



# Blogging & Social Media for Library Marketing & Communications

Mimi Calter

Deputy University Librarian

26 August 2018



# Marketing & Communications Core Team

## Gabrielle Karampelas

Director, Communications and Development

As the Director of Communications and Development, I oversee the Libraries fund development programs and communications activities. This includes developing strategies that promote, enhance, and protect the Libraries' brand reputation, as well as managing the planning and implementation of the Libraries' various fundraising initiatives.



## Sonia Lee

Associate Director for Development

Working in the Library Development Office, my responsibilities include stewarding endowed funds, planning events, editing and designing our e-newsletter *ReMix*, as well as managing various web pages and special projects including the William Saroyan International Prize for Writing.



## Kelly Fields

Information Editor

I oversee the planning, production, and maintenance of publications, websites, media displays, and mobile applications in support of Stanford Libraries' services, projects, and resources. I have primary responsibility for and am editor of the Stanford Libraries online [News blog](#).



# Communications Is Everyone's Job!



**Catherine A. Aster**

Services Manager, Digital Library Systems and Services  
Spotlight at S  
Map Program

**AUTHOR**



**Catherine Nicole Coleman**

Digital Research Architect  
Research Director, Humanities + Design  
(650) 575-2250

**Sally DeBauche**

Digital Archivist

**AUTHOR**



**Franz Kunst**

Processing Archivist

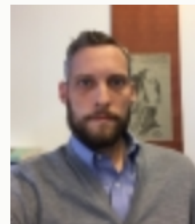
**AUTHOR**



**Kristen St. John**

Head of Conservation Services

**AUTHOR**



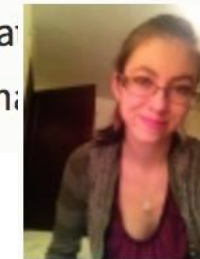
**Joshua Capitanio**

Public Services Librarian, East Asia Library  
Bibliographer, East and Southeast Asia (Western languages)  
Eastern Religions Subject Specialist

**Scott Bailey**

Research Developer  
Head, Social Science Data  
Center for Interdisciplinary  
(650) 575-2250

