



Telling the Stories of Our Collections: Online Exhibits and Social Media



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Alitalia in-flight menu, 1960s. David Toms Collection



- Public awareness of collections**
- Virtual and physical access**
- Wider reach and broader audience**
- Patron expectations**

Goals

A vintage illustration of a propeller airplane flying through a stylized landscape. The sky is a textured, light blue-grey. A large, bright yellow sun with a smiling face is in the upper left. A string of triangular bunting flags in white and dark blue hangs from the top left. The airplane is white with a dark tail and is flying towards the right.

Online Exhibits



- Start by articulating your purpose
 - This will help guide all decisions going forward.
- Digitization: depending on extent and condition: either in-house (by me) or by our Repository & Digital Curation department
 - In-house: Public flatbed scanner (ScanStation)
- Offer a deep dive into a collection, theme, or other area of concentration
- Tie in materials from across a range of collections
- Increased reach, longer lifespan
- Users can share organically

Choosing Materials

- Visual interest matters, but place in a compelling narrative is key
- What is unique to your collection?
 - Focus on primary sources

Your Collections Have a Story to Tell – But Materials Can't Speak for Themselves

- Write for the general public
 - Assume that readers have no background in the area
- Labels should
 - Provide context
 - Have a consistent tone
 - Be concise
 - Be easy to follow
- Balance between interesting and educational



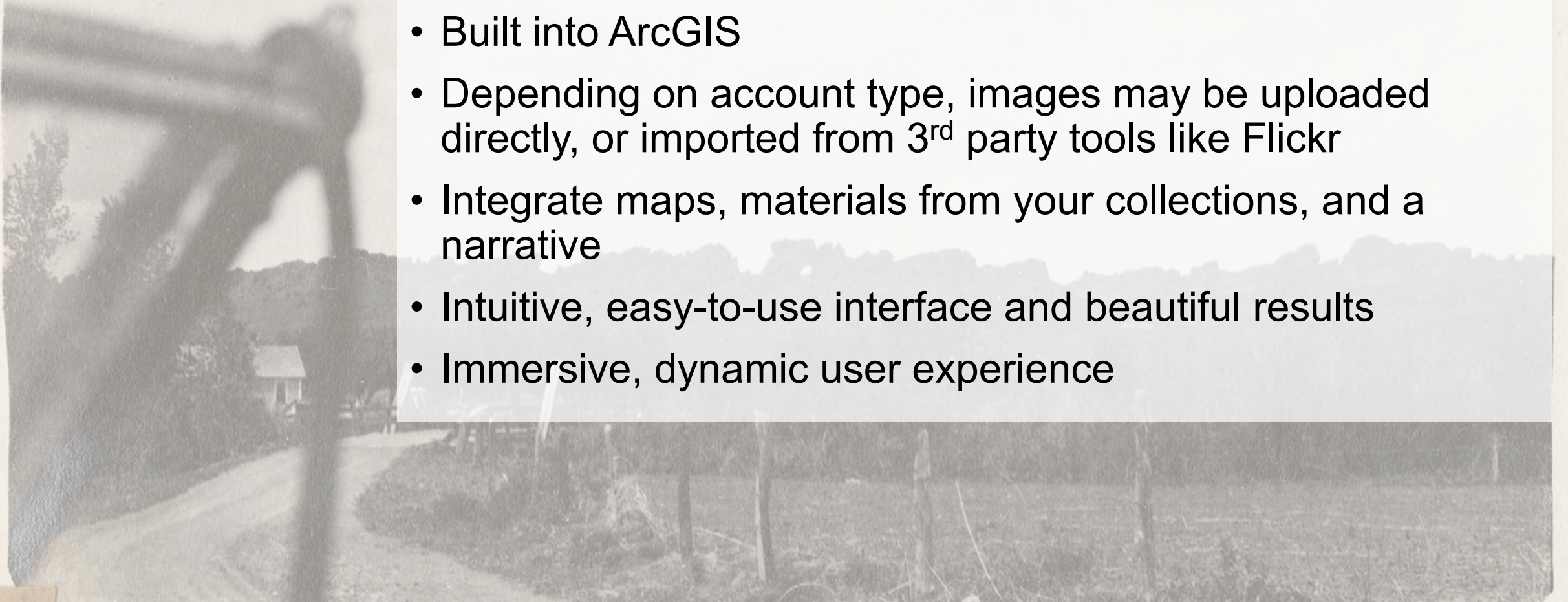
INDUSTRIE MECCANICHE AERONAUTICHE MERIDIONALI

A E R F E R

Les Avions du Monde, 1957.

