

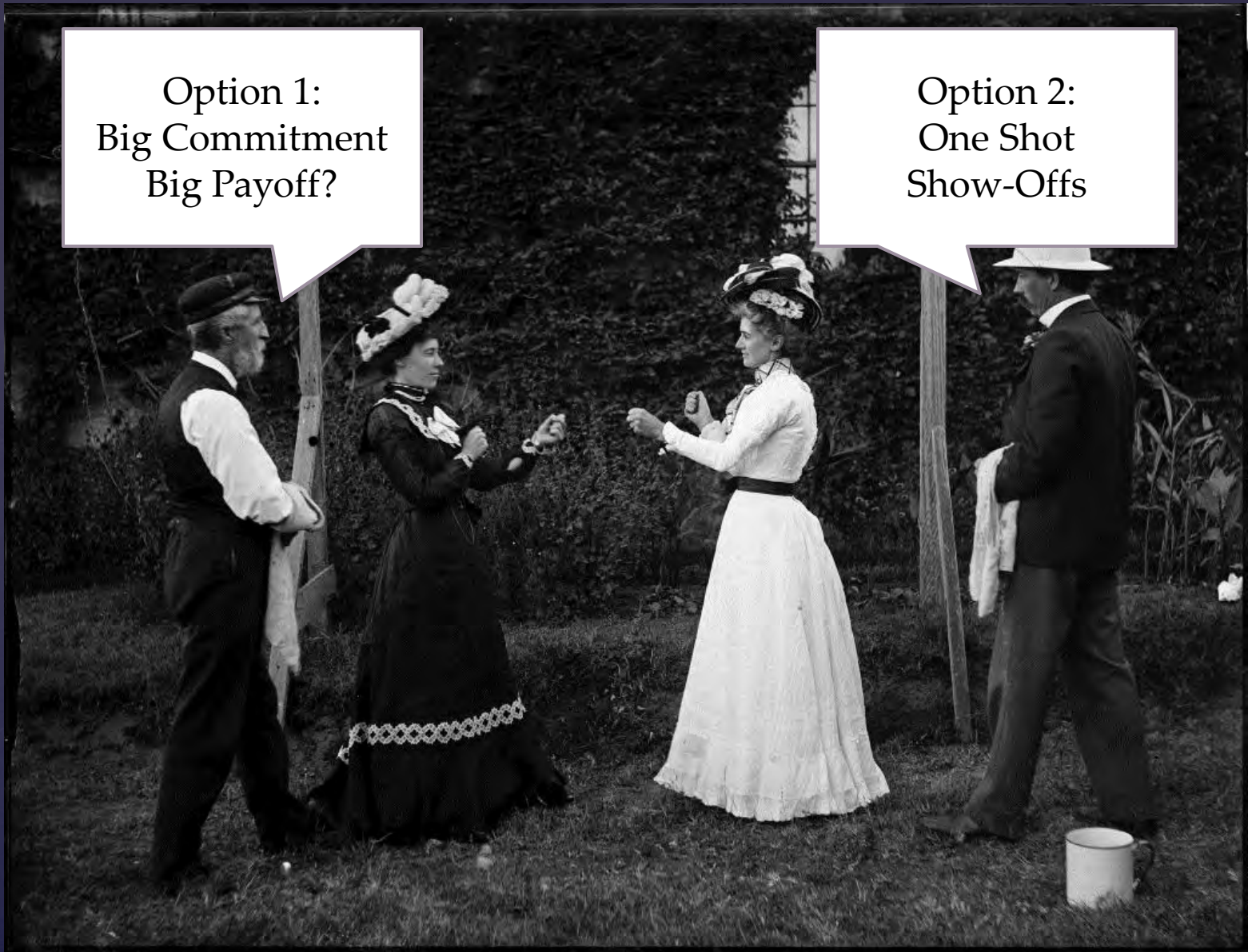
Beyond Facebook

Social Media Tools for Archives

{ By Liz Tousey

Option 1:
Big Commitment
Big Payoff?

Option 2:
One Shot
Show-Offs



Two women boxing, from the Powerhouse Museum Collection

Option 1: Big Commitment, Big Payoff

Social media that one can join, but require the investment of time and energy.



URL: www.flickr.com/commons



Welcome!

The key goals of The Commons on Flickr are to firstly show you hidden treasures in the world's public photography archives, and secondly to show how your input and knowledge can help make these collections even richer.

