Reaching Out to Potential DPLA Hub Contributors: PA Digital’s Communication Strategy and Plan or “The Accidental Public Relations Manager”

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padigital.org
Why a Communication Strategy?

● Staff involved in creating a DPLA Service Hub not necessarily “PR people”
  ○ Metadata librarians, technologists, project managers

● But…building a hub is a lot about communication

1926 Gymnastics Team, Bryn Mawr College
Accidental PR Managers

- At PA Digital, communication was at first somewhat haphazard

- Recurring questions:
  - Who communicates when?
  - On what medium / social media platform?
  - What level of approval is needed for a message to go out?

- We needed a strategy!

Lucien Blackwell giving a speech 1979, Temple University
Developing a Communication Strategy/Plan

- On-the-ground PA Digital staff at Temple developed a proposal
- Then the cross-institutional PA Digital Planning Group discussed and reviewed it
- Results: two spreadsheets that form our communication plan
### Spreadsheet #1: Strategy

**https://tinyurl.com/HubStrategy**

<table>
<thead>
<tr>
<th>What?</th>
<th>Who does it?</th>
<th>Proposed Oversight</th>
<th>Strategy proposed/Topics covered</th>
<th>Mode of oversight</th>
</tr>
</thead>
<tbody>
<tr>
<td>* Communication to potential contributors, focusing on:</td>
<td></td>
<td></td>
<td></td>
<td>For reference: we have a communication plan draft [col G2]</td>
</tr>
<tr>
<td>-- * general communication (website, twitter, listservs)</td>
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<tr>
<td>-- * outreach through conferences &amp; webinars</td>
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</tr>
<tr>
<td>* Already quite active communication in all aspects</td>
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</tr>
<tr>
<td>* We are at a stage where we are trying to structures these</td>
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<tr>
<td>activities a bit more clearly (Communication plan, and oversight</td>
<td></td>
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<tr>
<td>policies)</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>* This is what we would like to do today through this conversation</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>* There will probably a part II to this conversation to cover other</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>aspects of Outreach and Communication not discussed today</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

**Who is our audience? Who are we trying to reach?**

* Potential Contributors, that is, GLAM community
* The general public is not the main focus at this point (but they might find our communications through our online presence, e.g., Twitter, website)
* Later on, we might want to develop a communication program targeting the larger public.

**Goal? What are we trying to achieve with this audience?**

* To convince more institutions to participate in the Hub & educate them about topics of relevance to Hub participation
* To keep current contributors engaged

**Use website/blog as communication channel**

* Monthly Blog posts
* perhaps *Object/ collection of the week/ month*

| Use website/blog as communication channel                      | PMs (and staff) | Lowest | * Topics will be relevant to GLAM issues (Digitization, Digital Collection, Metadata, Copyright, etc.).
| * Looking at Collection/Institution of the Month               |              |       | * General strategy is initially presented to the PG (i.e., that we do intend to post)
| * Communication plan is available for consultation by PG members at any time |              |       | * However if a topic is potentially unusual or problematic, the Planning Group should be advised.
| * PG can bring questions, concerns, or recommendations to the Project Manager in the Communication & Outreach segment of the PG meetings |
| * The PMs will bring up an outstanding issue (or good news!) during the "quick updates" during the PG meetings |