Esri Story Maps

- **Cascade** format for online exhibits
- **Tour** layout to center stories around maps
- Built into ArcGIS
- Depending on account type, images may be uploaded directly, or imported from 3rd party tools like Flickr
- Integrate maps, materials from your collections, and a narrative
- Intuitive, easy-to-use interface and beautiful results
- Immersive, dynamic user experience



Lovers of the Open Road and the Flying Wheel

From Iowa to San Francisco in a Model T

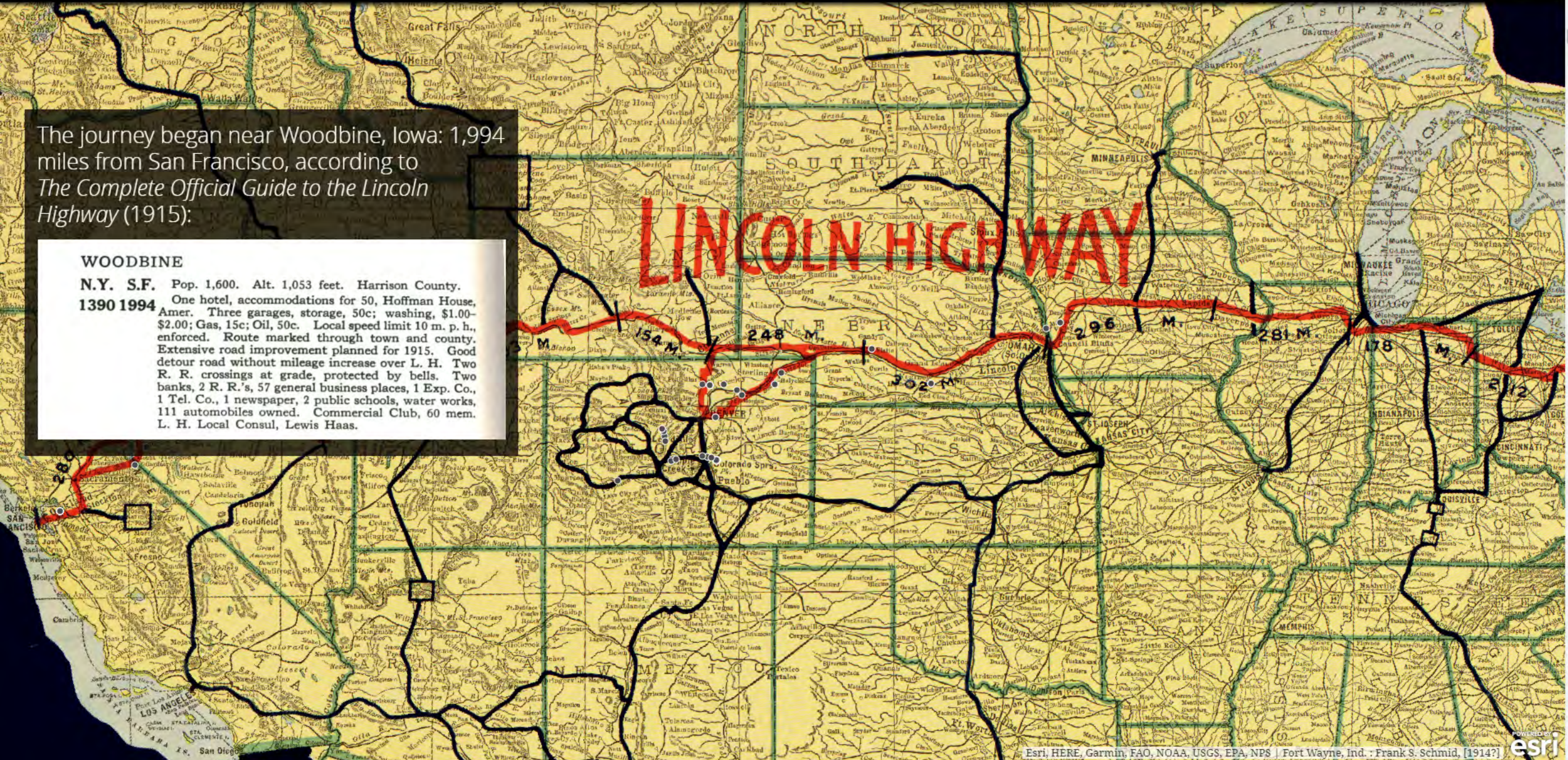


The journey began near Woodbine, Iowa: 1,994 miles from San Francisco, according to *The Complete Official Guide to the Lincoln Highway* (1915):

