Fall 2012
Social Media Strategy

Special Collections
University of Maryland Libraries
Audience

- Undergrads
  - @UMD
  - Conducting primary source research

- What about everyone else?
  - Graduate students
  - Faculty
  - Community researchers
Goals

• Provide study assistance/advice

• Get people to visit our online tools/social media sites

• Raise awareness of “special collections” and their usefulness to research/education
Goals

• Provide study assistance/advice

• Get people to visit our online tools/social media sites
  QUANTIFIABLE!

• Raise awareness of “special collections” and their usefulness to research/education
Testudo Requests a Resource

Once I know which resources I want, the librarian asks me to fill out a request slip, including my name and today’s date.
Hi! I’m Testudo, the University of Maryland mascot. I enjoy reading, football, long walks across campus . . . and, of course, taking pictures of myself doing awesome things.

Follow my Flickr journey to the Special Collections in Hornbake Library North. Learn how to use the Maryland Room and its resources, while also getting great research tips.
Testudo visits the Special Collections!

Posted by hornbakelibrary on September 4, 2012 in Collections, Hornbake Library, News and Events, UMDStudy

We were thrilled to have Testudo (the University of Maryland mascot) recently visit us in Special Collections! We had a lot of fun teaching him about researching primary sources, online finding tools at UMD, and the many collections to create a Flickr photo-guide for using the Special Collections. Let us know if it helps you too!

The Special Collections Facebook Page will be changing to the Hornbake Library Facebook Page this week. You'll still get great news, updates and fun facts from Special Collections, but you'll also hear more from University Archives, Broadcasting, and other wonderful collections within Hornbake Library, such as Nonprint Media. Stay tuned for more info!
Hashtag UMDStudy

Hornbake Library, University of Maryland shared a link.
October 5

From Special Collections: Did you know you could get great primary source research and study resources on Twitter? Search #UMDStudy for tailored tips, definitions, and tools for YOU. Next week, we'll focus on how to conduct primary source research!

Find Research Resources with #UMDStudy
hornbakelibrary.wordpress.com

Special Collections at University of Maryland Libraries shared a link.
September 7

To our undergraduate Terps: Need study tips? Interested in items from our collections? Found something great at Special Collections that you want to share? Join us on social media! We're all over the Web; check out our latest blog post to see how this benefits you:

Social Media and Special Collections
hornbakelibrary.wordpress.com

While you were away this summer, we were busy considering what to do with our social media during the fall semester.

Like · Comment · Share
1

ALA Student Chapter at UMD School likes this.

Write a comment...

61 people saw this post
For our HIST208 students...

Welcome to #UMDStudy!

Over the course of the semester, you will be working on a primary source research paper, and you will be learning about primary source research (SpecCollUM), as well as using digital tools, key research media sites, and by working with the collections to ace your final grade.

Our tips and advice for you to plan for successfully researching a semester-long project and get a better understanding of how to use the library, collections to ace your final grade.

Planning your assignment

- Sept 10 You have your syllabus and you read the project requirements. Write down the due date in a planner!
- Sept 11 Do you understand the assignment? Can you name the deliverable (paper, oral presentation, interpretive dance, etc.)?
- Sept 12 Use the assignment calculator to schedule personal deadlines and create a plan for your own research.

Topics for #UMDStudy:

- What is a research strategy? What are primary sources? Secondary sources? What formats might a primary source be in? What tools can you use to find and identify primary source material?
- What are Special Collections? Where are they located at UMD and off-campus? What is an archive, library, archivist, librarian, curator? How do you contact the information experts?
- What policies and procedures are in place for accessing the Special Collections materials? How do you use and cite primary sources appropriately?
- What are some hints and tips for finishing your research paper? What study tips can help improve your finals scores? Where can you find research papers and read with fun?
On this date

On August 9, 1944: Smokey the Bear makes his first media appearance. Visit the Broadcasting Archives in Hornbake Library to learn who Smokey is named after; view documents from Smokey Jr.'s succession; learn about the radio legend who gave Smokey the Bear a voice; and even read the sheet music for ballad "Smokey the Bear!"

On August 10, 1885: Leo Daft operates the first electric streetcar in Baltimore, MD. Visit Hornbake for resources about Baltimore streetcars, like the book "Baltimore's streetcars and buses." Also the Baltimore Streetcar Museum holds more history; you can even ride some of the original streetcars!
How We Might Live

@WmMorrisUMD

How We Might Live is a UMD Special Collections exhibit exploring the life of William Morris. This feed features quotes, events, and images from his history.

