

SOCIAL MEDIA STRATEGIES

For Blogs, Tumblrs, and Pinterest Boards

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SUGGESTIONS FOR WORKFLOWS

- Plan topics and post ahead of time
 - Look ahead for special days in the area and nation and relate them to your institution and your collections
- Create a schedule for posting
 - Unless your job is just social media, you won't have all the time in the world
 - Some social media sites make the timing of scheduled posts into a recurring feature
 - ❖ Ex. Throwback Thursday, Miniature Mondays

SUGGESTIONS FOR WORKFLOWS

- Use the features of various sites to cross-post
 - If you are going to duplicate posts- there is no reason to work harder
- Realizations about social media
 - You will get swamped; delaying a post is not a bad thing
 - Shape your words and actions to the social media environment
 - Be fluid in your approach – go with the flow!

BLOGS

Tried and True



PROS & CONS

Positive

- Flexible medium
- Can determine the focus of the blog
 - Your blog can be general or specific
- Can add widgets and cool customization
- Crawled by web crawlers and appears on Google searches
 - especially specific posts
- Posts that were made in the past can still be found easily
- Does not require membership to view or follow

Negative

- Not really a strong community so sharing is not a common practice
- More of a webpage than a social media site
- Spam is prevalent

WHAT DOES THE BLOG COMMUNITY WANT?

- Open to many ideas and posts
 - The blog can be what you want it to be
 - You won't need to conform to community rules
- Medium to Long form post
 - More in-depth research information can be provided
- Purpose of the blog is to reach outside the blog community
 - Posts from your blog are more likely to be indexed and findable through search engines
 - You determine the scope and features of the blog and the web researcher will find you

WHAT CAN I DO TO BUILD AN AUDIENCE?

- Proper tagging of post
 - Goes a long way in helping your blog appear in web searches and attracting those within the blog community who follow topical tags
- Provide citations when necessary to provide credible sources to the growing community who use blogs as sources
- Embed widgets which allow researchers to keep updated and use the site more proficiently
 - You can build a dedicated audience who will stay informed
- Continually update the blog
 - allows users to see that this is an active site
 - more posts means more chances to be found

TUMBLR

Gifs not included



PROS & CONS

Positive

- Flexible medium
 - decide how you want to do things
- Flexible design and customization
- Sharing is a vital part of the Tumblr community
 - likely to spread your materials to other users
- Audience is still excited by the format

Negative

- Future is uncertain because of its sale to Yahoo
- Audience is not fully focused on research value
- Requires investment of time and effort in providing what the community wants
- Requires membership to follow
- Some customization elements require knowledge of HTML and CSS

WHAT DOES THE TUMBLR COMMUNITY WANT?

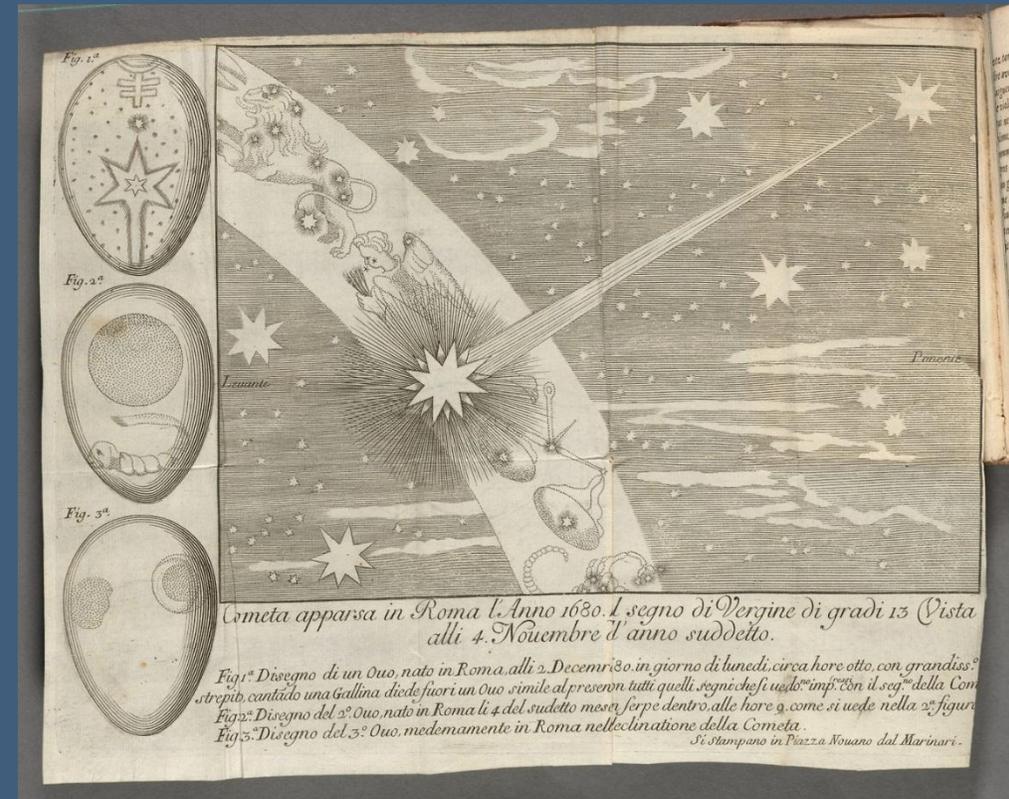
- Cool photographs
 - Historic photographs play really well with the Tumblr community
 - They like photographs that have something interesting to say or just seems a little odd