WOODBINE

N.Y. S.F. Pop. 1,600. Alt. 1,053 feet. Harrison County.
1390 1994 One hotel, accommodations for 50, Hoffman House, Amer. Three garages, storage, 50c; washing, \$1.00-\$2.00; Gas, 15c; Oil, 50c. Local speed limit 10 m. p. h., enforced. Route marked through town and county. Extensive road improvement planned for 1915. Good detour road without mileage increase over L. H. Two R. R. crossings at grade, protected by bells. Two banks, 2 R. R.'s, 57 general business places, 1 Exp. Co., 1 Tel. Co., 1 newspaper, 2 public schools, water works, 111 automobiles owned. Commercial Club, 60 mem. L. H. Local Consul, Lewis Haas.

LINCOLN HIGHWAY





A dugway. A typical mountain road. Skyline and Temple and many others. They are good roads but a little too high to be pleasant travelling. Not our car. Belongs to Montgomerys of Boone.

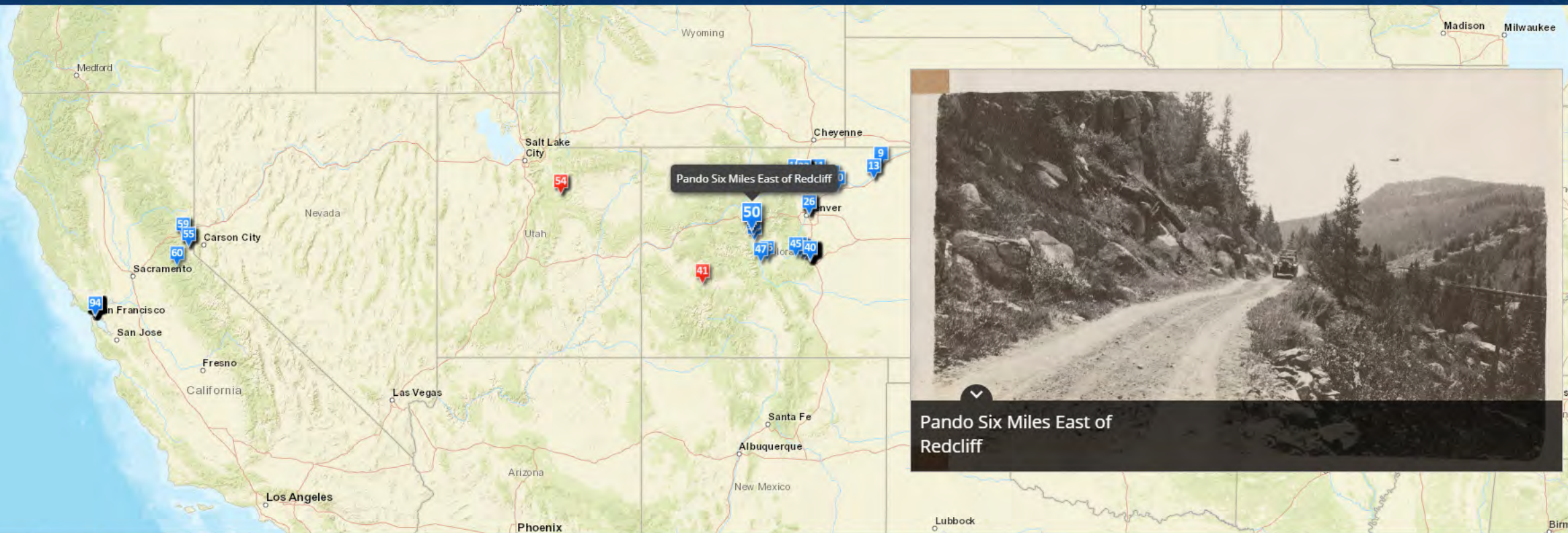


Cave of Winds

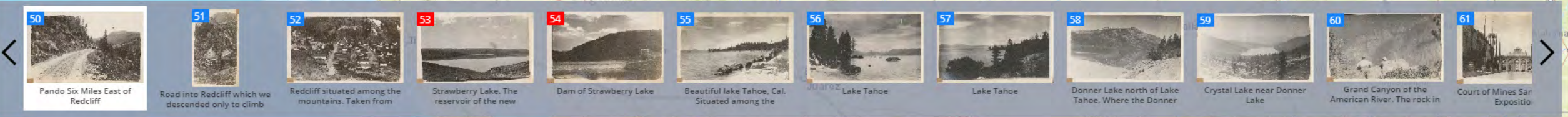


Lovers of the Open Road and the Flying Wheel || Map Tour ||

From Iowa to San Francisco in a Model T



Pando Six Miles East of Redcliff



50 Pando Six Miles East of Redcliff



51 Road into Redcliff which we descended only to climb



52 Redcliff situated among the mountains. Taken from



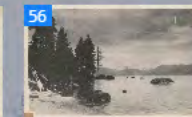
53 Strawberry Lake. The reservoir of the new



54 Dam of Strawberry Lake



55 Beautiful lake Tahoe, Cal. Situated among the



56 Lake Tahoe



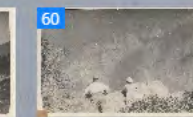
57 Lake Tahoe



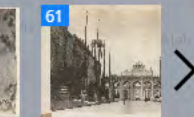
58 Donner Lake north of Lake Tahoe. Where the Donner



59 Crystal Lake near Donner Lake



60 Grand Canyon of the American River. The rock in



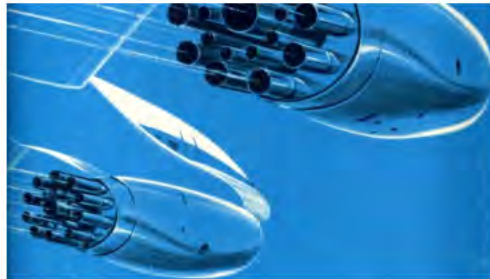
61 Court of Mines San Expositio