You're invited to help describe the photographs you discover in The Commons on Flickr, either by adding tags or leaving comments.*

[Participating Institutions](#)

[FAQ](#)

[Rights Statement](#)

A random sprinkling of our participating institutions...



The Commons is a portion of Flickr that is specifically for cultural heritage institutions. As stated on their website, the two main goals are to:

“To **increase access** to publicly-held photography collections”

“To provide a way for the general public to **contribute information and knowledge**”

Things you should know before you register:

- There **must** be "no known copyright restrictions" on the content you publish. You will also be expected to have a page hosted on your website that outlines your organization's understanding of "no known copyright restrictions". You can see examples of other pages like this [here](#).
- Your institution will need sign an additional Terms of Service agreement with Yahoo! Inc. related to your participation in The Commons.
- You'll need to tend to your account and love it like it's a newborn lamb. This means that you'll have to set aside time to curate new photos to add on a regular basis, and read and respond to feedback given by the Flickr community. It's rewarding and a lot of fun, but like most things worthwhile it does take time and effort.
- We welcome institutions from all around the world, but ask that you please fill out the form in English only, as the team that handles the program is based in the U.S.
- **Please note: we require institutions to have a dedicated account for participation in The Commons.** This means that any of your recent event photos or similar will need to be hosted in a separate Flickr account - the upside is that you get a whole account dedicated to your Commons loveliness.

A Commons Sampler

Search The Commons

SEARCH



Horse carriages and monuments in Rome, Italy
from [Swedish National Heritage Board](#)



The life boat, Llanddulas (Denbighshire)
from [LIGC ~ NLW](#)



Ukas bilde/Photo of the week 18/2012
from [Riksarkivet \(National Archives of Norway\)](#)



Sidney and Beatrice Webb with Margaret Hobhouse and Family, 1900
from [LSE Library](#)



University of Florida football coach Graves testing portable...
from [State Library and Archives of Florida](#)



Middle Row, Lurgan, Co. Armagh, 1990
from [National Library of Ireland on The Commons](#)

One of the coolest interactions that you can have in the Commons is the feedback from users about unknown images.

For example, to quote Library of Congress, “we asked for help on December 24th to identify 22 travel views. Within a few days, Flickr members had identified every single photo.”


flickr[®]
from YAHOO!

[Home](#) [The Tour](#) [Sign Up](#) [Explore](#) [Upload](#)


[You aren't signed in](#) [Sign In](#) [Help](#)

[Search](#)

[The Library of Congress](#) > [Collections](#) > [Historic Photos \(Library of Congress Flickr pilot project\)](#)

