@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

The Plan

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

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

The Diary

• 1873 daily diary
• Graduation year for Miss Margaret Boyd
• 1st 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

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

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
• Link from tweet to page for that day
Blogging

Poster PR

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

Why is everyone following @MaggieBoyd1873?
Response

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

Analytics

Sprout Social shows estimated audience reached

**FOLLOWER DEMOGRAPHICS** Learn more about your audience

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<th>BY AGE RANGE</th>
<th>BY GENDER</th>
</tr>
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<tr>
<td>65+</td>
<td><img src="#" alt="Female Followers" /></td>
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</tbody>
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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)

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

![Pinterest Image Sharing Context](image)

**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
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

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)
Twitter & Pinterest Rawk

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

Contact

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