Source: A French civilian pours some tea for a British soldier guarding an intersection, August 1944 via collectivehistory

WHAT DOES THE TUMBLR COMMUNITY WANT?

- **Art or Illustrations**
 - Old manuscripts and books with decorative art
- **Visual interest**
 - Tumblr is image driven so the illustrations and artwork in/on book combined with historical context appeal to the audience
 - We have a chance to introduce drawings that have never been seen by this generation



Harvard University, Houghton Library, hyde_pfr_275_1_9_1681_fevr_plate_btwn_pp126_127

Source: Harvard University, Houghton Library

WHAT DOES THE TUMBLR COMMUNITY WANT?

Cool books

- Books with cool or interesting designs
 - ❖ Unique books
 - ❖ Miniature books
- Books with cool or interesting covers
 - ❖ historical covers
 - ❖ Unique features displayed on the cover
 - ❖ books made out of unique materials



Source: Etsy: LDelany

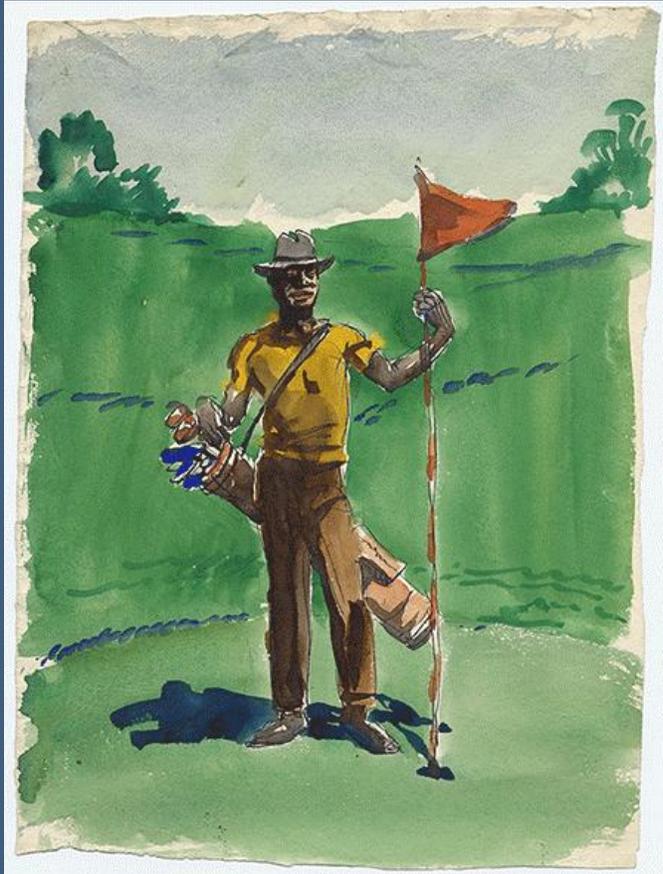
GIFS!!!!!!!