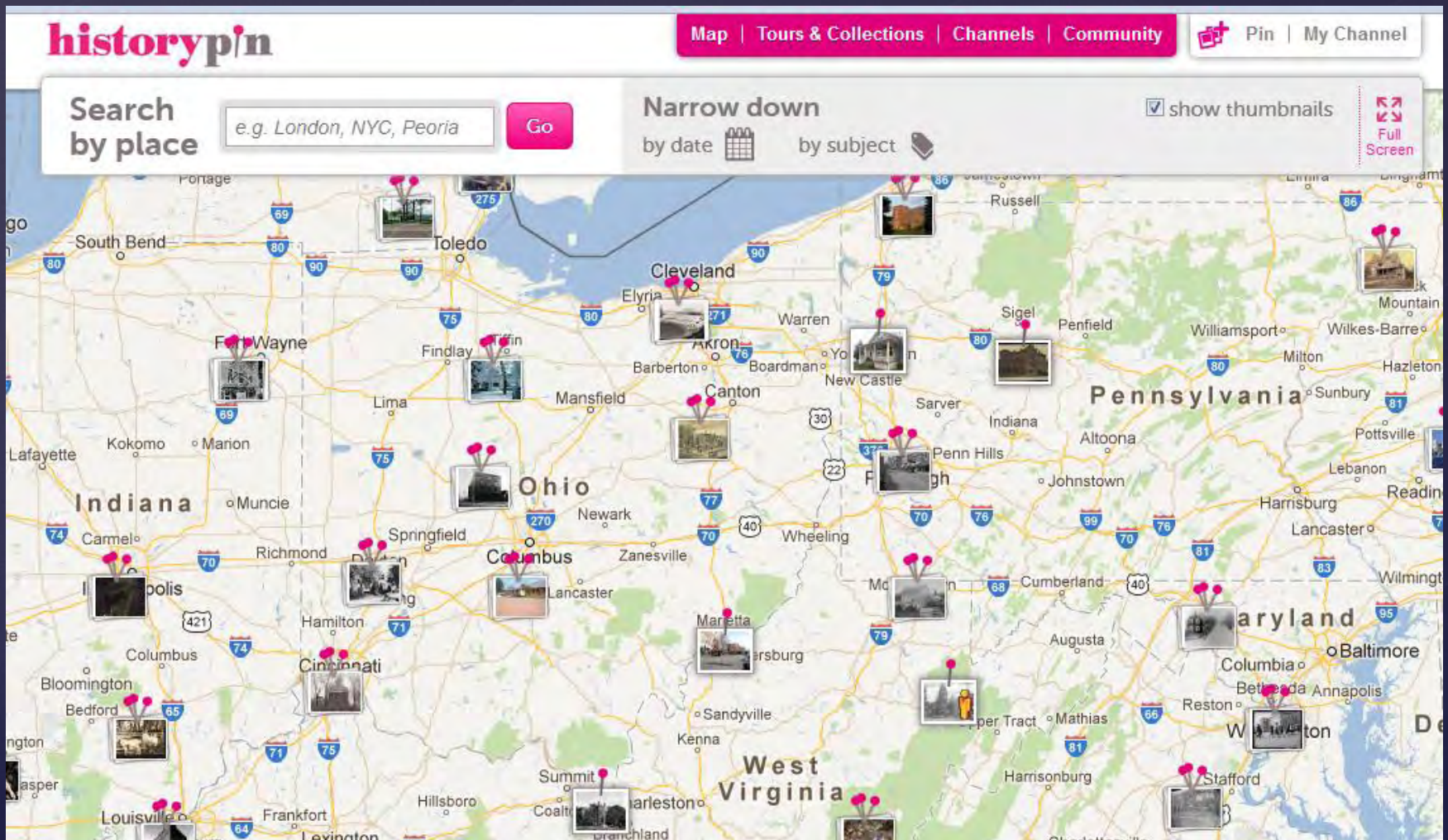
 **Mystery Pictures - Solved!**

[Thumbnails](#) [Detail](#) [Map](#) [2 comments](#)



TERRIFIC! We asked for help on Dec. 24th to identify 22 travel views. Within a few days, Flickr members had identified every single photo. With: great confirmation from old & new pictures, links to maps, and more. Even the scenes that turned out to be printed in reverse didn't slow you down!