Hornbake Library, UMCP http://www.lib.umd.edu/morm/gallery/

Tweets

1895: Researching my family history? Nonsense! "What I offer the public is my work, I don't want them to know anything else about me"
Expand

How We Might Live @WmMorrisUMD

"Nothing can be a work of art which is not useful...which does not amuse, soothe, or elevate the mind in a healthy state" #WilliamMorris
Expand

How We Might Live @WmMorrisUMD

"Rossetti says I ought to paint...now as he is a very great man, and speaks with authority & not as the scribes, I must try"
#WilliamMorris
Expand

Invidiosa @invidiosa

"@WmMorrisUMD Ah, these, with life so done with now, might deem /That better is it resting in a dream #EarthlyParadise ow.ly/ej0mZ"
Details

Jason G. Speck @MrArchivist

@WmMorrisUMD Boiled mutton. As if there was any other way to have it. #PaleSadWetMutton #NotEvenPretendYummy

The Little Review @littlereview

@WmMorrisUMD Thank you! Wonderful exhibit on William Morris!
Date/event related campaigns

Hornbake Library, University of Maryland
October 10

Clearly this photo is blurry because the Maryland Flying Wizard Turtles use Firebolts. Visit the UMD Quidditch Facebook page, and learn more about unique and awesome Student Organizations from University of Maryland University Archives!

Spooky Special Collections
Posted by hornbakelibrary on October 9, 2012 in Collections, Hornbake Library, News and Events

Libraries are often the focal points for the spooky, mythical, and gruesome. Special Collections are no different, and we're celebrating the spirit of Halloween in style!

University Archives Blog:
“Ghostly Encounters” will feature haunted places at the University of Maryland. Visit their site every Wednesday, and be prepared to think of your classroom in a new, terrifying, way.

Spooky Special Collections Display:

Hornbake Library, University of Maryland shared a link.
October 17

Ghostly Encounters continues to share scary stories from your own University of Maryland . . .

Ghostly Encounters: Have you met the McNamara's?
undarchives.wordpress.com

Are you following our spooky posts about campus ghosts? Creeped out yet by the spectral spirits of Morrill Hall and Marie
Campus events

• Related posts leading up to the associated events

• First Year Book

• Speaking of books

Upcoming Events

October 23, 2012 at 5:00pm – Poisoning the Press: Richard Nixon, Jack Anderson, and the Rise of Washington’s Scandal Culture

A Conversation with Mark Feldstein, Richard Eaton Chair of Broadcast Journalism, Philip Merrill College of Journalism

November 14, 2012 at 4:30pm – We Shall Be No More: Suicide, Self-Government in the Newly United States

A Conversation with Richard Bell, Associate Professor, History

February 2013 – The Search for Survival: Lessons from Disruptive Technologies

A Conversation with Hank Lucas, Robert H. Smith Professor of Information Systems, Robert H. Smith School of Business

March 2013 – Pink and Blue: Telling the Boys from the Girls in America

A Conversation with Jo Paoletti, Associate Professor, American Studies

April 2013 – Pink Noises: Women on Electronic Music and Sound

A Conversation with Tara Rodgers, Assistant Professor, Women’s Studies
The Special Collections at the University of Maryland, located on the first floor of Hornbake Library, is one of the foremost centers to study all aspects of Maryland - past and present - and also serves as a gateway to many rare and valuable collections. Several of these collections contain resources that relate to *The Influencing Machine*, the University of Maryland's New York Times bestseller.
National events

• I Found It in the Archives
• National Novel Writing Month
• Banned books week
• Friend your library week
I found it in the archives

- Create blog post for users to contribute stories about what they find in our collections

- Turn it into a contest?

- Turn comments into positive PR for future campaigns
October is American Archives Month! We love to hear what you like about archives all year 'round, but especially this month. We're pairing up with Special Collections to promote our collections, and we'd love it if you told us what you like best about archives on campus.

If you have a story or photo of something you found in the archives, let us know! Post it here, on our Facebook page, or tweet it with the tag #foundArch. If you found something cool on campus, make sure to mention where you found it – University Archives, Special Collections, Broadcasting Archives, Special Collections of the Performing Arts, or somewhere else!

Looks like Testudo is ready to find some amazing things in our collections! Click here to find out how to come in and find our materials.

This entry was posted in Hornbake News and tagged archives, archives month, archivists, history, special collections, University Archives, University of Maryland by umdarchives. Bookmark the permalink.

Leave a Reply

Enter your comment here...
Have you ever found something in a #UMD archive? Tell @SpecCollUMD or @UMDarchives with #foundArch!

**John @jkr_man**
Delving through the archives and found this. My how I have aged in only three years. #lifeWASabeach #mallorca2009
pic.twitter.com/bINv75b0

**Achille Group @AchilleGroup**
Look at what we found deep in the Achille archives, we love it.
pic.twitter.com/Zzb9I37z

**DJ Kingstun @DJKINGSTUN**
Very #Rare #TheBeatnuts #Remix from the Stone Crazy #LP I just found it the archives... I have a drew #Common instagr.am/p/RDNcf8m8gN/

**Jhneanelle 🌈 @On_Cloud999**
Look what I found in my Grams "archives"... I think I was 3 in this pic. instagr.am/p/RDNNYmlxwH/
HOW DO WE DO IT?
Schedule, create, release
(sometimes “Create, schedule, release”)

Key
- UMD event
- Historical/Holiday
- Grab bag (any media/campaign)
- Notes and Tasks
- UMD Study
- ALA Promotions
- #Onthisdate
- First Year Book
- National Friends of Libraries Week
- Speaking of
- Banned Websites Awareness Day
- Banned Books Week
- #UMDStudy: What are special collections? Where? When?
UMDStudy

What is a research strategy? What are primary sources? Secondary sources? What formats might a primary source be in? What tools can you use to find and identify primary source material?

