Magnifying the Impact of your Digital Collections Connecting to new audiences

It is all about communication

No Library is an Island
2010 PNLA/WLA Conference

Marketing - Advertising – Promotion

◦ How different?
◦ How the same?

Marketing

Key actions:
1. People - delivering value to users
2. Placement - for information sharing
3. Participation – involving creators and users in the action

Strategic action to magnify impact

- **Strategies for local users**
  - Targeted users – promotion at launch
  - Tracking visits
  - User search behavior
  - Review feedback
  - Direct tie to organizational strategies

Know users – focus on local community

- Key local groups
- Users want to find
- Promote service to groups
- Measure success with each audience

Promotion to key users

- Who are the key users of your digital collections? What steps do you take to get feedback from your users about access to digital collections?

Ensure your presence on local websites

- ◦ Schools
- ◦ Adult education centers
- ◦ Community groups
- ◦ Local book stores
- ◦ Local Museum, Galleries, Historical Organizations


Make your link widely available

Action steps:

- Positioning your digital collection – maximizing awareness for the local/global community
- Placement of links and promotional blurbs where they will get noticed

Placement - for information sharing

- Understand net users, global access

- Folks living outside the state/region

- Understanding new audiences or communities of interest

Focus on global community
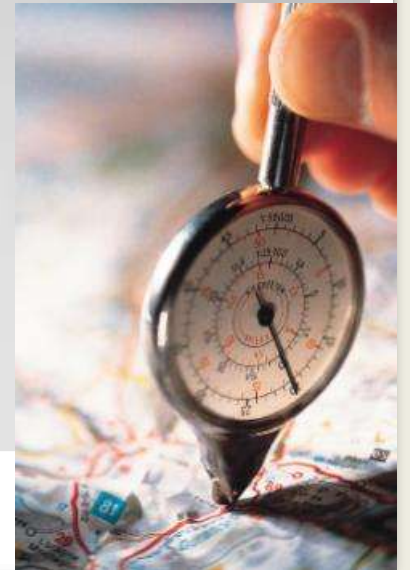
- WorldCat.org/WorldCat Local

- Partners / Widgets / Plug-ins
  - Firefox, Yahoo!, Google toolbar plug-ins
  - Google Book Search ("Find this book in a library")
  - Google Scholar ("Library Search")
- Search engine optimization

Syndication for impact

- 10,000 libraries online in WorldCat

- 2,000,000+ unique visits each month

- 700,000+ click-throughs each month

- Users only 3 clicks away from your digital content

- Visibility in WorldCat increased with Digital Collection Gateway

Real traffic in WorldCat

Use Registries to promote

Search: [ ] Go

OCLC The world's libraries.
Connected.

Worldwide (English) Change

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| Home | WorldCat | Community and Membership | Products and Services | Programs and Research |

◂ Digital Collection Management

Digital collection and preservation solutions

CONTENTdm

Digital Archive

Preservation Services

DLF/OCLC Registry of Digital Masters ▸

· How to get involved

Products and Services : Digital Collection Management : DLF/OCLC Registry of Digital Masters

DLF/OCLC Registry of Digital Masters

A central location for digital preservation masters

The DLF/OCLC Registry of Digital Masters provides a central place for library staff to search for, and find, digitally preserved materials. As such, the Registry broadens access to your organization's publicly-available digital books and journals. The Digital Library Federation (DLF) and OCLC developed the Registry, which functions as a subset of WorldCat.

To be included in the Registry, an item must appear in a digital format. Typical items include monographs and serials. A registered object ensures that the digital object (or soon to be digitized) followed established standards and best practices for digitization and that the institution that digitized it has made a commitment to digital preservation of this object.