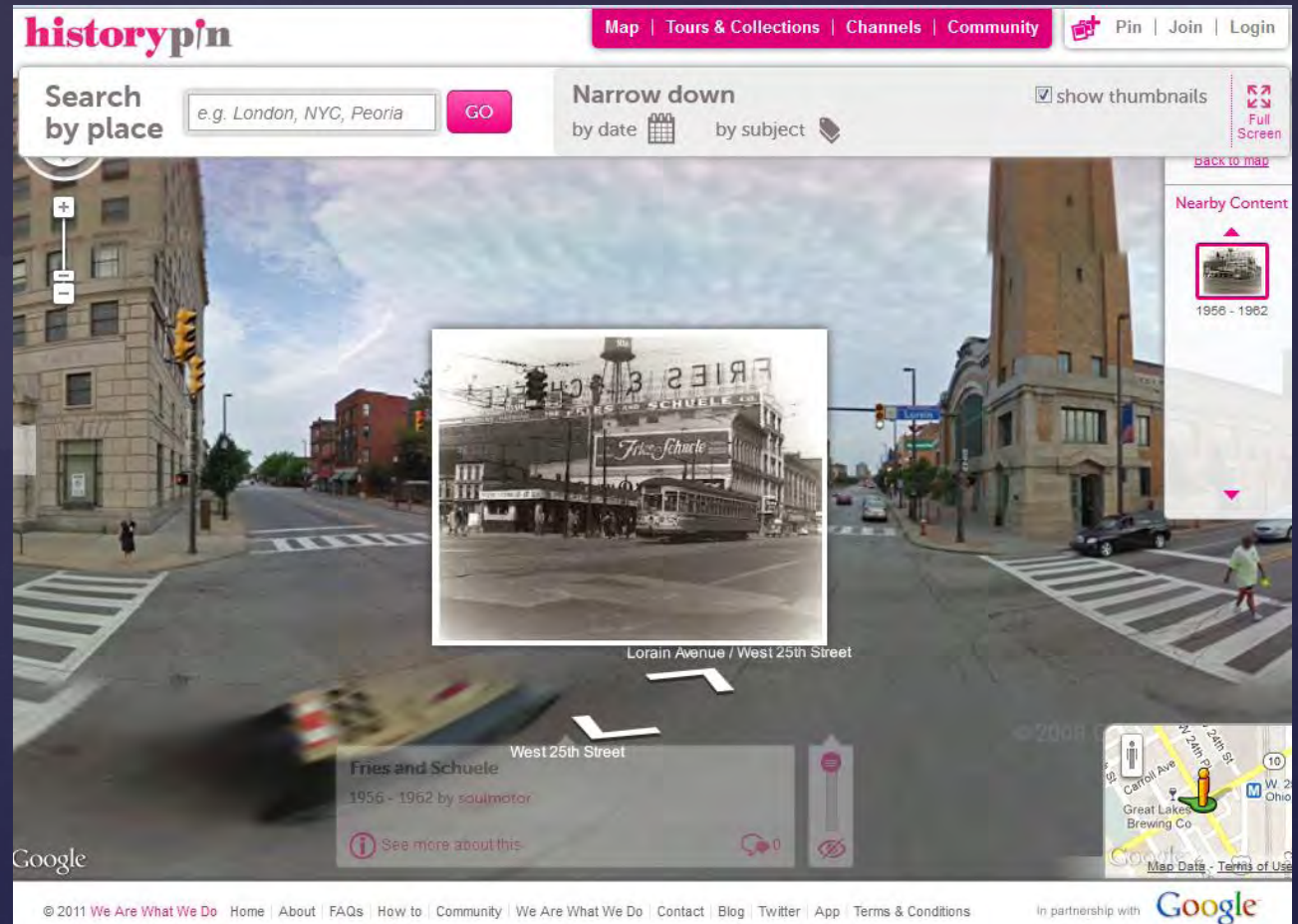
URL: <http://www.historypin.com/>



Do a “then and now” comparison using Google StreetView, or with a free smartphone app.

Follow this link to see a 30 second screencast video on using the Map:

<http://www.screenr.com/Spm8>



Other ways to highlight photos on HistoryPin

Featured Collections



Women in the Military by
USNatArchives



1906 Earthquake and Fire by
San Francisco MTA Archives



The Facial Hair Through Time
Collection by Historypin



The Under Construction
Collection by hellomiles



The Protest Collection by
darren.souster



Bombardment of Hartlepool
by Museum of Hartlepool



The March on Washington by
USNatArchives



Some of the Best Bits of
Historypin by Historypin Team



A historical guided tour of
Kew Gardens by
PhotosOfThePast



The March on Washington by
USNatArchives



Walking Tour of Eastern
Illinois University by
eiuha2012



Hartford, Spring 1906 by
Connecticut State Library

historypin

[Map](#) | [Tours & Collections](#) | [Channels](#) | [Community](#)

Pin | [My Channel](#)

[Home](#) | [Pin something](#) | [Collections](#) | [Tours](#) | [Statistics](#) | [Hide Tool Bar](#)
Channel & Account Settings

Channel Design

Choose a colour theme

T T

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Upload your photo or logo

JPG or PNG and under 1MB, 300px X 300px square

☒ Include photo or logo on your channel

Upload a Banner

This appears across the top of your Channel.

JPG or PNG and under 1MB, 980px wide X 300px high

Upload a Background Image

This fills the space either side of your Channel.

JPG or PNG and under 1MB. Either 1920px X 1080px

☒ Or repeat the image in the background

Get help

If you get stuck or have any questions, check out our [How To](#) page and [FAQs](#) and please feel free to contact us at historypin@wearewhatwedo.org

Easy to
customize
and use

historypin

[Map](#) | [Tours & Collections](#) | [Channels](#) | [Community](#)

Pin | [My Channel](#)

Add something

Choose stuff to add
 Pin it to the map
 All done

- Make sure you have permission before you upload anything. By clicking upload you are agreeing to our [Terms and Conditions](#).
- Please note that if you want your stuff to appear on the map, you need to "Pin it to the map" with a title, location and approximate date. You can do this at a later time, but until then only you will be able to see your stuff on your Historypin channel.
- Want to upload large amounts of content? Read about our [Bulk Uploader](#)

I want to add

Photos
 Video
 Audio

HistoryPin REALLY wants archives to get involved

10 reasons to get Involved

New audiences - Historypin gets millions of page views and thousands of app downloads so will generate a stream of new interest in your content.