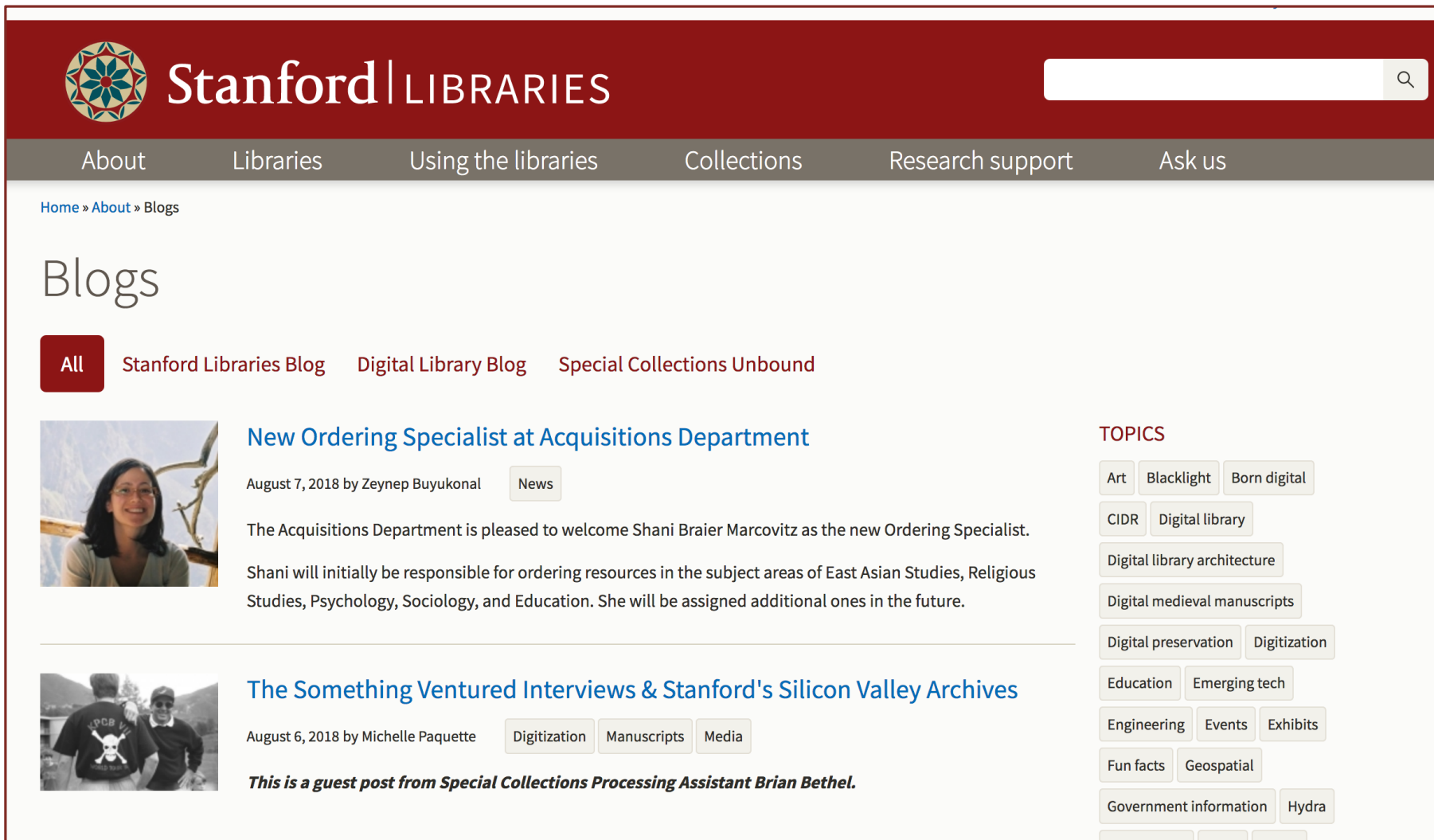
**AUTHOR**



**Michelle Paquette**

Cataloging & Metadata Librarian

# Blogs at the Core



The screenshot shows the Stanford Libraries website's blog page. At the top, there is a dark red header with the Stanford Libraries logo and name on the left, and a search bar on the right. Below the header is a navigation menu with links for 'About', 'Libraries', 'Using the libraries', 'Collections', 'Research support', and 'Ask us'. The main content area has a breadcrumb trail 'Home » About » Blogs' and a large 'Blogs' title. Below the title are filter buttons for 'All', 'Stanford Libraries Blog', 'Digital Library Blog', and 'Special Collections Unbound'. The first blog post is titled 'New Ordering Specialist at Acquisitions Department', dated August 7, 2018, by Zeynep Buyukonal, with a 'News' tag. The second blog post is titled 'The Something Ventured Interviews & Stanford's Silicon Valley Archives', dated August 6, 2018, by Michelle Paquette, with tags for 'Digitization', 'Manuscripts', and 'Media'. A note below the second post states it is a guest post from Special Collections Processing Assistant Brian Bethel. On the right side of the page, there is a 'TOPICS' section with a grid of topic tags including Art, Blacklight, Born digital, CIDR, Digital library, Digital library architecture, Digital medieval manuscripts, Digital preservation, Digitization, Education, Emerging tech, Engineering, Events, Exhibits, Fun facts, Geospatial, Government information, and Hydra.

- Flexible
- Easy to Access
- Easy to use

# Setting Standards

## Content Creation Guide (CCG) intro

VIEW

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[Resources for Stanford Libraries web authors](#) +

[How to create content](#)

[Content Creation Guide \(CCG\) intro](#)

[CCG Checklist](#)

### What is the Content Creation Guide?

The Content Creation Guide (CCG) is for anyone who writes or edits content for the Stanford Libraries website. It focuses on writing and formatting, as well as some administrative policies for special content types. It is not intended to cover technical “how-to” instructions, however; please use the [Feedback form](#) to request training and ask technical questions.