Benefits of the Registry

Adding records to the Registry of Digital Masters provides:

- Easier access to digital or to-be-digitized materials for staff

Get assistance for the DLF/OCLC Registry of Digital Masters

For questions or problems, contact your nearest OCLC office or regional service provider

- Register with search engines
  - Yahoo - Getting Started Promoting Your Site http://help.yahoo.com/l/us/yahoo/geocities/promote/promote-07.html
  - Google – How to register with Google, http://www.google.com/addurl/
  - Search Engine Optimization. http://en.wikipedia.org/wiki/Search_engine_optimization

Placement – Search optimization

SUBMIT express

[Search field] Search

| HOME | SEO | SERVICES | FREE TOOLS | FORUM | NEWS | ABOUT US | CONTACT US |

Search Engine Optimization
CPC Advertising
Search Engine Submission
Optin Email Services
Press Release Services
Free Newsletters

FREE SEARCH ENGINE PLACEMENT

Submit Express can register your website URL with 40+ search engines and directories, all for free.

We submit your site to few main search engines, but given that several of the search engines share their data, you will end up on at least 40 search engines.

The main engines we submit to:

Google
Whatuseek
Wisenut
ExactSeek
Scrubtheweb
Jayde

In addition your site will be listed in the below Search Engines:

AOL Search	Fast Search (AllTheWeb.com)	surfwax
HotBot	Query Server	qbSearch
Search.com	800go	ProFusion
Metacrawler	Debriefing	Proteus
Dogpile	Highway 61	Go 2 Net
Mamma	37.com	MegaGo.com
C4	OneSeek	WebFile
Canada.com	MetaSpider	myGO
ixquick	Vivisimo	Megacrawler
Infogrid	PlanetSearch	Search Climbers
WebInfoSearch		

SUBMIT YOUR URL NOW

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- Libraries on YouTube:

- **ilovelibraries.org**
  w[ww.ilovelibraries.org/loveyourlibrary/ILoveLibrariesonYouTube.cfm](ww.ilovelibraries.org/loveyourlibrary/ILoveLibrariesonYouTube.cfm)

Placement where users are

- Personalization – information and services users want
- Peer-to-Peer – also know as social computing
- CONTENTdm – next enhancement will feature more options for user engagement

Participation – user involvement

Action steps:

- Get people involved
- Personalization – relating to the local/global community
- More options for interaction with users

Delivering value to users

Case study: King Library Digital Collections

Digital Collections
King Library Special Collections

all collections | search

Advanced Search

Home | Our Collections | Preferences | My Favorites | Help/FAQ | SJLibrary.org

About Collection » Mystery Historic Photographs » Baking perfectionists?

Tell Us About this Item

Title: Baking perfectionists?
Collection: Historic Photograph Collection (SJPL)

Your Name:

[   ] required

Your Email Address or Phone Number:

[   ] required

Please include your email or phone number so that we can respond to your question or acknowledge your contribution. Your information will not be published.

Comments:

[   ]

What is "nine + 5" = ?

[   ] required

Solve this simple math problem and enter the result. e.g. for 1+3 or one+3, enter 4. This question is for testing whether you are a human visitor and to prevent automated spam submissions.

Send

Baking perfectionists?

The California Room needs help describing this photo!
We think it's a home economics course at San Jose State College, in the 1950s? 1960s?

Link to Mystery Historic Photographs, digitalcollections.sjlibrary.org/cdm4
/item_viewer.php?CIS...

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information on copyright or permissions for this image, please contact the California
Room: www.sjlibrary.org/research/special/ca/contacts_index.htm

Comments

sweetsensations says:

Yes, a home economics course. They use to measure the crowns of muffins
for them to be acceptable to serve at dinner parties and the such. To get the
perfect crown you had to measure everything exactly right, right temperature of
oven, freshness of ingredients and the amount of cooking and cooling time. All
which will determine the type of crown you will obtain on a muffing, cake, etc...
Posted 5 days ago. (permalink)

Cupcakes Take the Cake

Digital Collections Treasure Hunt

1

Match above picture with the collection in which it is found (click on image for a larger view):

- Ted Sahl Collection (SJSU)
- Frontier Village Collection (SJPL California Room)
- Ephemera Collection (SJPL California Room)
- University Archives (SJSU)
- John C. Gordon Photograph (SJSU)
- Fiesta de las Rosas Collection (SJPL California Room)
- Flaherty Collection - Japanese Internment Records (SJSU)
- Map & Atlas Collection (SJPL California Room)
- Historic Postcard Collection (SJPL California Room)
- Historic Photograph Collection (SJPL California Room)

King Library digital treasure hunt

- Open for 30 days
- 450 views
- 56 entries
- All entries within U.S. (beyond CA)

- Mentioned in 2 articles featuring our collection

San José Public Library
Check it out.