Breathing new life into your collection - Your content will become part of a rich, multi-layered archive, where users can add their own stories and memories.

Free Historypin App (iPhone, Android and Windows Phone 7) - All content uploaded to Historypin appears on the app, allowing users to explore your content in situ and generating more interest and participation around your collections.

Educational - Your content will enable students and teachers to explore your content and use it across all levels of academic study.

Community impact - Historypin Local Projects take Historypin into communities, bringing different cultures and generations together around your content to learn and share.

Free tools for your archive - our free Bulk Uploader allows you to easily upload large amounts of content and our Embed Tool allows you to embed your Historypin Channel on your own site.

Promotional opportunities - We will work with you to generate excitement around your content, through extra promotion on the site and our social media channels.

Crowd-sourcing meta-data - We are developing the capability to invite our users to improve the meta data of content meaning archive's content can become increasing complete and accurate.

Geo-tagging Games - We are developing features which will enable archives to open up their collections to the crowd to locate and pin their content.

Not-for-profit and copyright safe - Historypin is a not-for-profit project with social aims and we do not take any ownership of copyright when you share your content.

Library Example: <http://www.historypin.com/channels/view/2662022>

historypin[Map](#) | [Tours & Collections](#) | [Channels](#) | [Community](#)[Pin](#) | [My Channel](#)

CONNECTICUT STATE LIBRARY



Connecticut State Library

The Connecticut State Library is an Executive Branch agency of the State of Connecticut. Our mission is to preserve and make accessible Connecticut's history and heritage and to advance the development of library services statewide.

Find out more at: www.cslib.org

Find us on Facebook
[Follow us on Twitter](#)

Channel Details

Channel views: 2428
Fans: 17
Pins: 287
Tours: 3
Collections: 3

[Become a Fan](#)

Share this channel

[f](#) [t](#) [g+](#) [+](#)

[Visit our blog](#)

[List](#) | [Map](#) | [Collections](#) | [Tours](#)



Colt Patent Fire Arms Manufacturing Company



Blizzard of 1888



WPA Architecture

[List](#) | [Map](#) | [Collections](#) | [Tours](#)