- Stands for Graphics Interchange Format
- It is a way to animate documents or materials in your collection
- Gifs can be taken from images or videos
- Gifs tend to be short and humorous
- (want to find out how?) I searched YouTube videos and did a lot of trial and error

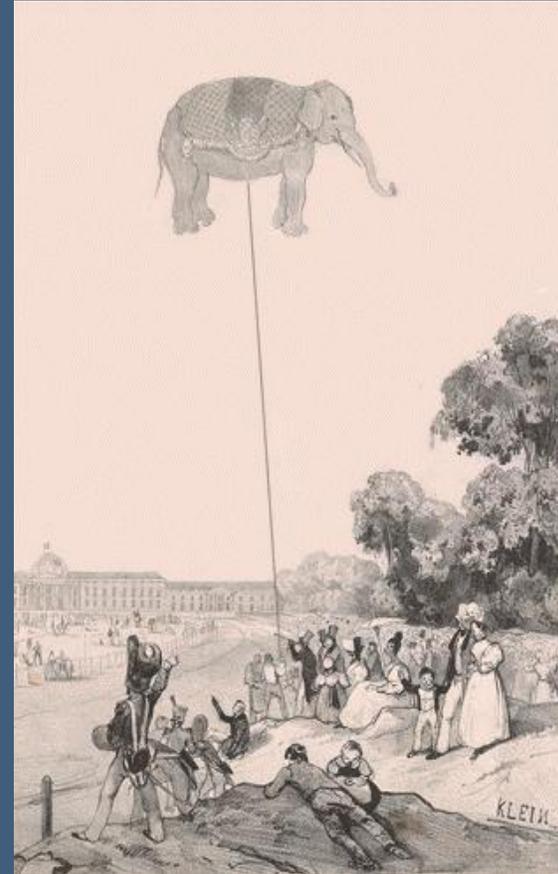


Source: Sam Houston State University, Newton Gresham Library

GIFS!!!!!!!



Source: Sam Houston State University, Newton Gresham Library



Source: Smithsonian Libraries

LIBRARIAN COMMUNITY WITHIN TUMBLR

- **Who are they?**
 - New professionals and grad students
 - ❖ a smaller subset are archivists
 - Welcoming to new tumblerians!
- **What are they talking about?**
 - library issues
 - library projects
 - library humor

WHAT CAN I DO TO BUILD AN AUDIENCE?

- Find good friends
- Find good friends at other institutions
 - they have a job like you so they cannot focus on social media all the time.
 - Re-blogging allows you to showcase other Tumblr posts
- Being interactive and showcasing humor
 - It can't be "here is this item"
 - More like "this is awesome! Check it out"
- Tumblr is a less formal medium- and you can use this to your advantage.
- List of Librarians on Tumblr
<http://thelifeguardlibrarian.tumblr.com/tumblrarians>
- List of Archives and Archivist on Tumblr
<http://ex-tabulis.tumblr.com/archivists>
- Controlled vocabulary for tagging
<http://laura-in-libraryland.tumblr.com/librarytags>

PINTEREST

Into the Unknown



PROS & CONS

Positive

- Simplistic in nature
 - really only one way to add content
- You set the focus
 - boards can be created to fit your desired topics
- Post made in the past can be viewed easily

Negative

- The interest of the community and archivist don't align
- Very photographic centric
 - A Museum may benefit more than a manuscript repository
- You don't find the audience, they find you
- Requires membership to follow

WHAT DOES THE PINTEREST COMMUNITY WANT?

- **Historical Photographs**
 - Very similar to Tumblr
 - University archives can be an asset in providing content
- **Art**
 - Maybe items found in your library or items contained within your collections
- **Library projects**
 - If you are doing anything visual interesting especially if it is crafty in nature then Pinterest might be a good place to display it

WHAT CAN I DO TO BUILD AN AUDIENCE?

- Difficult to say as the audience finds you
- There are a number of libraries and archival institutions on Pinterest but no unified list
- Pinning from other boards may make users aware of you
- Multiple boards adds diversity and shows activity
- Humorous and cool plays well with the Pinterest Community
- People are looking into how to use Pinterest more effectively

TAKEAWAYS FROM THE EXPERIENCE

- I found some success by tailoring my materials to meet each community's interest without doubling my work
- I found friends who could and would share my material
 - you don't have to feel like you are yelling into the void
- Don't be afraid to ask for help
- I had fun with my materials
 - practice makes perfect
 - As you learn, you knock out material quicker

You learn what works, and your work becomes more focused and produces better results

QUESTIONS?

- Email me anytime with questions:
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