Our goal is to make our web content accurate, useful, interesting, efficient, and accessible for the Stanford community. **It is for them, not us.**

Our users come to us with specific needs. They’re seeking books for a term paper, recent articles on a topic, or materials for a syllabus—and they want it fast. Make sure that your content:

- Speaks directly to the different kinds of users that might visit your page.
- Efficiently helps them find information that they need—or helps them quickly determine that what they are looking for is not on your page.



# Staff Announcements

## New Ordering Specialist at Acquisitions Department

August 7, 2018

Zeynep Buyukonal

News



AUTHOR



**Zeynep Buyukonal**

Ordering Operations Manager

The Acquisitions Department is pleased to welcome Shani Braier Marcovitz as the new Ordering Specialist.

# Exhibits

## Adelante Comunidad: New exhibit showcases four decades of graphic arts by the Stanford Chicanx & Latinx community

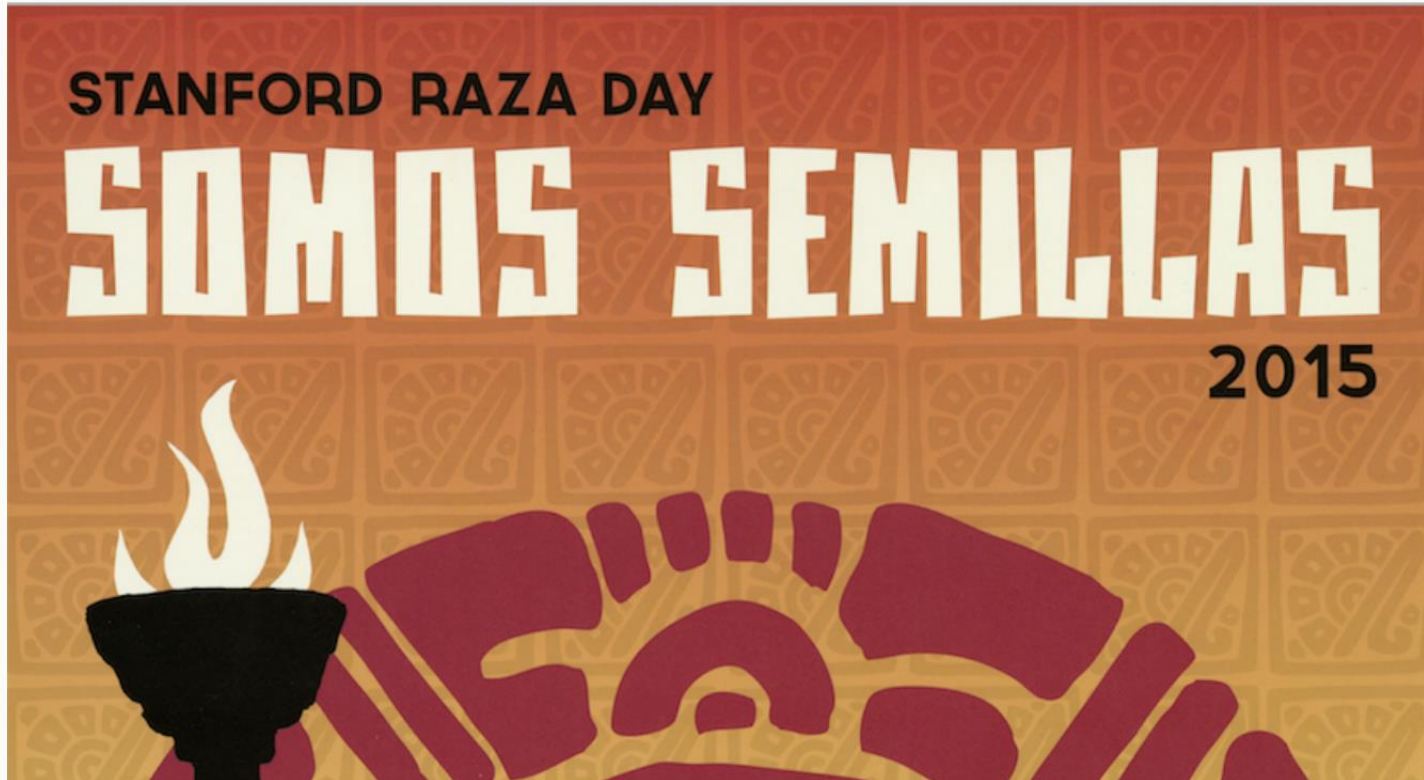
July 9, 2018

Josh Schneider

[Art](#) [Events](#) [Exhibits](#)

[New acquisitions](#)

[University Archives](#)



AUTHOR



[Josh Schneider](#)

Assistant University Archivist

RECENT POSTS

[ePADD 6.0 beta released!](#)

[Posted in Special Collections Unbound](#)