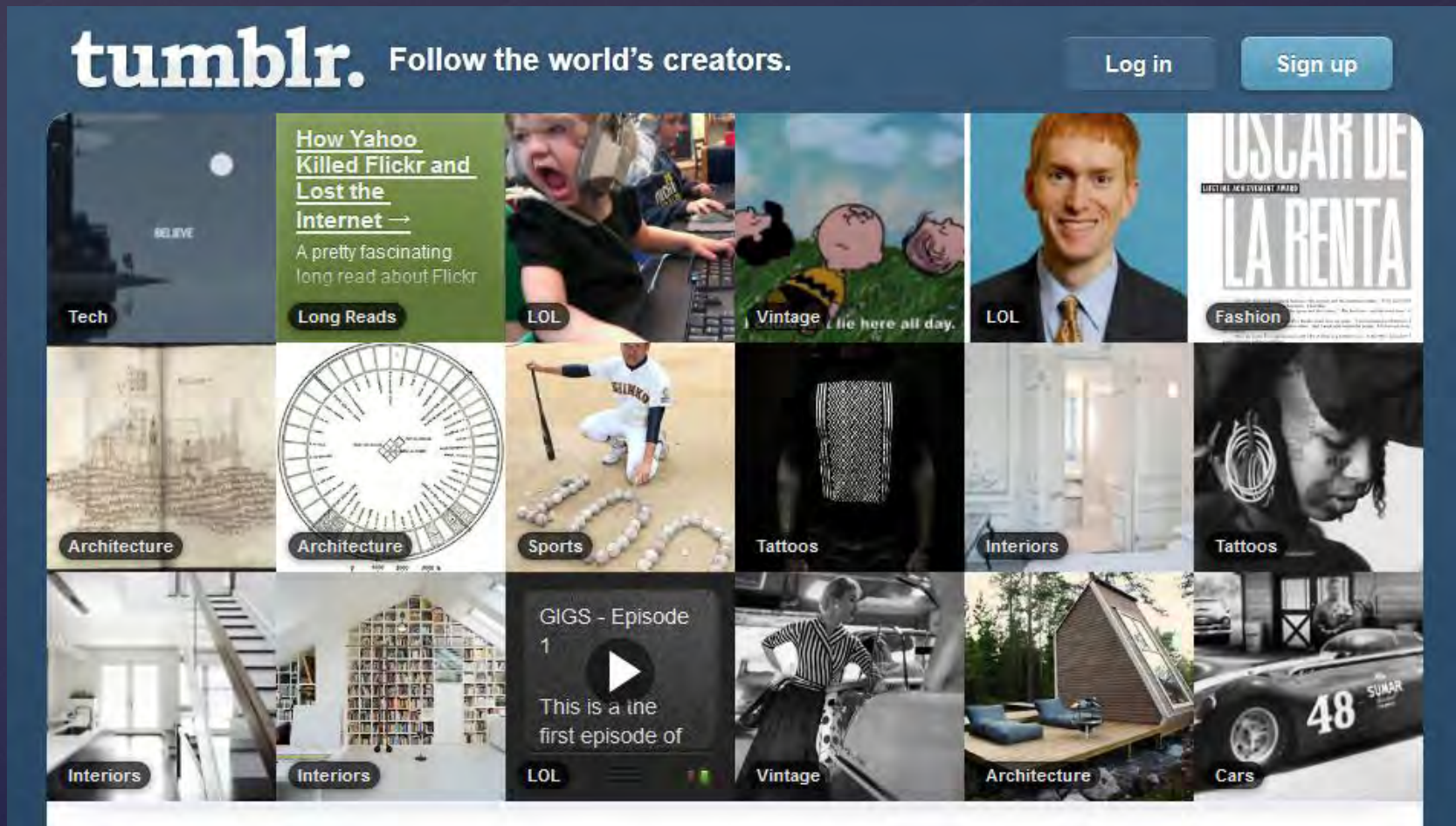


Washington Slept Here



Hartford, Spring 1906

URL: <https://www.tumblr.com/>



On the surface, it seems like other free bloghost websites. But like twitter, it's much more social.

Posts can be long or very very short.

Users are more likely to re-share content they find on your blog, and the tagging system makes your posts more discoverable.



silfarione:

59



Nuremberg, 1935.

Source: Flickr / pingnews #photography #Black and White #military



oldscrapbooks:

14

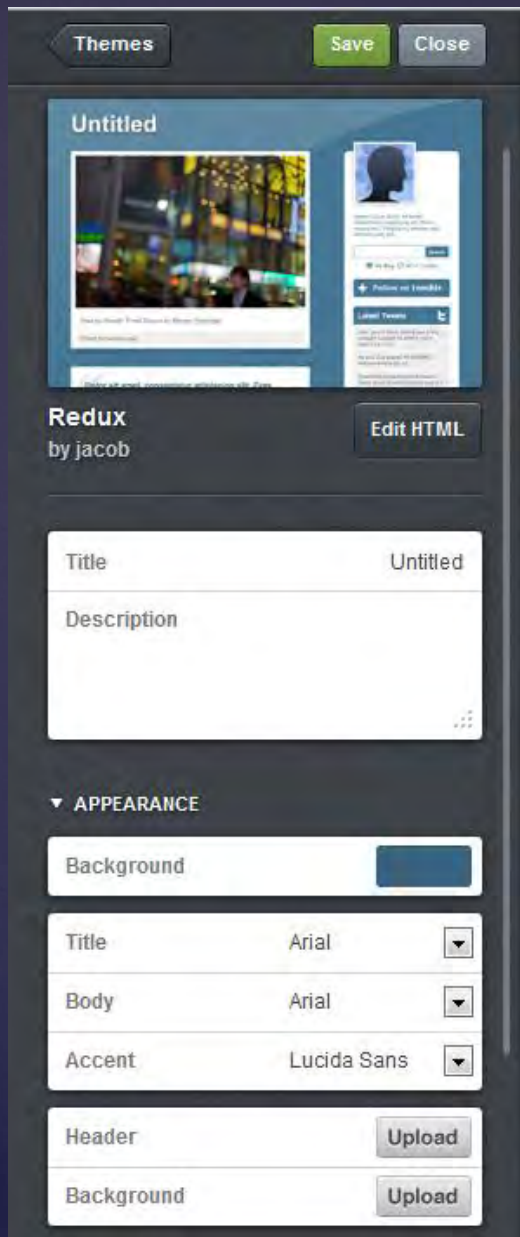


Classic Paranormal Phenomenon from a 1936 edition of the Indianapolis Star:

