

# @MaggieBoyd1873

Finding friends for a long-  
dead college girl

Janet Carleton, Ohio University Libraries

Society of Ohio Archivists – May 18, 2012

The best student-centered learning experience in America



@MaggieBoyd1873: She was  
the first female graduate of Ohio  
University—and she tweets.

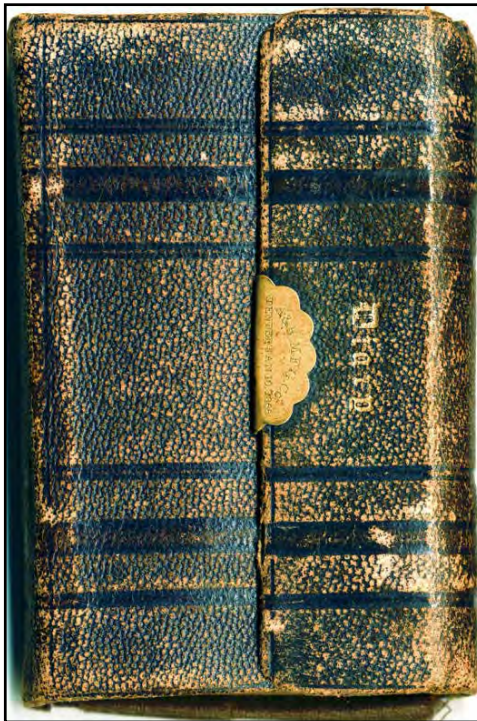
## The Plan

- To talk a bit about the @MaggieBoyd1873 project
- Lessons learned
- It's fun
- You can do it too!

## How it all began

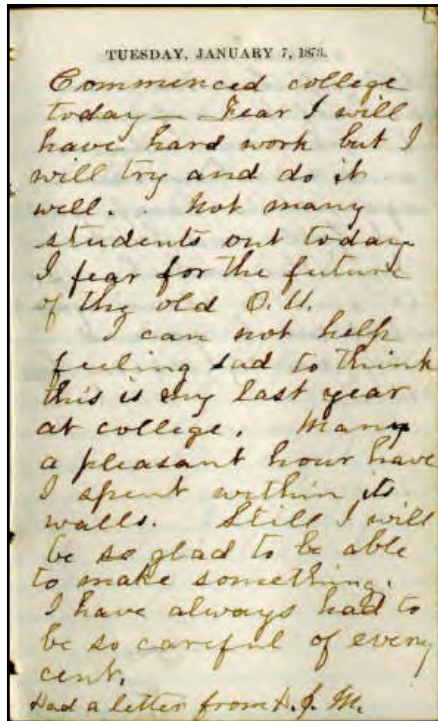
- Student workers scanning a bit of a 19th century student diary transcript for a patron
- Them: Hey—this is like Twitter!
- Me: As a matter of fact, we **have** a entire digitized student diary—wanna tweet it?

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## The Diary

- 1873 daily diary
- Graduation year for Miss Margaret Boyd
- 1<sup>st</sup> female graduate of Ohio University
- Scanned & transcribed 10 years earlier for [Ohio Memory](#), and still available there



## Project

- Daily tweeting following calendar (Jan 1, 1873 entry tweeted on Jan 1, 2012)
- Library Blog posts for context, every couple weeks
- Supplemented by Pinterest, Facebook, etc.

## Typical Content

**Saturday, January 11, 1873.**

Did not do much today. Did not write any and studied very little. If I just could study all the time, but I find I cannot.

The body I think has a great influence on the mind.

Quartely meeting commenced today. I do not go. Jane and I have about quit going to division.

Ella not well today.

## Back story

- My unit is Digital Initiatives.
- Reports to AD for Collections & Access (along with Tech Services, Preservation, Cataloging, Stacks, etc.)
- For this project: two undergrad student workers (PACE), me, and Reference & Instruction Librarian Jessica Hagman

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## Back story, con't.

