Retweets, Likes and Favorites, Oh My! Public Engagement with Digital Collections on Social Media

Samantha Gibson, Digital Public Library of America
Rebecca Pou, New York Academy of Medicine

DPLAfest | April 20, 2017
Who we are

THE NEW YORK ACADEMY OF MEDICINE

DPLA
Introduction:
Sharing on Social Media at DPLA and NYAM
At DPLA, we’re on...

Twitter  Facebook  Tumblr

New-ish

Instagram  Pinterest

“The Big Three”

Not actively contributing
At The New York Academy of Medicine, we’re on

Twitter      Facebook      Instagram      Pinterest

Limited to #ColorOurCollections
To plan and schedule content, DPLA uses... and a spreadsheet
Hootsuite Dashboard
To plan and schedule content, NYAM uses...
Staff Time: DPLA

- Planning
- Researching
- Drafting
- Scheduling
- Monitoring
- Responding / Engaging
Staff Time: The Academy

- Planning
- Researching
- Drafting
- Scheduling
- Monitoring
- Responding / Engaging
- Preparing Images
What we share:

Events & Activities at the Academy

Fun visit looking @ milestones in the hist of dermatology w Dr. Paul Schneiderman & residents @Columbia Dept of Derm

Swing and sway: it's #BibliographyWeek in NYC! Join us w. @scaliger on Sat at 11am to talk #bookhistory bit.ly/2knoRNA
What We Share:

Events (like #DPLAfest!) and Opportunities to Get Involved
What we share:

Blog Posts & Shop Promotions

NYAMHistory
@NYAMHistory

It's always science o'clock with this watch featuring a microscopic view of cork cells. On the Library shop bit.ly/2oFnFra

#otd 100 years ago, the U.S. declared war on Germany. Read about the wounded of WWI on our blog: bit.ly/2p5vW7h
What We Share:

"Mapping the Future of DPLA & @librarycongress Collaboration" Get the scoop on @dancohen's mtg with @LibnOfCongress! dp.la/info/2016/12/0 ...
What We Share:

Digital Public Library of America added 4 new photos. Published by Samantha Gibson Hanno Fri April 12 at 11:08AM

In honor of National Library Week and National Bookmobile Day, we're sending some library love! Explore the history of public libraries, including the important role of bookmobiles in sharing knowledge with all, in our History of US Public Libraries exhibition: https://dpla.exhibitions/.../show/history-us-public-libraries

These photographs from the exhibition show a number of bookmobiles and book delivery services in action!

NYAMHistory
@NYAMHistory

Got milk? It's #NationalDairyMonth! Browse our digital NYC Milk Committee Ephemera here: bit.ly/1JjCepM

Digital Collections Content
Our Approaches to Sharing Digital Collections Content
You need an idea. Where to start?

- Timeliness
- Collaborative Campaigns
- Humor
- Diversity of partner content and format
- Curated content (Primary Source Sets and Exhibitions)
The Planning Process

- Calendar Research
- Collection Research
- Track Content Selected
- Select platforms and Schedule
- Leave room for spontaneity
Customize the Post to the Platform

Brushing up on the career of journalist & equal rights activist #FrederickDouglass? Find 1400+ sources in DPLA: dp.la/search?utf8=%E … #BHM 🌟

Always your friend
Frederick Douglass.

Twitter
Customize the Post to the Platform

Facebook

[Image of Frederick Douglass]

Digital Public Library of America
Published by Hootsuite ™
Page Liked · February 2 · Edited 🔂

Brushing up on the career of journalist & equal rights activist Frederick Douglass? Find 1400+ resources in DPLA! http://ow.ly/INjQ306BY14

For more on how Douglass influenced presidential policy, explore his friendship with President Lincoln in our primary source set: https://dp.la/primary-source-sets/sets/frederick-douglass-and-abraham-lincoln/

This image comes from the collection of Allen Co... See More

Tag Photo  Add Location  Edit

Like  Comment  Share

Julie Cothurn, Andrea Beltower and 13 others

Write a comment...
Customize the Post to the Platform

Instagram

[Image of Frederick Douglass]

digpublib Brushing up on the career of journalist & equal rights activist #FrederickDouglass? Find 1400+ resources in DPLA! http://ow.ly/lnjQ308BY14
For more on how Douglass influenced presidential policy, explore his friendship with President Lincoln in our primary source set: https://dp.la/primary-source-sets/sets/frederick-douglass-and-abraham-lincoln/
This image comes from the collection of Allen County Public Library via Indiana State Library's Indiana Memory (https://dp.la/item/15d07e5889526cc9ea2b11d345d5b907)
#BHM #BlackHistoryMonth #FrederickDouglass #AbrahamLincoln #abolition #antislavery #womensrights #votingrights #teachersofinstagram #librariesofinstagram
transportationlibrary 🚀
Customize the Post to the Platform

Brushing up on the career of journalist & equal rights activist *Frederick Douglass*? Find 1460+ resources in DPLA!

For more on how Douglass influenced presidential policy, explore his friendship with President Lincoln in our primary source set.