[ePADD 5.1 released!](#)

[Posted in Special Collections Unbound](#)

# Software

## ePADD 6.0 beta released!

July 3, 2018

Josh Schneider

Born digital

Emerging tech

Manuscripts

News

Open source

University Archives



We are very excited to announce the release of [ePADD 6.0 beta!](#)

[ePADD](#) is free and open-source computational analysis software developed by Special Collections & University Archives and partners that facilitates screening, browsing, and access for historically and culturally significant email collections.

Read on for the latest news from the project team.

### AUTHOR



**Josh Schneider**

Assistant University Archivist

### RECENT POSTS

[Adelante Comunidad: New exhibit showcases four decades of graphic arts by the Stanford Chicana & Latinx community](#)

Posted in [Special Collections Unbound](#)

[ePADD 5.1 released!](#)

Posted in [Special Collections Unbound](#)



# Behind the Scenes

## The Stanford Media Preservation Lab begins preservation of the New Dimensions radio show

April 30, 2018

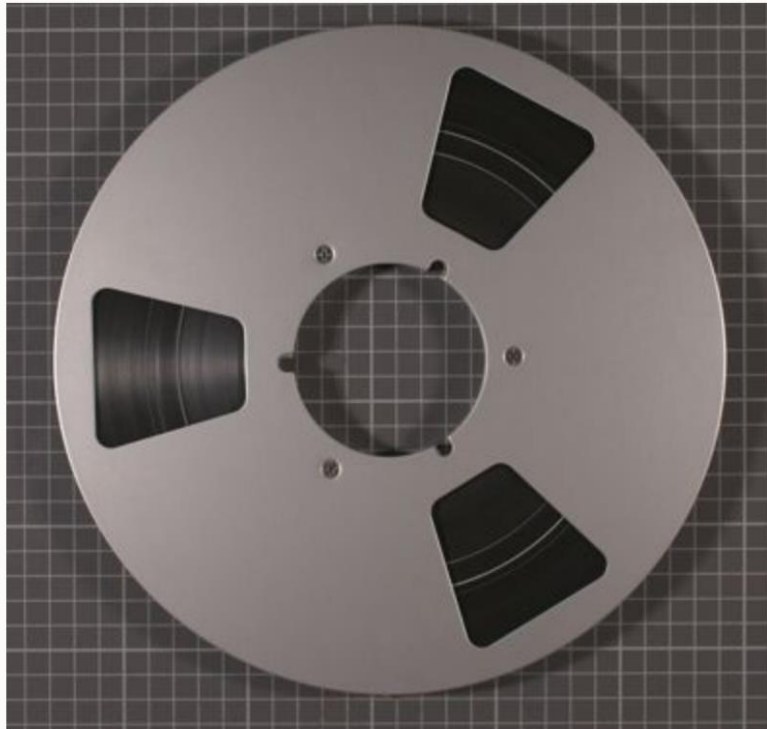
Nathan Coy

Digital library

Digital preservation

Digitization

Manuscripts



Adi Da (Bubba Free John) was a 20th century religious leader that studied English literature at Stanford,