- 1 junior, **Matt** (DI): 8 hrs a week as researcher, tweeter, & pinner
- 1 senior, **Karah** (Ref): 2 hrs a week as blogger
- Bulk of student time was spent researching the blog posts

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## Twitter

- Microblogging
- 144 characters
- Free
- We split days across multiple tweets
- Only posted what she said that day in her diary—no chatting



Mahn Center for Archives & Special Collections - Ohio University

## Twitter Context

- Other diary tweeting projects out there
- Only college student diary (at least when we started)
- See lists on Twitter for other historical records projects
  - "Tweeting from records"
    - <http://twitter.com/archivesnext/tweeting-from-records>
  - "This Day In The Life"
    - <http://twitter.com/WebArchivist/this-day-in-the-life>



**Maggie Boyd**  
 @MaggieBoyd1873  
 1873 sr year diary of 1st woman grad at @OhioU, Ohio University, Athens Ohio. Big day 6/26/1873. Diary in MahnCenter @AldenLibrary. <http://bit.ly/boydposts>  
 Athens, Ohio <http://media.library.ohio.edu/cdm/ref/collection/archives/id/40940>

425 TWEETS  
 355 FOLLOWING  
 488 FOLLOWERS

**Tweets**

Following  
 Followers  
 Favorites  
 Lists

Similar to you

OhioU Admissions @ohiouAdmiss...  
 Following

OU Women's Center @OUWomen...  
 Following

Alden Library @AldenLibrary  
 Following

**Tweets**

Maggie Boyd @MaggieBoyd1873 9h  
 5/17/1873 Ella Pickering White & Kinnison too. I go & have a nice time. Come about three. 4/4  
 Expand

Maggie Boyd @MaggieBoyd1873 9h  
 5/17/1873 Ema Dixon with her sunday school class is up there beside a number of others. 3/4 [bit.ly/mbou517](http://bit.ly/mbou517)  
 Expand

Maggie Boyd @MaggieBoyd1873 9h  
 5/17/1873 About eleven Dixon calls for me & wants me to go up on the rocks with him. 2/4 [bit.ly/boydposts](http://bit.ly/boydposts)  
 Expand

Maggie Boyd @MaggieBoyd1873 9h  
 Sat 5/17/1873 After coming home from chapel I commence sewing get my white skirt cut out & commence sewing it. 1/4  
 Expand

Maggie Boyd @MaggieBoyd1873 16 May  
 5/16/1873 Kate Ellie & I go to society White gives his inagural address. We soon leave 4/4 [bit.ly/mbou516](http://bit.ly/mbou516)  
 Expand

twitter  
 © 2012 Twitter About Help Terms Privacy  
 Blog Status Apps Resources Jobs  
 Advertisers Businesses Media Developers

## • Link from tweet to page for that day

**Margaret Boyd Diary, 1873**  
 140\_boyd\_diary\_18730517

Previous 140 of 370 Next

View Description View Image & Text Download Print

Image Text Text Search...

**SATURDAY, MAY 17, 1873.**

After coming home from chapel I commence sewing get my white skirt cut out & commence sewing it. About eleven Dixon calls for me & wants me to go up on the rocks with him. Ema Dixon with her sunday school class is up there beside a number of others. Ella Pickering

Content

Margaret Boyd Diary, 1873

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**Follow the Senior Year of Ohio University's First Female Graduate**

Margaret Boyd, Ohio University's first female graduate returned to school in January of 1873 with a new diary in which she intended to write daily. Over the next several months, she chronicled the last days of her senior year, reflecting on her academic and social experiences while anticipating her future. While her life at Ohio University is certainly very different than the experiences of modern students, many of her concerns will be familiar to the twenty-first century student, especially those about to graduate.

Beginning with the new year, we will be tweeting her diary on Twitter account [@MaggieBoyd1873](#). On the [Library News Blog](#), regular entries about the diary and what it tells about the things – or not changed – for Ohio University students in the last 139 years. [Twitter account](#), the [@AldenLibrary](#) Twitter account or our updates.

Boyd cautiously enrolled in the name M. Boyd, until the university's first female graduate. We'll also be taking a look at Boyd's world with News posts describing the issues that Boyd discusses in her diary. This post by students Karah Finan and Matt Wesley describes the Athens that Boyd would have known in 1873.

**Blogging**

Athens, 1873: Maggie Boyd's World

ed note: This winter and spring we're [tweeting the diary of Margaret Boyd](#) ([@MaggieBoyd1873](#)). Ohio University's first alumna. On the blog, we'll be featuring posts describing the issues that Boyd discusses in her diary. This post by students Karah Finan and Matt Wesley describes the Athens that Boyd would have known in 1873.

Leader of the Ohio Company... eleven men settled the... than 200 years ago... and rich history... Putnam and... area more... has a long... sions and... ative of... ship on... Boyd... is a... ses

**Maggie Boyd's Classes in 1873**

ed note: This winter and spring, we are [tweeting the diary of Margaret Boyd](#), Ohio University's first female graduate. We'll also be taking a look at Boyd's world with News posts about the issues she discusses in her diary.

