2018–2019 CARLI Created Content Committee:
Annual Report of Activities and Annual Projects

Members

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Tricia Lampron (2017-2020), University of Illinois at Urbana-Champaign
Greer Martin (2019-2021), Loyola University Chicago
Ariana Potter (2018-2019), Lewis University
Matthew Short (2016-2019), Northern Illinois University, **chair**
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CARLI Staff Liaisons: Amy Maroso and Elizabeth Clarage

Introduction

The Created Content Committee (CCC) worked on activities related to two main themes this year: promotion of digital collections and linked data education. Given the present uncertainty of the Digital Asset Management landscape, the committee decided to table a DAMS analysis and focus instead on promotion.

Committee members met by conference call each month to plan activities, discuss progress, and offer feedback, communicating by a group email list between meetings. The committee also maintained collaborative workspace on the CARLI website and on Google Drive.

Promotion of Digital Collections

In September 2018, the Committee drafted and sent out a survey to the CARLI membership to gauge how members are currently using social media to promote their digital collections, and how CCC and CARLI could facilitate these activities. This was distributed to CONTENTdm contacts, digital collections interest group, main CARLI announce list, and in the CARLI newsletter. A total of 67 responses were received from 52 member libraries.

Of the 46 survey respondents who answered the question "What social media platforms does your institution use?" nearly 87% of respondents reported using Facebook, with 30% using Twitter, 24% using Instagram, and 28% using a blog. All other platforms had less than 10% engagement. Tumblr, the platform that CCC previously used for promotion, fared worse than almost any other platform. As for frequency, no library posts daily and few reported posting more than once per week. Most respondents reported using social media to promote digital collections (67% of 46 respondents who answered).

Respondent recommendations fell along two general lines: training and organization. A few suggested that CARLI host workshops run by digital marketing experts, which might include a session on digital storytelling. One respondent was unaware that we had drafted a best practices for promotion, indicating that more promotion of that guide is needed. Other respondents suggested that CARLI administer a social media platform for the consortium or provide more structure to member library postings through the use of hashtag campaigns. This could also be as simple as providing links to CARLI member social media accounts so that libraries can see what others are doing.

Given usage statistics and the results of this survey, the Committee concluded that CARLI's Tumblr should remain dormant at this time. According to analytics, it does not draw much traffic to CARLI Digital Collections, nor are member libraries using the platform. Instead, the Committee decided to move forward with using the existing CARLI Facebook account to promote members' digital collections, based on survey results suggesting that Facebook is the platform most used for promotion.

Rather than drafting and creating all posts themselves, the committee agreed that it would be desirable to invite the membership to submit their own posts. This reduces the committee's workload, while allowing those member libraries who do not have active social media presences to participate in promotion on social media. These Facebook posts would be used to promote new collections or events related to digital collections, like online exhibits or related symposiums, with 2-3 posts appearing each week. CCC drafted a submission form, which includes formatting guidelines and suggestions, sharing a link to the survey in an announcement that went out with the May newsletter. Three committee members were granted editor permissions on the CARLI Facebook pages, so that they could edit and post these submissions, while the rest of the committee agreed to create posts for a backfile, which would be used to keep the account active in case there are few or no submissions.

It may also be worth pursuing additional promotional training opportunities, whether workshops or webinars, in the next year.

Linked Data Education

The committee also organized a series of three webinars on the topic of linked data.

These included:

Linked Data: The View from 30,000 Feet (February 7, 2019)

Provided an overview of the basic characteristics of linked data, and how it exists on the web. Presenter: Jodi Schneider, Assistant Professor at the School of Information Sciences, University of Illinois at Urbana-Champaign. There were 107 registrants with approximately 64 registrants attended the live session via Adobe Connect, with the session recording and slides subsequently made available on the CARLI website. As of June 2019, the recording had been viewed 79 times.

Linked Data in the Library (February 19, 2019)

Addressed the use of linked data in libraries, with a focus on BIBFRAME and the linked data capabilities of Alma. Presenters: Laura Akerman, co-chair of the IGeLU-ELUNA Linked Open Data Working Group, representing the interests of Ex Libris customers and Jodi Williamschen, Senior Technical Metadata Standards Specialist, the Library of Congress. There were 105 registrants with approximately 57 registrants attended the live session via Adobe Connect, with the session recording and slides subsequently made available on the CARLI website. As of June 2019, the recording had been viewed 27 times.

Linked Data Projects (March 5, 2019)

Discussed two library linked data projects ongoing in CARLI member libraries: the use of Library of Congress linked data for authority reconciliation during a metadata cleanup project, and a digital collection of dime novels that uses linked data for metadata enhancement. Presenters: Greer Martin, Metadata Technologies Librarian at Loyola University Chicago; Demian Katz, the Director of Library Technology at Villanova University's Falvey Memorial Library and lead developer on the VuFind project;

and Matthew Short, the Digital Collections & Metadata Librarian at Northern Illinois University. There were 96 registrants with approximately 53 registrants attended the live session via Adobe Connect, with the session recording and slides subsequently made available on the CARLI website. As of June 2019, the recording had been viewed 17 times.

A feedback survey was sent out after the webinars concluded, which received relatively few responses. Comments focused mostly on technical problems and not on content. Most sessions were generally very well-received.

Summary

- Surveyed CARLI member libraries on their use of social media to promote digital collections.
- Began using the CARLI Facebook page to promote digital collections, developing a form for member libraries to submit content.
- Organized and sponsored a three-part webinar series on linked data, with 5 presentations, six presenters, and a total of 174 registered attendees.

Complete List of Documentation and Webinar Information

CARLI Facebook Page

https://www.facebook.com/CARLIllinois

Google Form for Submitting Facebook Content

https://docs.google.com/forms/d/e/1FAIpQLSdFslZn-ajSsh-sveMPR35gaco4Hxs1-35tBaoqd22qs9sLaQ/formResponse

Linked Data Webinar Series: https://www.carli.illinois.edu/products-services/contentdm/linked_data_2019

       Linked Data: the view from 30,000 feet (Jodi Schneider):
       https://www.youtube.com/embed/J1AWdit_bCY
       Linked Data in the Library (Laura Akerman and Jodi Williamschen):
       https://www.youtube.com/embed/KCFExYHGaIo
       Linked Data Projects (Greer Martin, Demian Katz, and Matthew Short):
       https://www.youtube.com/embed/-RZHhjy-ncA