It rained little fishes in South Bend and these two boys can prove it. James Crowe (left) and Eugene Sandusky are shown as they try, unsuccessfully to preserve some of the "shiners" in a fishbowl. Experts said that the phenomena was caused by water spouts which sucked small fish up out of lakes and carried them high in the air for many miles. The rain in which these fish fell was the heaviest on record in

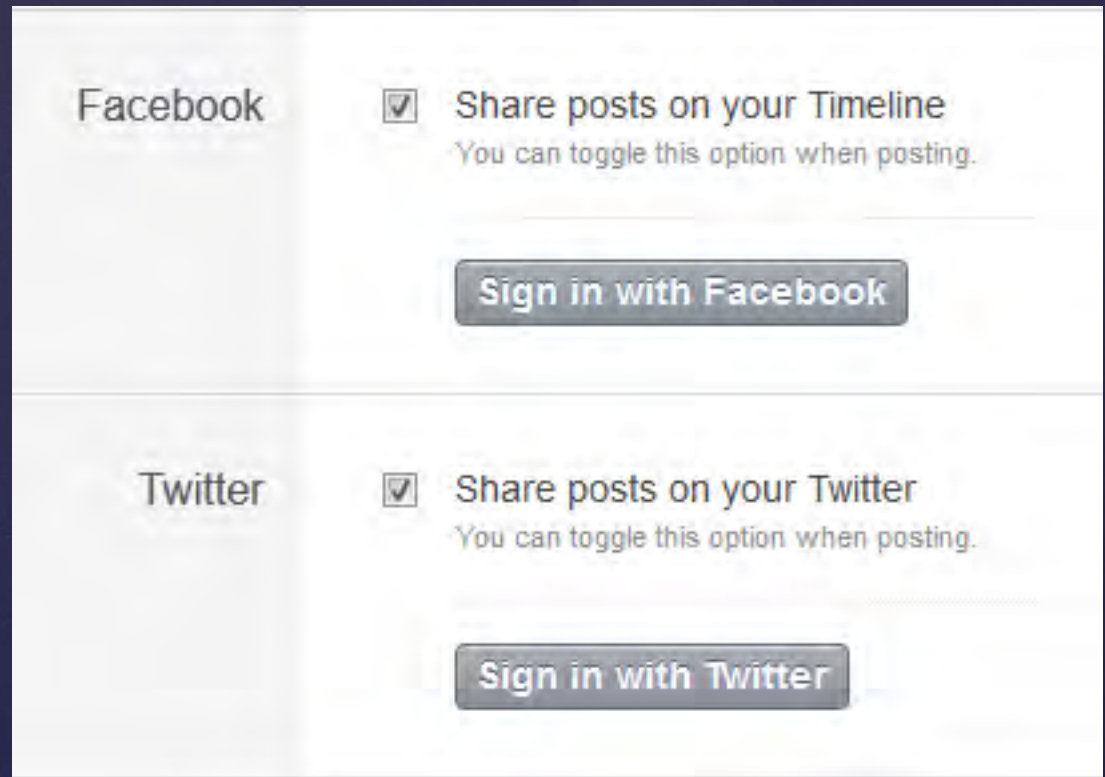
South Bend, amounting to 3.16 inches in three hours, or more than the average for the entire month of July.

#Fortean #classic #vintage #museum #scrapbook #fish rain



tumblr is also very customizable

Offers the bonus feature of feeding your tumblr posts to Facebook and twitter



Archives Example on tumblr: <http://riversidearchives.tumblr.com/>

TumblrWeed Times

An acid and lignin free publication of the National Archives at Riverside

I am now residing in Heart Mountain Relocation Center. As an American, I do not feel just right by remaining here in the center at the cost of the taxpayers money. When our government is helping us to relocate and thus actively become engaged in helping the shortage of man-power, I feel Relocation Center is now place for loyal Americans to stay and do nothing.

Block 22-10-E
Heart Mountain, Wyoming
July 17, 1943

Dear Mr. Baker:

I have received your letter concerning the spray rig now at Mitchell ranch in Buena Park. I am in hearty accord with your program to use all idle equipment, especially when there is a shortage of such equipment which can be used for food production. Nothing will give me more pleasure than to know that at least my equipment is doing its bit to beat the axis to whom we Japanese Americans blame for our present station in the Relocation Center.