These photos (1, 2) come from the collection of Allen County Public Library via Indiana State Library's Indiana Memory and Douglass' signature comes from a letter in the collection of Boston Public Library via Digital Commonwealth.

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Tumblr
Monitoring: Wait and See

- Be flexible
- Early engagement is a strong indicator
- Pay attention and communicate:
  - Feedback? Respond.
  - Trolling? Ignore.
Cross-Institutional Campaigns and #ColorOurCollections
#ColorOurCollections

February 6–10, 2017
ColorOurCollections.org | @nyamhistory

Explore, color, and connect with libraries and their collections
Colored Collections

From the Brooklyn Collection of the Brooklyn Public Library.
#colorourcollections #colorourcollections2017

Finally tackled this page I printed out ages ago... very satisfying! #ColorOurCollections @CMHSL

Wangensteen Historical Library
University of Minnesota

Claude Moore Health Sciences Library
University of Virginia
Planning & Managing a Campaign

- Develop concept
- Recruit participants
- Provide support
- Create content
- Promote & interact with followers
# Staff involved in #ColorOurCollections

<table>
<thead>
<tr>
<th>2016</th>
<th>2017</th>
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<tbody>
<tr>
<td><strong>3 LIBRARIANS</strong></td>
<td><strong>3 LIBRARIANS</strong></td>
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<td>● 5-25% of time in month leading up to campaign and after campaign</td>
<td>● 5-50% of time in month leading up to campaign and after campaign</td>
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<td>● FT during week of campaign</td>
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<tr>
<td>GRAPHIC DESIGNER</td>
<td>GRAPHIC DESIGNER</td>
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<td>COMMUNICATIONS OFFICER</td>
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GRAPHIC DESIGNER

COMMUNICATIONS OFFICER

HEAD OF DIGITAL
#ColorOurCollections 2017

ColorOurCollections.org

- List of participants
- 100+ coloring books
- Resources for participating institutions
- Registration page
Outcomes

- Engagement & audience growth
- Increased visibility for the institution & our collections
- New opportunities & connections
- Use of the collections
Recommendations

● Timing
  ○ Consider holidays, events, etc. that might conflict
  ○ Not always in your control; 2017: coloring trend, politics

● Early recruitment of participants
  ○ At least 1 month ahead of time

● Ease of participation
  ○ Allows institutions to customize campaign

● Automate what you can
  ○ Hashtag tracking service
  ○ Can’t automate everything

● Interactivity
  ○ Fun! More appealing to followers
DPLA: #ColorOurCollections Participant Perspective

● Why participate?
  ○ Be a collaborative partner ✓
  ○ Opportunity to expand reach ✓
  ○ Engage our audience(s) ✓
  ○ Capacity ✓
DPLA: #ColorOurCollections Participant Perspective

- How did we participate?
  - Selected content
  - Blog posts
  - Social media

Color Our Collections 2017

#ColorOurCollections

February 6-10, 2017
ColorOurCollections.org

Posted by DPLA on February 7, 2017 in News & Blog and tagged Color Our Collections.

That's right, folks — #ColorOurCollections is back for kids and grown-ups alike! On your next lunch break, free evening, or Saturday afternoon, try your hand at coloring cultural heritage collections from institutions across the country.

This year’s selection from DPLA includes an array of art, posters, inventions, landscapes and animals. For even more choices, last year’s images are still fair game too!

Color your favorites and share them with us all week at @DPLA or on Facebook using #ColorOurCollections.

"Woman Holding a Cat and a Girl Trying to reach the Cat," by Nishikawa Sukenobu, from the collection of the Minneapolis Institute of Arts via Minnesota Digital Library

Illustration from The cat: its natural history; domestic varieties; management and treatment, 1887, from North Carolina State University via HathiTrust

Patent drawing for J. J. Hentz’ Bicycle, 1899, from the collection of National Archives at College Park via National Archives and Records Administration
DPLA: #ColorOurCollections Participant Perspective

● Results
  ○ Most viewed blog post of 2016
  ○ 3rd most viewed blog post of 2017
  ○ Strong engagement on social, esp. Twitter
  ○ ...Not actually that much evidence of coloring
Other Cross-Institutional Campaigns

- #ElectionCollection
- #PageFrights
- #WarLetterWednesday
- #BicyclesInTheLibrary
Metrics and Assessment
Which stats?

Digital Collections

- Reach / Impressions
- Engagement (*Retweets, Likes, and Favorites, Oh My!*)
- Partner collection use
- *NOT* traffic to site.

Engagement is valuable by itself.
Impact on strategy

In 2016, digital collections posts with highest engagement tended to be:

- On this day...
- Holidays/Observances (#NationalPuppyDay)
- Cross-institutional campaigns
- Black History Month, Women’s History Month

From Richland Library via South Carolina Digital Library
Impact on strategy

- In early 2017, with staff support, experimented with more active engagement with current events, with positive results
- Goal to do more in the future
Let’s talk!
Questions & Comments?