### AUTHOR



**Nathan Coy**

Audio digitization specialist

### RECENT POSTS

[An interdisciplinary solution to sound recording preservation](#)

Posted in [Digital Library Blog](#)

[Open reel tapes, head blocks, and unconventional track arrangements at the Stanford Media Preservation Lab](#)

# Blogs as a Springboard

## Partners at the Museum of the Occupation of Latvia visit SMPL

June 4, 2018

Hannah Frost

Media



The Stanford Media Preservation Lab (SMPL) team was thrilled to host Evita Feldentāle and Lelde Neimane, our partners in the [Museum of the Occupation of Latvia audiovisual archive](#) project, on May 31 at SMPL's facilities in Redwood City. Lelde is the archive curator and oral historian, while Evita is responsible for developing detailed descriptions, including English abstracts, for each of the 4,000 recorded oral histories in

### AUTHOR



### Hannah Frost

Manager, Digital Library Product and Service Management

### RECENT POSTS

[Digital Library Services Expo](#)

Posted in [Digital Library Blog](#)

# Blogs as a Springboard to Collections

## Museum of the Occupation of Latvia audiovisual archive, 1994-2014

PHYSICAL DESCRIPTION

approximately 2200 interviews

[View all 10 items](#)



[Oral history with Jānis Rožkalns, 2013 May 8, 22, 29 \(excerpt\) \[2013\]](#)

Rožkalns, Jānis, 1949-



[Oral history with Morris Halle, 2012 April 17 \(excerpt\) \[2012\]](#)

Halle, Morris, 1923-2018



[Oral history with Olga Feldentāle, 2012 August 21, 22 \(excerpt\) \[2012\]](#)

Feldentāle, Olga, 1935-

[View all 10 items](#) >



### Special Collections

Closed today

All items must be viewed on site

Request items at least 2 days before you visit to allow retrieval from off-site storage. You can request at most 5 items per day.



### Creators/Contributors

CORPORATE AUTHOR

[Latvijas okupācijas muzejs](#), creator.



### Contents/Summary

SUMMARY

Digital copies of videotaped oral history interviews with Latvians and other nationalities living in Latvia who

# Blogs Across Content Platforms

## Bon Voyage, Sarah!

July 31, 2018

Ashley Jester

Engineering

News



Stanford Libraries ✓

@greenlibrary

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Stanford Libraries

August 8 at 8:45 AM · 🌐

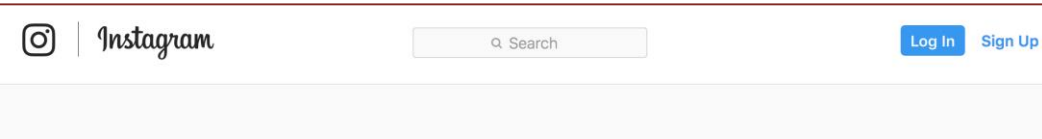
After more than 10 years with the [Stanford Libraries](#), Sarah Lester said goodbye to friends and colleagues and prepared for her new role as the Librarian for the College of Engineering at [California Polytechnic State University \(Cal Poly\)](#). During her time at Stanford, Sarah made incredible contributions to the [Terman Engineering Library](#) and the wider Stanford community.

We wish Sarah and her family all the best in San Luis Obispo and are excited to see what wonderful things she will do next!

