



The Three-Pronged Attack

A Tactical Approach to Promoting Digital Collections

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In-built audiences

- Some core philosophy:

You shouldn't have to fight for your audience.

In-built audiences

Audiences are built out of a few basic needs:

- Who has a developmental stake in the material?
- Who has external pressure pushing them toward the material?
- Who is already here, sharing space (physically or digitally)?
- Who has a project that dovetails with our project or material?

In-built audiences: Money

Case Study: Good Medicine

- Grew out of a paid digitization project
- Cooperative grant to expand the size of the project
- Cone Health had a direct need, and were willing to pay for services easily and efficiently provided by a digital projects unit at UNCG



The screenshot shows the UNCG Digital Collections website. The header features the UNCG logo with '125 CELEBRATING 125 YEARS OF OPPORTUNITY & EXCELLENCE' and the text 'Digital Collections'. A navigation bar includes 'HOME', 'EXPLORE', 'FEATURED PROJECTS', 'ABOUT US', and 'COMMUNITY PARTNERS'. A search bar is present with a 'Search' button and a link to 'Advanced Search'. The main content area is titled 'Home >> Good Medicine' and features a large banner image with the text 'GOOD MEDICINE Greensboro's Hospitals and Healers, 1865-present'. Below the banner is a paragraph of text: 'Good Medicine provides digital access to over 60,000 pages and images from 28 archival collections documenting Greensboro's rich medical history, from church-housed hospitals during the Civil War to the arrival of the city's first Catholic hospital, the development of nursing education programs, and the growth of large health care providers and pharmaceutical companies. Good Medicine also documents the contributions of Dr. Anna Gove (one of the first woman physicians in North Carolina) and Dr. Wesley Long during the World War I era. The project is a collaborative effort of UNCG University Libraries, the Cone Health Medical Library, the Greensboro History Museum Archives, and the Greensboro Public Library.' Below this text is a section titled 'Explore all items' with three dropdown menus: 'By date...', 'By format/item type...', and 'By topic...'. A 'Show me everything!' button is located at the bottom of the filters.

In-built audiences: Fame

Case Study: Runaway Slave Ads

- Partnership with HBCU NCA&T
- Largest digital project for NCA&T to date
- UNCG provided infrastructure and labor, and hosts the finished collection
- Both schools feature the same project location on their respective media