Pan American World Airways

Pan Am, in operation from 1927 to 1991, is remembered in the popular imagination for creating an image that today is synonymous with the jet age. Indeed, Pan Am ushered in commercial jet aviation in the United States with the delivery of the first Boeing 707 on August 15, 1958. That same year, the airline hired the team of Edward L. Barnes and Charles Forberg as design consultants, tasked with creating a modernization of the Pan American World Airways brand. The designers retained the central image that the airline had built over the previous decades but with updates in keeping with the jet age. They refreshed and simplified the airline's globe logo, which had been previously been set alongside stylized wings, introduced a lighter shade of blue throughout the company's branding, updated the windswept font already in use by the airline, and proposed adopting the name that was already common in popular use: rather than "PAA" or "Pan American World Airways," the designers recommended using the abbreviated "Pan Am."

It wasn't until several years later, however, at the recommendation of the design firm Chermayeff and Geismar, that the airline officially changed its name to Pan Am. At the same time, the logo was rendered in a new wordmark using the Helvetica typeface in both upper- and lower-case letters, though it was applied inconsistently, as represented in the materials shown here. Pan Am shut down in 1991, but the airline's iconic blue globe can be seen today in Pan Am Railways, a regional railway system that operates in New England and which absorbed the Boston & Maine Railroad in 1983.



Pan American World Airways

Timetable, October 26, 1958. First transatlantic jet service.