* deported BOM [col G2]
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| Twitter           | PMs (and staff)     | Lowest             | * Periodic tweets highlighting individual collections and institutions, especially connected to national holidays or special days  
* Periodic announcements of outreach opportunities  
  -- Welcome webinars, virtual office hours, etc.  
* Occasional retweets of mentions by DPLA  
* Occasional retweets of DPLA official announcements  
  -- eg. special announcements, webinars, etc. | Same as blog posts  
* Add Twitter handle of the other constituent to the retweets as well as the original tweets. |
| Contributors listserv | PMs (and staff)  | Low                | * Periodic reminders for upcoming harvests by Hub and DPLA, with reminders for institutions to advise us of any technical changes (URL, server, OAI, platform) that could impact harvesting  
* Periodic announcements to contributors about metadata or harvesting issues or requirements  
* Announcements of upcoming training opportunities  
* General Hub announcements | Same as blog posts  
* Note: these are mostly factual announcements (about data harvest dates, aggregator maintenance, trainings, webinars, virtual office hours, select DPLA training offerings)  
* Tentatively: link to the archived messages --> still investigating  
* Plus all PG members are now on that listserv |
| [Hub] listserv    | PMs (and staff)     | Low/Medium         | * Important DPLA Announcements  
* Announcements of Hub webinars, office hours, presentations/workshops at upcoming [state] conferences  
* Announcements of select upcoming training opportunities from DPLA | Same oversight as blog posts for:  
* for all factual announcements (trainings, webinars, virtual office hours, select DPLA training offerings)  
* recognitions  
* Oversight for key news announcement for [state] stakeholders (e.g., major milestones):  
PG has several days to comment on draft, automatic publication after deadline if “no contest” (aka, “lazy consensus”) |
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| Press releases            | PMs (and staff)       | Medium             | * We have not been doing any. Is there a strong preference that we should start doing it?  
  --> yes for important pieces of news that are of relevance to the general public  
  * Workflow?  
  -- structure = glorified post with "For Immediate Release", etc  
  -- Press release posted on website (in special section?)  
  -- advise Planning Group for distribution; include the link back to the online version  
  -- Also publicize on usual listservs with link back to the newsrelease on the website.  
  * Oversight: same as "Key news" messages for listservs (see above -- "lazy consensus")                                                                                                                                                                                                                                                                                                                                 |
| Webinars -- Two types:    | Metadata Group        | Low                | * General welcome and orientation for contributors  
  * Metadata "boot camp"  
  * Potential for DPLA Community Rep general overview of the DPLA and its portal                                                                                                                                                                                                                                                                                                                                                                                                                           | Same as blog posts:  
  * PG members can attend webinars or watch recordings  
  * PG is welcome to provide feedback and ideas during the PG meeting (or through email to the PMs)                                                                                                                                                                                                                                                                                                                                 |
| In-person conference sessions & workshops | Various members from PG, metadata group, more? | Medium | * General Hub Overview and Updates  
  * Metadata Team (e.g. local conferences)  
  * Hub and relation to other subjects (e.g. digital scholarship conferences)                                                                                                                                                                                                                                                                                                                                                                               | * Listed on Communication plan for planning ahead, list of the usual conferences attended annually  
  * Coordination is important: people should bring their ideas for submission as early as possible and share their slides/handouts when available.  
  * Goals: Ensure good event coverage, avoid overlaps, etc.  
  * Also listed on the website under "Presentations/Events", including slides, handouts and recordings when available.  
  * We want to keep making this process more robust, the list more complete, suggestions welcome                                                                                                                                                                                                                                                                                                                                            |
<table>
<thead>
<tr>
<th>Type</th>
<th>Title</th>
<th>Starting Date/ Date</th>
<th>Project Manager(s)</th>
<th>Frequency</th>
<th>Purpose</th>
<th>Notes/Details/Comments</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Call</td>
<td>Planning Group</td>
<td>ongoing</td>
<td></td>
<td>Monthly</td>
<td>Monthly work with planning group</td>
<td></td>
<td>Internal Group</td>
</tr>
<tr>
<td>Conference Call</td>
<td>Metadata Group</td>
<td>ongoing</td>
<td></td>
<td>Bi-Weekly</td>
<td>Bi-Weekly meetings with the Metadata group</td>
<td></td>
<td>Internal Group</td>
</tr>
<tr>
<td>Conference Call</td>
<td>Metadata Rights Subgroup</td>
<td>ongoing</td>
<td></td>
<td>Bi-Weekly</td>
<td>Bi-weekly meetings with the Metadata Rights group</td>
<td></td>
<td>Internal Group</td>
</tr>
<tr>
<td>Post</td>
<td>Twitter Feed</td>
<td></td>
<td></td>
<td>once Live, Weekly</td>
<td></td>
<td></td>
<td>Libraries, archives, museums</td>
</tr>
<tr>
<td>Email</td>
<td>Email to [Hub] Listserv</td>
<td></td>
<td></td>
<td>at least Quarterly</td>
<td>Keep potential audience apprised of [Hub] work</td>
<td></td>
<td>Libraries, archives, museums</td>
</tr>
<tr>
<td>Post</td>
<td>Blog</td>
<td></td>
<td></td>
<td>Tentatively Monthly</td>
<td></td>
<td></td>
<td>Current &amp; Prospective contributors, as well as general public</td>
</tr>
<tr>
<td>Webinar</td>
<td>Metadata Team Virtual Office Hours</td>
<td></td>
<td></td>
<td>Monthly</td>
<td>Answer continuing questions from current contributors. Cultivate new contributors. One-on-one format</td>
<td></td>
<td>current contributors/prospective contributors</td>
</tr>
<tr>
<td>Webinar</td>
<td>Orientation to [Hub]</td>
<td></td>
<td></td>
<td>at least Quarterly</td>
<td>Attract new contributors, engage current base of interested contributors.</td>
<td></td>
<td>Prospective contributors</td>
</tr>
<tr>
<td>Conference</td>
<td>[Conference] 2017</td>
<td></td>
<td></td>
<td></td>
<td>Attract new contributors, engage current base of interested contributors.</td>
<td>Proposals due April 20th</td>
<td>Prospective contributors</td>
</tr>
<tr>
<td>Conference</td>
<td>DPLAFest 2017</td>
<td></td>
<td></td>
<td></td>
<td>* Represent PA Digital @ DPLAFest</td>
<td>* Lightning talk on Communication Strategy &amp; Plan</td>
<td>Peers</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>* Gain insight into the Rights work that the DPLA has been doing.</td>
<td>* Rights Statements mega-panel talk</td>
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<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>* Network with other hubs.</td>
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</table>
Current Status

- Has been in place for the last 1 year+
- Works great
  - We have a system! A schedule!
  - We don’t have to wait for approvals that delay publishing
  - We can be consistent in our communication message and frequency
  - Useful to have a log to look back, analytics, etc.
Next Steps

- Refining our overall message
- Editorial style guide
- Integrating workshop/training goals into the communication plan
- Fine-tuning communication for internal/governance groups
Thank you!

- Delphine Khanna @khdelphine
- Rachel Appel @frecklewars

Templates:

https://tinyurl.com/HubStrategy
https://tinyurl.com/HubPlan

Acknowledgements:

- Thank you to Doreva Belfiore, Anastasia Chiu, and Elise Warshavsky, who also contributed to developing and implementing the communication plan.