START SPREADING THE DIGITIZED NEWS
A journey in social media usage for outreach in a cooperative digitization project

Erenst Anip
Vermont Digital Newspaper Project (VTNDP), University of Vermont, USA
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EDUCATIONAL & OUTREACH COMPONENT

NATIONAL DIGITAL NEWSPAPER PROGRAM

Extra! Extra! NDNP Extras!
The following sites showcase content in Chronicling America and associated metadata records in unique ways. Some useful guides:

- Tips for Searching Chronicling America
- Teaching Resources
- Reusing Data from Chronicling America
- chronam (LC Newspaper Viewer Software)
- State Newspaper Project Blogs (NDNP Awarded)
- Podcasts
- Videos

http://www.loc.gov/ndnp/extras/

http://edsitement.neh.gov/feature/chronicling-america
COLLABORATIVE APPROACH THROUGH PARTNERSHIPS
DEVELOPMENT OF WEBSITE & BLOG
VALUE-ADDED CONTENT
SOCIAL MEDIA OUTREACH

All this for $0 spent on marketing budget!
COORDINATING SOCIAL MEDIA EFFORTS

PARTNERS/STAKEHOLDERS:

The Library of Congress > Chronicling America

CHRONICLING AMERICA
Historic American Newspapers

VERMONT DEPARTMENT OF LIBRARIES

Vermont Historical Society
COORDINATING SOCIAL MEDIA EFFORTS

- Types of content
  - Long form
  - Short burst
  - Visual
  - Repurpose
  - Time-relevant

- Scheduling
- Continuity

Organic
COORDINATING SOCIAL MEDIA EFFORTS

• No guidelines
• VTDNP-specific guidelines
  • University-level policy
• Library-level guidelines (in progress)
  • Social media policy (and action) task force
    • 8 members (7 faculty members)
    • Pilot project completed
OPPORTUNITIES

• Materials for outreach
• Increase
  • visibility
  • discoverability
  • serendipity
• \( \infty \) possibilities
CONCLUSION/OBSERVATION

- To each, its own
- Learn from each other
- Policy = framework = head start
- Social media is fluid & can’t wait

✓ Social media is only a part of overall outreach
QUESTIONS & COMMENTS?

Thank you!

Erenst Anip
Email: eanip@uvm.edu
Twitter: @tsnere