Scavenger Hunt Outcomes

Collection contribution

◦ Ann Arbor District Library

◦ **http://www.aadl.org/node/9986**

◦ Maryland Library's Most Wanted - Enoch Pratt Free Library

Promotion of user participation

aadl.org

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Community Blog | Local History Blog | Ann Arbor History

Submitted by amy on Sat, 03/01/2008 - 4:33pm

Create your own album and upload photos to pictureAnnArbor

Do you have photographs of Ann Arbor you'd like to share? You can now sign up and submit your photos online to pictureAnnArbor. Just log in to your aadl.org account, fill out this form, and an album will be created for you. Upload as many images as you'd like to your pictureAnnArbor gallery. (There's a delay before your uploaded images will show up in your gallery, usually one business day.)

Login or register to post comments

Featured Events

Chess Tips

Learn some chess strategies and get some game time! Chess expert Jennifer Skidmore will share Chess Strategies & Tips on Wed., July 28, 7:30 - 9 PM at the Traverwood Branch. Participants will then have a chance to challenge each other and try out what they've learned!

Maryland Library's Most Wanted

Maryland Digital Cultural Heritage

search mdch collection

COLLECTIONS > MostWanted

Maryland Library's Most Wanted - Enoch Pratt Free Library

Collection location: Maryland Department of the Central Library, Enoch Pratt Free Library / State Library Resource Center.

Contributor: Contributed to the MDCH Program by the Central Library, Enoch Pratt Free Library / State Library Resource Center.

Inclusive Dates: undated.

Collection Overview: *Calling all good citizens!* The Central Library, Enoch Pratt Free Library / State Library Resource Center has a number of unidentified photographs in our digital collection and we are asking your help in identifying them. All the photographs were taken in the state of Maryland in the 20th century, but in many cases that's all we know.

We are asking for your help. If you click the "Wanted Images" button, you'll see all the pictures we have which we need your help in identifying. If you recognize the pictures, please send us an e-mail with your name, the picture number, anything you recognize about the picture, and any sources of information you used to identify the photograph (newspaper clipping, book, television program, etc.).

REWARD! Each person who identifies a photo gets their name put next to the picture. Click on the "Identified Images" button to learn which other good citizens helped out!

Collection overview prepared by Nadia Nasr, Digitization Supervisor / MDCH Coordinator.

How about people powered tagging?

Action steps for participation

Are Descriptions Important To Users?

Question 1240, "If you could provide one piece of advice to your library, what would it be?"

"Make access to the online search engines much easier.   Much of the information I look for does not have enough of a description to really decide whether it is good information, especially if I have to do an interlibrary loan. Mostly the descriptions are too vague."

Source: *Perceptions of Libraries and Information Resources,* OCLC (2005)

Users will provide key information

Sources of user supplied metadata:

- Examine the failed search logs
- Ask users to point out any errors they find
- Ask/enable users to provide additional metadata/tagging

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- Decide who the target audience is
- Local vs. Global – BOTH?
- Develop an online marketing plan with a budget and staff hours.
- Start with the easy things that you only have to do once.
- Move on to things that require maintenance.

What do I do with all this information?

- Data used to improve funding
- Develop new marketing
- Promote use of site
- Add real data to monthly – 1/4ly reports
- Promote impact on users
- Collect stories

Make data work for you

- Gayle Palmer
- palmertum@comcast.net
  - 360 754-8074

- Presentation at
  www.nwcentral.org

Final Questions?