Collaborations
Presentations

With Thanks to the BRHS

The Newberry Library
Cross project lines
WHAT THE LITERATURE SAYS
What the literature says


Case Study from Harvard

Open Collections Program (grant funded)

Goals:

– To increase availability and use of historical resources
– To offer a new model for digital collections that will benefit students and teachers around the world

Quality Principles:

– Selection standards
– Production standards
– Access standards
Case Study from Harvard

Outreach Campaign:

– Hired “outreach and evaluation coordinator”
– Emailed announcement targeting internal audiences
– Used inlink analysis and basic searching to identify and compile list of relevant courses, instructors and institutions
– Contacted owners of similar sites to request links
– Mailed printed brochures
– Emailed monthly updates
– Sent press releases to local media outlets
– Placed ads in conference publications and journals

Marketing budget was 2% of total project budget
Case Study from Harvard

Results:

– Visits to collection continued to grow
– Collections where no promotion was done had significantly lower usage
What the literature says


“...digital special collections may constitute an important point of contact with wider cultural initiatives if appropriately exploited and promoted and may raise the profile of the home institution through the achievement of recognition in a regional, national or international context.”

http://web.fumsi.com/go/article/share/2692
Online digital special collections

- Collection issues
- Promotional issues
- Institutional issues
- Staffing issues

It’s up to the curators to enhance promotion and awareness
STATS AND ANALYTICS
CARLI stats
CARLI stats (6/11 and 7/11)

aug_carl 52
aug_ijsp 0
aug_sag 222
ben_jochman 6
bra_jack 35
bra_peoria 136
csu_digi 13
csu_maxwell 7
dom_hart 422
dom_snow 0
eiu_postc 35
eiu_theatre 17
erk wwii 0
gsu_ethno 9
gsu_sculpt 6
ilc_alumni 5
ilc_forte 11
ilc_jfa 4
ims_art 80
isu_new 6
iwu_ames 178

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csu_maxwell 21
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dom_snow 0
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eiu_theatre 19
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gsu_sculpt 14
ilc_alumni 6
ilc_forte 8
ilc_jfa 8
ims_art 54
isu_new 9
iwu_ames 175
10,466 people visited this site

- 15,052 Visits
- 10,466 Unique Visitors
- 120,627 Pageviews
- 8.01 Pages/Visit
- 00:04:49 Avg. Visit Duration
- 44.99% Bounce Rate
- 68.04% % New Visits
SAIC digital libraries

Keyword search

SAIC Digital Libraries
- Advanced search
- Preferences
- Favorites
- About
- Copyright

Featured Collection
The Chicago Architectural Sketch Club

Collections
- The John M. Flaxman Library
  - The Joan Flasch Artists' Book Collection
- the Ryerson & Burnham Libraries
  - Ryerson & Burnham Digital Collections
2. Paste this code on your site
Copy the following code, then paste it onto every page you want to track immediately before the closing </head> tag.

```html
<script type="text/javascript">
    var _gaq = _gaq || [];
    _gq.push(['_setAccount', 'UA-2507695-1']);
    _gq.push(['_trackPageview']);

    (function() {
        var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
        var s = document.getElementsByTagName('script')[0].parentNode.insertBefore(ga, s);
    })();

</script>
```
Demographics
# Traffic Sources

### Traffic Sources Overview

**Jan 1, 2012 - Mar 26, 2012**

- 100.00% of total visits

## Visits

- 46,000 visits

## Traffic Sources

- **Search Traffic**: 40.39% (8,080 visits)
- **Referral Traffic**: 40.73% (6,132 visits)
- **Direct Traffic**: 18.88% (2,842 visits)

## Search Traffic

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This report was generated on 3/26/12 at 10:41 AM - Refresh Report
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<td>28.57%</td>
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Referral Path
Using Google Analytics

• Keywords
  – How are visitors looking for your collection?
  – What are they looking for and not finding?
  – How can you develop your collections further?

• Traffic Sources
  – How are visitors getting to your collections?
  – Are they staying and exploring?
  – New marketing resources, new partners

• Visitors Overview
  – Demographics
  – Tracking visitors over time
Final thoughts

• Promotion is our job
• Promotion should be an ongoing activity
• You don’t have to spend a lot of money
• Communicate value of collection
• Promote a benefit not a “thing”
• Collections of Collections
• Be creative, enlist others