Northwestern University Transportation Library Timetable Collection

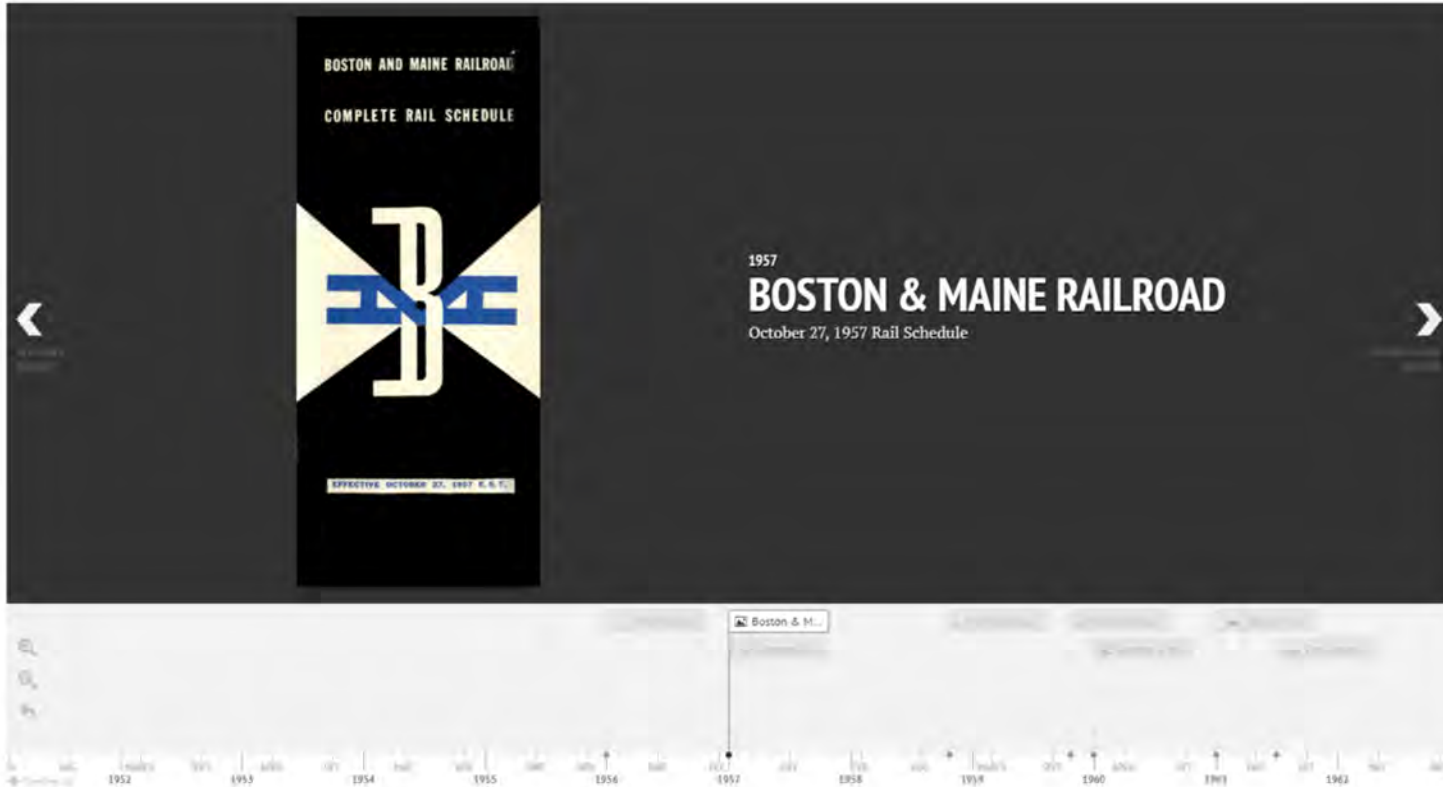


Pan American World Airways

Timetable, October 25, 1959

Northwestern University Transportation Library Timetable Collection

Timeline JS



- timeline.knightlab.com
- Free for commercial and noncommercial use
- Media must be hosted elsewhere
- Dates, text, and links are entered on a Google Spreadsheet and uploaded



[Home](#) ~ [Paris World's Fair of 1900](#)

PARIS WORLD'S FAIR OF 1900

Bicycles and tricycles were among the new forms of technology that were on display at the Exposition Universelle of 1900. The catalog from the Exposition Centennale des Moyens de Transport, published in Paris in 1901, shows a row of bicycles arranged in the transportation hall to illustrate the evolution of the machine.

Studio photos also provided a closer look at the development of early bicycles. The catalog lists the following: a vélocifère from 1798 is shown with a Draisienne from 1810 and a Velocipede from 1847. Below that is a Draisienne from 1795. The model, also called a hobby horse (or dandy horse), had a wooden frame carved in the form of a horse—complete with a horse-head at the front and tail at the rear.



