Blogging & Social Media for Library Marketing & Communications

Mimi Calter
Deputy University Librarian
26 August 2018
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 Stanford 2021

Catherine Nicole Coleman
Digital Research Architect
Research Director, Humanities + Design

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

Franz Kunst
Processing Archivist

Michelle Paquettte
Cataloging & Metadata Librarian
Blogs at the Core

- Flexible
- Easy to Access
- Easy to use
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.
New Ordering Specialist at Acquisitions Department

August 7, 2018

Zeynep Buyukonal

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

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

Stanford Libraries
ePADD 6.0 beta released!

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.
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

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

Adi Da (Bubba Free John) was a 20th century religious leader that studied English literature at Stanford,
The Stanford Media Preservation Lab (SMPL) team was thrilled to host Evita Feldentäle 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.
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...
Bon Voyage, Sarah!

July 31, 2018

Ashley Jester

Stanford Libraries

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/.../2018/07/bon-voyage-sarah
Library sourced stories can be picked up by the campus news service and possibly the mainstream press.
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.
Fragments of two medical treatises written in Judaeo-Arabic

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

PHYSICAL DESCRIPTION
2 folders (3 leaves)
Solving the mystery of an unusual medieval text

July 20, 2018 by Alex Shashkevich, Stanford University

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.”...