<http://library.stanford.edu/.../stan.../2018/07/bon-voyage-sarah>



# Cross-Platform Strategy



**Tweets**   **Tweets & replies**   **Media**


**Stanford Libraries** @StanfordLibs · Aug 10  
From @StanfordPreserv: The ghosts of trees gone by...  
SC1048, University Archives Objects Collection  
👻👻👻👻👻👻  
#boo #ghostforest #tyvek #60yardsoftyvek #treecostumes #universiti  
#objectsinarchives #presevationenclosures #stanfordtree  
  
[instagram.com/p/Blok\\_7NA\\_Em/...](https://www.instagram.com/p/Blok_7NA_Em/...)



sulpreservation - Stanford University  
sulpreservation The ghost SC1048, University Archive  
👻👻👻👻👻👻  
#boo #ghostforest #tyvek #treecostumes #universiti  
#objectsinarchives #treetu  
#presevationenclosures #

71 likes  
7 DAYS AGO  
Add a comment...

4   10



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**Stanford Libraries** shared a post.  
Yesterday at 8:26 AM · 🌐

The ghosts of trees gone by...  
SC1048, University Archives Objects Collection  
👻👻👻👻👻👻  
[https://www.instagram.com/p/Blok\\_7NA\\_Em/.....](https://www.instagram.com/p/Blok_7NA_Em/.....) See More



# Blogs as a Springboard to Traditional Media

Library sourced stories can be picked up by the campus news service and possibly the mainstream press.

Stanford | News

Home Find Stories For Journalists Contact

APRIL 11, 2018

## Retired Stanford Trees have found a home in Green Library

*The Stanford Tree, which began life as a spoof on mascots by the Stanford Band, made its first appearance during a Big Game halftime program in 1975. The Tree proved popular with students and Cardinal fans alike – and the rest, as they say, is history.*

**f** BY KATHLEEN J. SULLIVAN  
In a small, climate-controlled room in the basement of Green Library, [Stanford University Archives](#) has created a nature preserve for the Stanford Trees that once skipped, twirled and leapt to the beat of the [Leland Stanford Junior University Marching Band](#).

**t**

**e** Eleven Trees have already taken up residence in the room, including an evergreen of fluffy lime-green tulle, a palm with a spinning topknot of multi-colored cotton fronds, and a maple with reversible leaves of red and green satin.

The Trees hang in threesomes on



JULY 19, 2018

# Ancient parchments reveal a blend of cultures, knowledge during the Middle Ages, Stanford scholar says

*Rare 14th-century texts historian Rowan Dorin found in Stanford's Green Library show an enthusiastic exchange of knowledge between medieval people, going against the belief that the Middle Ages was an ignorant time.*

**BY ALEX SHASHKEVICH**

When historian [Rowan Dorin](#) first stepped onto the Stanford campus in early 2017, he made it a habit to visit Green Library every week to dig through its collection of medieval documents and objects.



After a few months, Dorin, an assistant professor of history specializing in medieval Europe, discovered something out of the ordinary.



Back to results

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# Fragments of two medical treatises written in Judaeo-Arabic

CONTENTS

Image 1

Image 2

ATTRIBUTION

Provided by the Stanford University Libraries

MORE INFORMATION

IMPRINT

[Morocco and Spain, 13th and 14th centuries]

PHYSICAL DESCRIPTION

2 folders (3 leaves)





Home » Other Sciences » Archaeology & Fossils » July 20, 2018

# Solving the mystery of an unusual medieval text

July 20, 2018 by Alex Shashkevich, Stanford University

628

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## Solving the mystery of a miscataloged medieval text

Alex Shashkevich writes: "When historian Rowan W. Dorin (right) first stepped onto the Stanford campus in early 2017, he made it a habit to visit Green Library every week to dig through its collection of medieval documents and objects. After a few months, Dorin, an assistant professor of history specializing in medieval Europe, discovered something out of the ordinary. Three leaves of ancient parchment were labeled as a Hebrew translation of text about grammar, but its margins had Latin words like fish, capers, and dill."...



# american libraries DIRECT

American Library Association • July 20, 2018

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*Phys.org, July 20*

# Questions?

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