Group of Draisiennes and Velocipedes



Vélocifère, Draisienne, Velocipede



Social Media

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Annual Report

Getting Started



- Articulate your purpose
- Define your audience
- Keep a consistent voice
- Be an active user and observer
- Set a maintenance and posting plan

Twitter

- For us: primarily a means for sharing library news: things like new resources, acquisitions, and events
- Connect and build goodwill with campus partners and your community
- Constantly reevaluate your strategy as you discover what works best for your users
- Success can mean different things based on your goals

NUL Transportation @NUL_Transport · Apr 17
We're excited to announce that our John A. Swider collection of timetables is now available for researchers: 919 timetables dating back to 1880, with focuses on Chicago and travel to World's Fairs. sites.northwestern.edu/northwesternli...

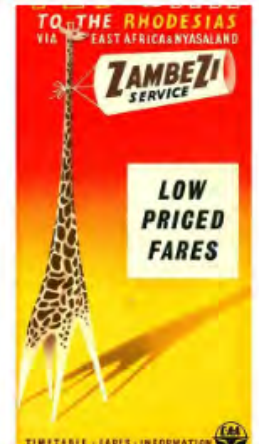
NUL Transportation @NUL_Transport · 5h
Did you know that we regularly update our LibGuides with newly acquired books? Check back often to see the latest titles, including several on high speed #rail in our Rail Transportation guide. libguides.northwestern.edu/railtransporta...

NUL Transportation @NUL_Transport · 2h
"Lost in the Transit Desert: Race, Transit Access, and Suburban Form" uses research from New Orleans, Baltimore, and Chicago to explore the roles housing and transport policy have played in creating transit deserts and the impact of race on those affected: search.library.northwestern.edu/primo-explore/...

Copyrighted Material
DIANE JONES ALLEN
Lost in the Transit Desert
RACE, TRANSIT ACCESS,
AND SUBURBAN FORM
IN PLANNING AND URBAN DESIGN
Copyrighted Material

Instagram

- Think of your account like a museum exhibit: interesting to browsers as well as label readers
- Great photo + What story does the item tell?
- Connect back to original item: collection name, call number, bibliographic information
- Connect to larger community with related hashtags
 - Libraries of Instagram
 - Follow @iglibraries



LibGuides

- Success with *Transportation Research Circular: Literature Searches and Literature Reviews for Transportation Research Projects*
- Convert digital publications to LibGuide format
- Teaching tool
- Link back to your collection, other resources
- Share with larger research community

The screenshot shows a LibGuide page with a purple header containing navigation links: HOURS, ASK US, YOUR ACCOUNT, and SUPPORT. Below the header are four main menu items: Request, Research, Visit, and Libraries and Collections. The page title is "Literature Searches and Literature Reviews for Transportation Research Projects: How to Search, Where to Search, and How to Put it All Together. Current Practices." A search bar is located on the right side of the page. The main content area includes a section titled "Number E-C194" with a blue vertical bar on the left. The text describes the guide's purpose and lists the authors: Andrea Avni, Paul Burley, Patrick Casey, John Cherney, Leighton Christiansen, Janet Saunders Daly, Rita Evans, David Jared, Greg Landgraf, Andrew Meier, Jane Minotti, Barbara Post, Birgitta Sandstedt, Roberto Sarmiento, Susan Sillick, Bob Sweet, Michael Wendt, Ken Winter, and Hong Yu. A "Your Librarian" sidebar is visible on the right. At the bottom, there is a contact information section for Northwestern University's Transportation Research Board.

Request Research Visit Libraries and Collections

Researches and Literature Reviews for Transportation Research Projects Getting Started

Literature Searches and Literature Reviews for Transportation Research Projects: Search this Guide

Literature Searches and Literature Reviews for Transportation Research Projects: How to Search, Where to Search, and How to Put it All Together. Current Practices.

Number E-C194

This guide is based on [Transportation Research Circular Number E-C194: Literature Searches and Literature Reviews for Transportation Research Projects: How to Search, Where to Search, and How to Put it All Together. Current Practices](#).

View the circular in its entirety for a full picture of the literature search and literature review processes.

Prepared by Andrea Avni, Paul Burley, Patrick Casey, John Cherney, Leighton Christiansen, Janet Saunders Daly, Rita Evans, David Jared, Greg Landgraf, Andrew Meier, Jane Minotti, Barbara Post, Birgitta Sandstedt, Roberto Sarmiento, Susan Sillick, Bob Sweet, Michael Wendt, Ken Winter, and Hong Yu For the Conduct of Research Committee Library and Information Science for Transportation Committee Transportation Research Board

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THE END