What are Special Collections? Where are they located at UMD and off-campus? What is an archive, library, archivist, librarian, curator? How do you contact the information experts?

What policies and procedures may you expect when accessing and using a special collection for research? How do you interpret different forms of primary source materials? How do you use and cite primary sources appropriately?

What are some hints and tips for finishing your research paper? What study tips can help improve your finals scores? Where can you go to balance exam cram with fun?

09-10
8:30 Introduction
12:30 UMDStudy: You have your syllabus and you read the project requirements. Write down the due date in a planner!

09-11
12:30 UMDStudy: Do you understand the assignment? Can you name the deliverable (paper, oral presentation, interpretive dance, etc.)?

09-12
12:30 UMDStudy: Use the assignment calculator to schedule personal deadlines and create a research strategy! http://ter.ps/la1

09-13
12:30 UMDStudy: Do you know what style guide your professor requires (APA, Chicago, MLA)? Learn style guides at Purdue OWL: http://ter.ps/la2
Scheduled Tweets

Created by Charles Calvert
Sending at 12:00pm, Sep 19, 2012
#UMDStudy: Recognize secondary sources: "an interpretation based on primary sources" http://ter.ps/1al

Created by Charles Calvert
Sending at 8:30am, Sep 20, 2012
#UMDStudy: Searching for books? Use WorldCat UMD at #UMDLibraries www.lib.umd.edu

Created by Charles Calvert
Sending at 10:30am, Sep 20, 2012
#UMDStudy: Searching for journals and articles? Use #UMDLibraries Research Port databases http://ow.ly/dJ0gP

Created by Charles Calvert
Sending at 12:30pm, Sep 20, 2012
#UMDStudy: Searching for web resources? Often subject guides will have librarian-trusted links: http://ter.ps/1am

Created by Charles Calvert
Sending at 10:30am, Sep 21, 2012
#UMDStudy: Don't reinvent the wheel, use bibliographies of secondary sources to find primary sources! http://ow.ly/iW5Fu

Created by Charles Calvert
Sending at 12:30pm, Sep 21, 2012
#UMDStudy: Social Sciences Citation Index in #UMDLibraries Research Port allows you to search bibliographies! http://ow.ly/dJ5Tg

Created by Charles Calvert
Sending at 10:30am, Sep 21, 2012

Created by Charles Calvert
Sending at 12:30pm, Sep 21, 2012
#UMDStudy: Special collections have rare/unique stuff requiring special handling
Student workers!
Refine and redefine strategies

Social media strategy, 4/13/2012 by Laura Cleary

**Audience:** Undergrads at UMD, specifically students conducting research on specific audiences of each social media site; re-evaluate at 2-4 times a year.

**Goals:** Provide study assistance/advice; Get people to visit our online to awareness of "special collections" and their usefulness to research/education.

**Strategies:**
- Do not focus on Twitter and Facebook. Maintain these profiles, but do not promote them. Use Tw/PB to promote other social media.
- Avoid using Twitter and Facebook to just re-generate or advertise what is on the main site. Instead, find the interesting tidbit and highlight that. Turn it into a joke, a contest, an update about the Morris blogpost would not just post the headline, to say about one of the illustrations or solicit some sort response to a question.

- Tumblr as blog
- Create a calendar of important events to focus on Twitter/Facebook
- Create a strategy for responding to things that happen

**Test:**
- Twitterpin
- Flickr for small scale exhibits
- Historypin
- Tumblr as blog

**Change name to "special collections at UMD to UMD when necessary. Includes "Delve deeper" to join discussion group.

Track efforts using spreadsheet, M:\Col Mgmt & Spec Coll\Special Collections
Outreach\Social Media\time\reporting\log-SocialMedia.xlsx, and generate a report.

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**Adopt new policy for Pinterest (By Erika Walston)**

- Pinterest should be used to draw people to our blog, digital collections, and website (in that order).
- Our primary audience for Pinterest is undergraduates; secondary are other people in the general public.
- The tone should be informal, with humor when appropriate.
- Can comment on others people’s pins to link back to our boards.
- Try to keep the written part to a minimum.
- There should be no more than 50-75 pins per board.
- There should be a combination of external (linking to other sites) and internal (linking to our sites) pins.

*Make sure all pins link to somewhere.*
Doing social media so it matters: A librarian’s guide
WHAT IS THE FUTURE?
Changes and experimentation
Clear strategies for specific platforms

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  • Make sure all pins link to somewhere.
Retire “old” platforms

• How is this helping us meet our goals?

• How much work is going into creating content?

• How is content creation limited by the
  • Parameters of the platform?
    • # of characters?
    • Content accessible only to existing members?
    • Can users interact with content?
  • Copyright restrictions?