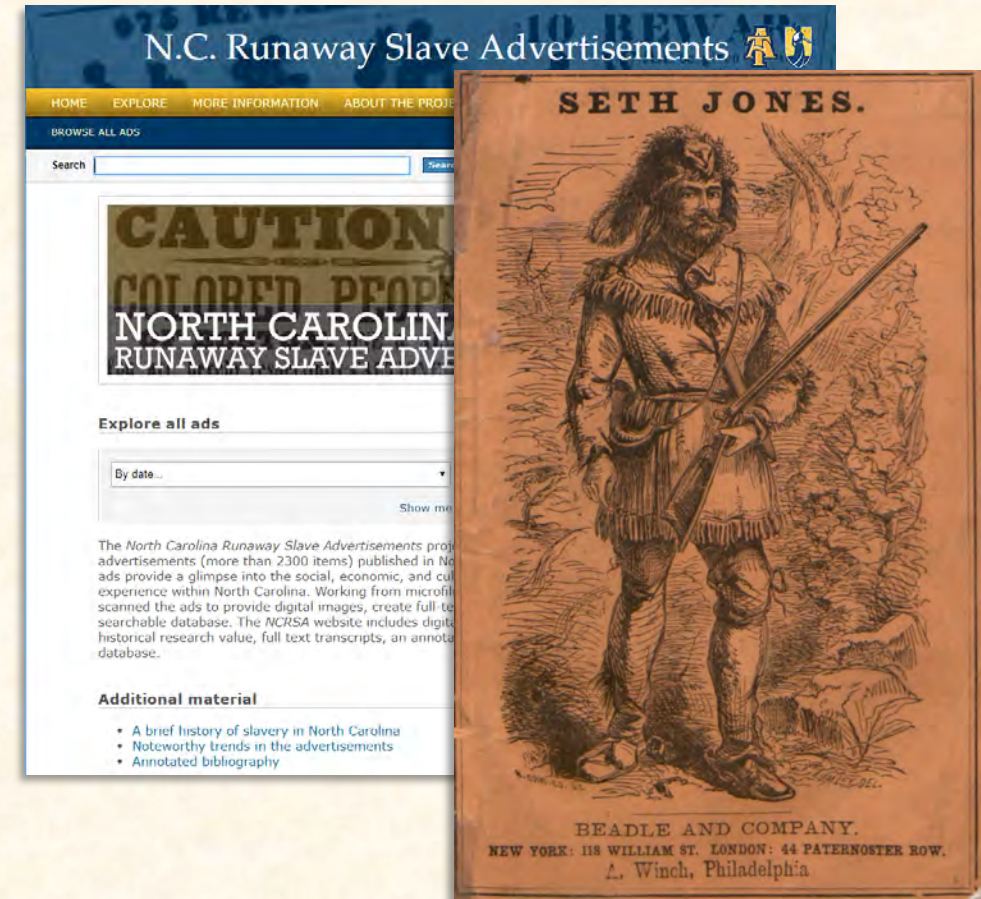


The screenshot shows the website for "N.C. Runaway Slave Advertisements". The header is blue with the title and a logo. Below the header is a yellow navigation bar with links: HOME, EXPLORE, MORE INFORMATION, ABOUT THE PROJECT. A dark blue bar contains "BROWSE ALL ADS", "Favorites", and "? Help". A search bar is present with a "Search" button and a link to "Advanced Search". The main content area features a large image of a historical advertisement with the text "CAUTION \$25 REWARD. RUNAWAY from the subscriber on Sunday 26th January, last, my negro boy ANTHONY. He is of a whitish yellow color, 5 feet six or seven inches high." Below the image is a dark blue banner with the text "NORTH CAROLINA RUNAWAY SLAVE ADVERTISEMENTS, 1750-1840". Underneath is a section titled "Explore all ads" with two dropdown menus: "By date..." and "By county of residence...". A "Show me everything!" button is below the dropdowns. A paragraph of text describes the project's scope and goals. At the bottom, there is a section titled "Additional material" with a bulleted list of links: "A brief history of slavery in North Carolina", "Noteworthy trends in the advertisements", and "Annotated bibliography".

In-built audiences: Knowledge

Case Study: Faculty Partnerships

- Runaway Slaves Ads metadata and transcription expanded through the work of students in UNCG HIS 391 and 430 as part of assignments in primary sources research methods.
- Nickels & Dimes dime novel project metadata and summary information expanded through social history projects from NIU ENGL 330 and 693.



Physical Audiences

Physical audiences come to the collection via in-person interaction:

- Who has opportunities to view materials directly?
- What kind of events can promote the collections successfully?
- What kinds of events will cause people to actually *show up*?
- How do you add audience value to events?


Physical Audiences: Direct Promotions

Case Study: "Hop" into History



Physical Audiences: Direct Promotions

Case Study: Vintage Viands




**VINTAGE
VIANDS**

1940s Edition

A Taste-Testing Exhibit Featuring Recipes
from the Martha Blakeney Hodges Special
Collections & University Archives Home
Economics and Household Collection

Friday, September 25, 2015
12:00 PM–2:30 PM
Jackson Library Reading Room

Free Food!

Main Level


The poster features a vintage illustration of a woman in a polka-dot dress reading a book titled 'WAR RATION B...' while holding a fork to her lips. A large star graphic contains the text '1940s Edition'.



Physical Audiences: External Needs

Case Study: Professional Development and Youth Education at the SELF Design Studio

- Digital courses using materials for students
- Multi-week professional development classes with educators
- Cooperative summer camp with writing camp
- Participation in campus-wide science festival
- **The key is to use what already exists!**

The screenshot shows a webpage for the School of Education's SELF Design Studio. The page title is "SELF DESIGN STUDIO" and the main heading is "SELF Maker Quests". The content includes a welcome message, a list of services (Reservations, Tools, Workshops, UNCG Maker Portfolios, SELF Summer Camps 2018, News), and contact information for Lori Sands, Matthew Fisher, and Mike Renne. A sign-up form is visible, with a button labeled "SELF Design Studio Maker Quests Sign Up".

SCHOOL OF EDUCATION ABOUT ACADEMICS RESEARCH PEOPLE SOE ALUMNI ENGAGEMENT

SCHOOL OF EDUCATION >> SERVICES >> SELF DESIGN STUDIO >> SELF MAKER QUESTS

SELF DESIGN STUDIO

Welcome

Reservations

Tools

Workshops

UNCG Maker Portfolios

SELF Summer Camps 2018

News

CONTACT US

Lori Sands
Director, Michel Teaching Resources Center

Matthew Fisher
Assistant Director, Michel Teaching Resources Center / SELF Design Studio Makerspace

Mike Renne
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Lily Carden

SELF Maker Quests

Work your way towards SELF Certification with our Maker Quests! Students enrolled in the School of Education (and students pursuing secondary degrees in education) are able to enroll in these free, self-guided workshops in 3D modeling and printing, circuitry, basic tinkering, movie production and editing, and more! Learn how to use these amazing tools, track your experience, earn badges and gain check-out privileges for some of the class sets of maker tools! Fill out the form below to start your JOURNEY!