Boyd was a senior at Ohio University in 1873. Fresh back from her winter break, in 1873, upon which [President Wiley](#) blog posts about the issues she discusses in her diary.

her classmates "that they may we... class that contains the Margaret (Maggie) Boyd was a senior at Ohio University in 1873. Fresh back from her winter break, in 1873, upon which [President Wiley](#) blog posts about the issues she discusses in her diary.

Over the winter and spring quarter, we're discussing [issues that come out of the diary](#) on the [Library News Blog](#). This week's post, researched by PACE student in Digital Initiatives Matt Wesley and PACE student for social media Karah Finan looks at the role of religion in Maggie's World.

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ever wondered what type of classes a student took here at the university more than a century ago? In 1873, Matt Wesley, a student at Alden Library, is using resources from the [Library's Digital Initiatives](#), including course catalogs, which are available online at [ohio.edu/libraries/digital](#).

a beginning of her second term as a student, she started chronicling her daily life in a diary. She took five classes winter term 1873, including Astronomy, Forensics and Original Analogy, Psychology, and Original Analogy.

## Poster PR

- "Bathroom flyers"
- Giant stairwell posters
- Entryway posters
- Articles in the student paper and university publications

TUESDAY, JUNE 17, 1873.

go to chapel this morning... K. H. Scott... I... deplora... ascul... nd he... give it... ak it... nd fir... ly ho... et chang... M.D. c... to my... om is... afternoo... shows me a letter... rece... other is married... my old friend and

**Why is everyone following @MaggieBoyd1873?**

OHIO UNIVERSITY Libraries

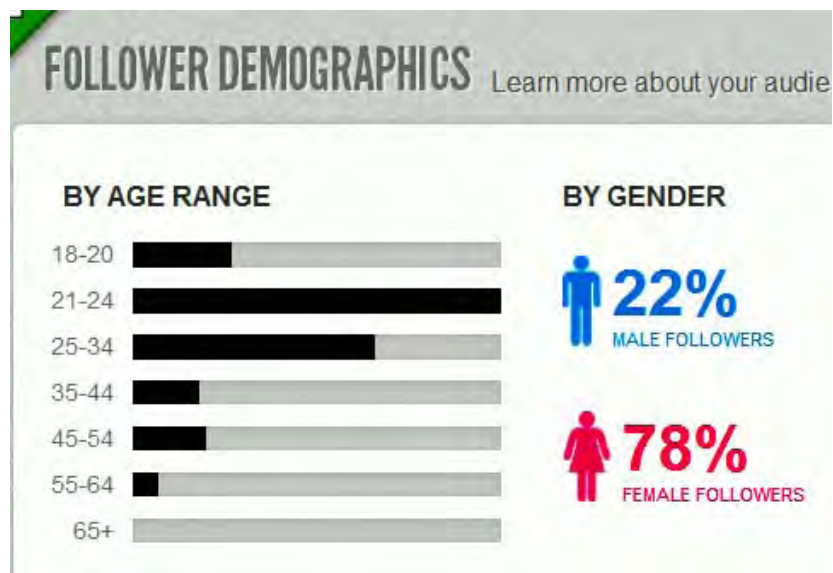
## Response

- Lots of feedback from people that love it
- College-aged women largest group



## Analytics

Sprout Social shows estimated audience reached





## More stats: Bit.ly

- Link shortening
- Shows number of clicks wherever link appears
- Can customize the link name to be more memorable/meaningful  
(<http://bit.ly/boydposts>)

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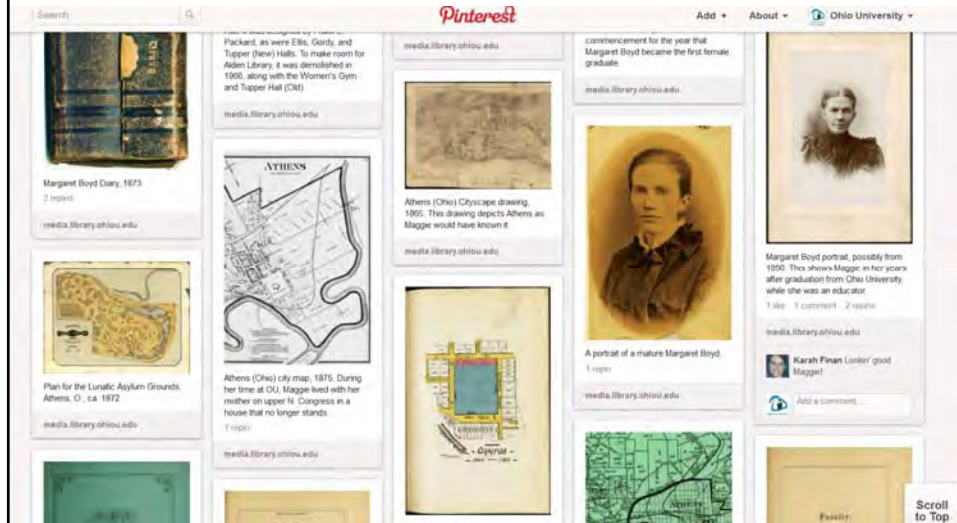
## *Pinterest*