Already registered for Maker Quests? Log in [here!](#)

Interested in seeing a [complete list of the quests offered?](#)

Completing quests for a School of Education teaching cohort? [See our suggested Quest Tracks here.](#)

SELF Design Studio Maker Quests Sign Up

Digital Audiences

A very quick wander through social media engagement:

- How do your audiences digest their media?
- Do you have an idea of when your audiences are online?
- Do you have a system for engagement?
- What definition do you have for engagement success? And, also importantly, for failure?

Digital Presence

Traits of social media success:

- Success through automation
 - Scheduled posts
 - Work of posting broken up across a department
 - Standardized format
 - **Copy and paste whenever possible**
 - Automated cross-posting tools
 - IFTTT
 - HootSuite
 - Tweetdeck

Digital Presence

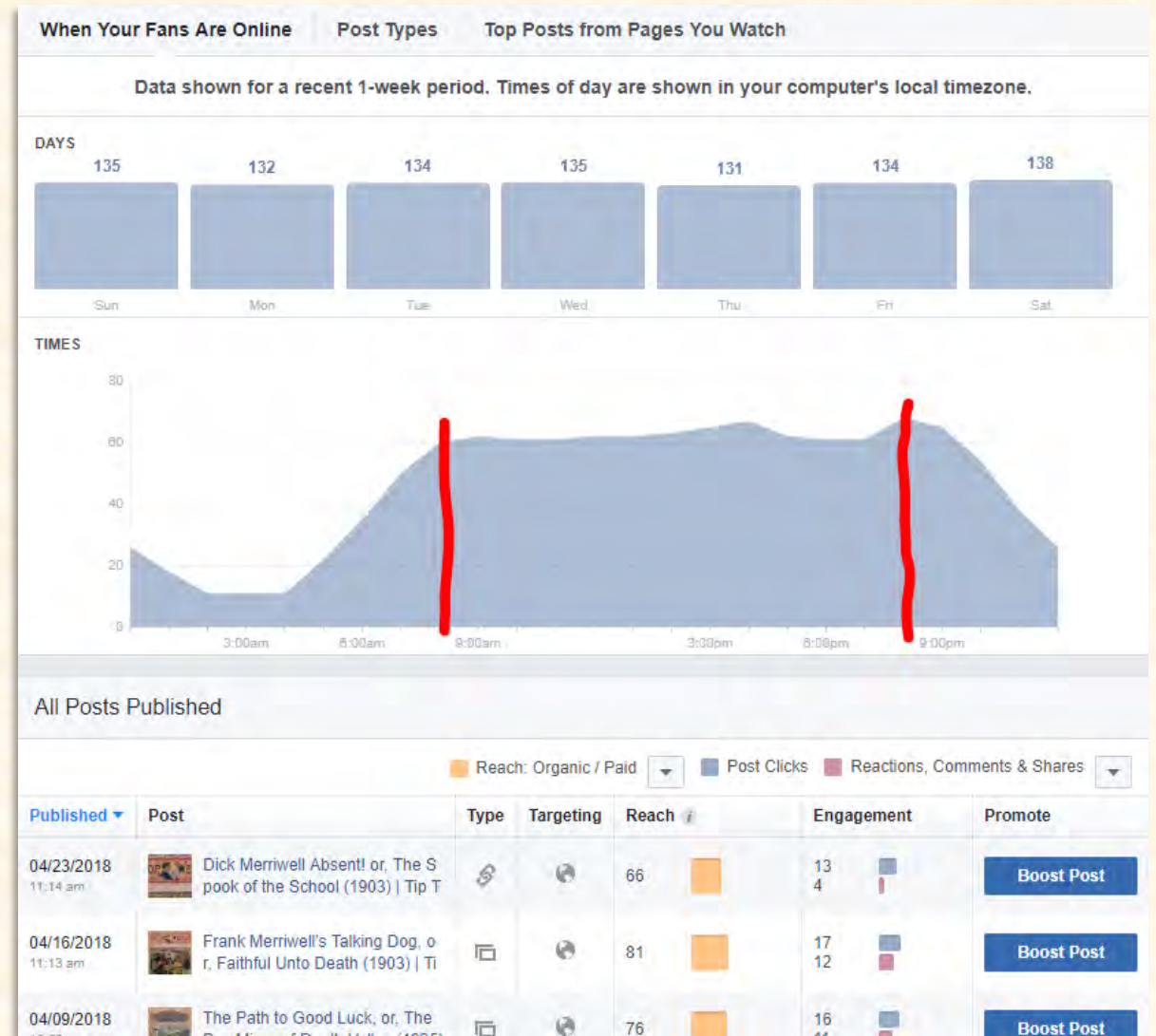
Traits of social media success:

- Ease of access for audience
 - ADA and accessibility considerations
 - Mobile responsiveness
 - Platform limitations
 - Image versus text
 - Long form story versus sound bite
 - Spartan Stories as value-added social media
- Beginner's first algorithm manipulation

Digital Presence

Traits of social media success:

- Beginner's first algorithm manipulation
 - Learn your platform's algorithm quirks
 - Common considerations:
 - Response time to comments on posts
 - Number of likes/upvotes within a certain time window
 - Timing of posts
 - Percentage of photo versus text type posts



Sexy Factor

Maximizing the collection's core draw power:

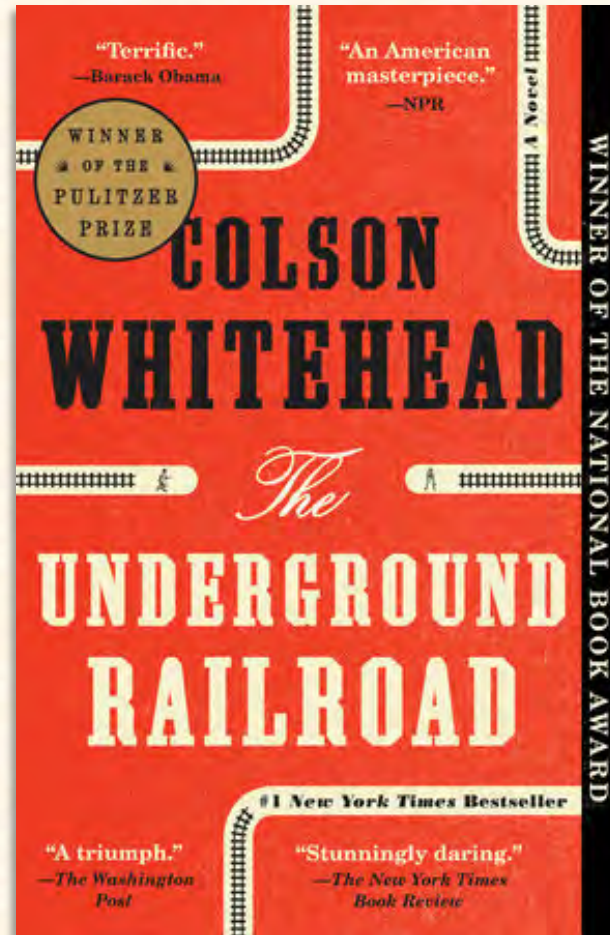
- What special events have happened at local, regional, and national/international level that features the collection, all or in part?
- Is there any celebrity power you might be able to leverage?
- Is there a pop culture tie in?
- Do you personally know the ten coolest items in the collection?

Sexy Factor Examples

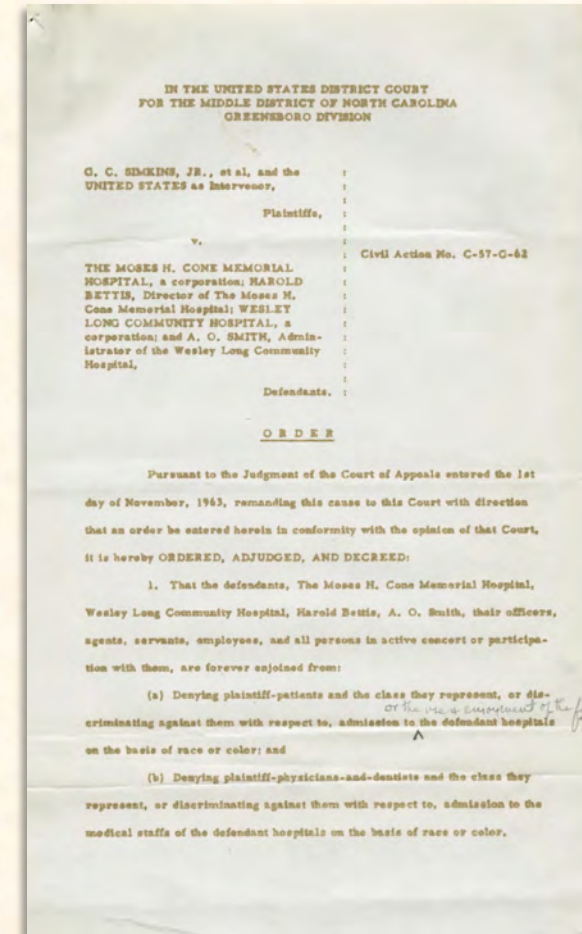
“Batman” in the dime novels



UNCG thanked in the notes



End of private organization segregation



Thank you! Questions?

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