- Pulls together images from various sources or islands
- For us, from CONTENTdm, Flickr, Internet Archive, Ohio Memory
- Links back to original site
- Very quick and easy—little investment in time and energy
- Suitable for student workers & volunteers

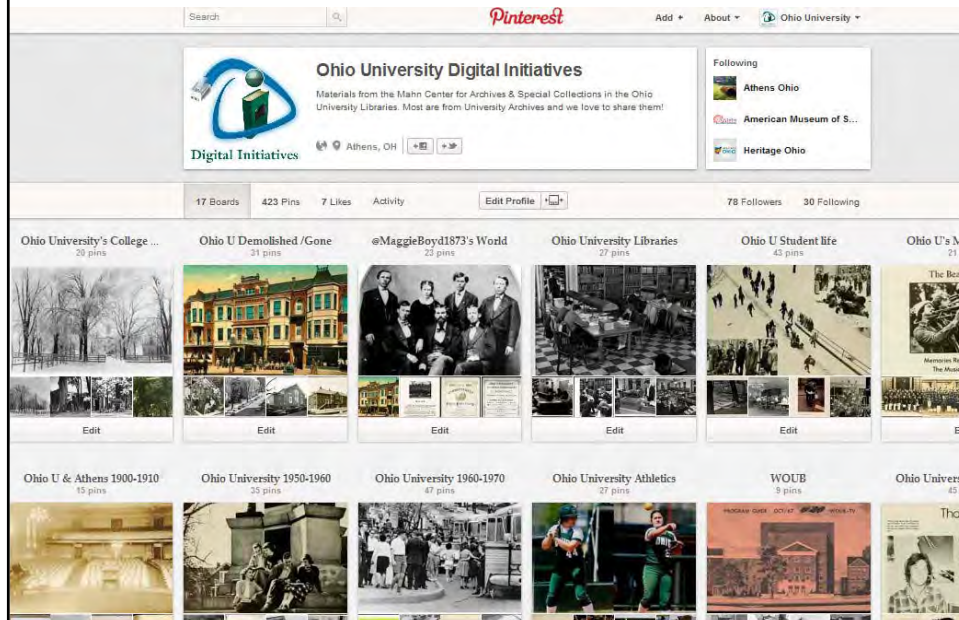
# Pinterest—Maggie's pinboard



## More of Maggie's pinboard

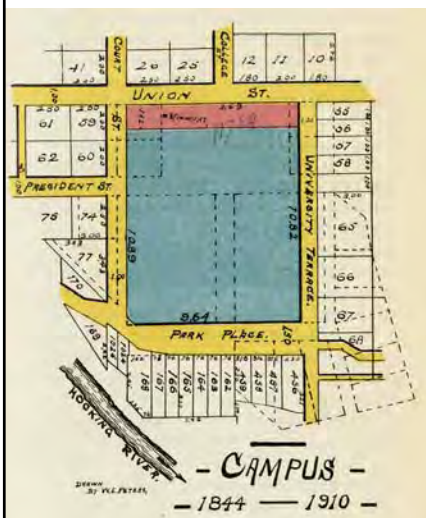


## Our pinboards



## Image Sharing Context

- In addition to our main display & access system CONTENTdm
- We regularly put our images out there on various social media platforms
- Admin trusts me



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## Lessons Learned: The good

- More enthusiasm than expected from OU college students
- Expected it from alumni
- The student workers were very engaged
- Buzz among other deans on campus
- Nearly 500 followers, primarily from target audience

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## Lessons Learned: The not so good

- Mostly related to the blogging
- Blog posts took more time than anticipated
- The student workers had trouble getting past the “whatever you want” stage in collaborating
- Their product required more editing than anticipated
- Much of the positive buzz among alumni focused on OU, not the library
- (None of this is probably news to you all)

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## Twitter & Pinterest Rawk

- Bring your textual documents to life
- Bring your images together in an easily browsable fashion
- Have fun!



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## Contact

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