For this reason, I have already rented, prior to evacuation, my tractors and dusting machines to be used by my friends in their farming. The spray rig, I have already promised one of my American friend who have taken over the farm of many Japanese friends. For this reason I am sorry that I cannot sell it or rent it to anyone else.

I am now residing in Heart Mountain Relocation Center. As an American, I do not feel just right by remaining here in the center at the cost of the taxpayers money. When our government is helping us to relocate and thus actively become engaged in helping the shortage of man-power, I feel Relocation Center



We are here because...

We want to share stories found in our records, our researchers' great finds, and our day-to-day work preserving and making available our piece of America's history.

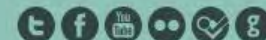
Visit us online at [The National Archives at Riverside](#)

Pages

[Policies](#)

[Riverside Bloggers \(who we are\)](#)

Connect with us!






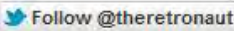
Option 2: One-shot promotion

Submitting a few gems that are in the public domain to blogs and other social media, where they can be re-hosted.

Mr. Leatherman
1930s-40s in Color collection
Library of Congress

URL: <http://www.retronaut.co/>

 Like

 Follow @theretronaut

26.5K followers


Your email

Subscribe

12532 readers

BY FEEDBURNER

search




RETRONAUT

THE PAST IS A FOREIGN COUNTRY. THIS IS YOUR PASSPORT.

Business Cards

from moo.com



Find out more

0-1800

1800S

1900S

1910S

1920S

1930S

1940S

1950S

1960S

1970S

1980S


1990S


2000S


2010S


WWI


WWII

















HARLEY DAVIDSON "HOG" BOYS, 1910S-1938

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Options for every project

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Success Story: OSU's collection was on Retronaut in March 2012

The Ohio State University ▸ University Libraries ▸ Knowledge Bank

Help Buckeye Link Map Find People Webmail

Knowledge BANK

University Libraries and the Office of the Chief Information Officer

Login

☒ All of KB ☐ Only this Collection

Search the Knowledge Bank

[Advanced Search](#)

Information

KB Home Ohio S Jeroni Charlie Browsing Charles H. McCaghy Collection of Exotic Dance from Burlesque to Clubs by Title

FAQs
Contact Us

Browse

All of Knowledge Bank

- Communities & Collections
- Issue Date
- Author
- Title
- Subject

This Collection

- Issue Date
- Author
- Title
- Subject

My Account

Login
Register

More

- Knowledge Bank Center
- Community Setup Form
- KB License Agreement
- Describing Your Resources
- Submission Instructions
- Policies






Browsing Charles H. McCaghy Collection of Exotic Dance from Burlesque to Clubs by Title

0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Or enter first few letters:

Sort by: title ▼ Order: ascending ▼ Results: 5 ▼

Now showing items 1-5 of 163 [Next Page](#)

 Adah Richmond (1890)	 Agnes Huntington (1890)	 Alice Atherton (1890)	 Alice Brigham (1890)	 Alice Dufresne (1890)
---	--	--	---	--

Now showing items 1-5 of 163 [Next Page](#)

Went viral, and was featured on all of these blogs and more



URL: <http://www.lettersofnote.com/>



Letters of Note

Correspondence deserving of a wider audience

FRIDAY, 6 MAY 2011

A library is many things

Early-1971, in an effort to attract as many youngsters to the premises as possible, Marguerite Hart — children's librarian at the newly-opened **public library in Troy**, Michigan — wrote to a number of notable people with a request: to reply with a congratulatory letter, addressed to the children of Troy, in which the benefits of visiting such a library were explained in some form. It's heartening to know that an impressive 97 people did exactly that, and below are just four of those replies, all from authors: **Isaac Asimov**; **Hardie Gramatky**; **Theodore Geisel**; and **E. B. White**.

(Although sadly a common situation these days, it's worth noting that Troy Public Library is currently **dodging closure**. How long it remains open is a mystery.)

UPDATE: Philip Kwik of Troy Public Library has been in touch. All 97 letters have now been posted to the library website and can be viewed, as PDFs, by **following this link**. This is an incredible collection of letters from a whole host of names, and makes for amazing reading. Many thanks Philip.

Transcripts follow. All images courtesy of **Troy Public Library**.

 **tinyletter**

TinyLetter is a simple newsletter service for people with something to say.

ABOUT

Letters of Note is an attempt to gather and sort fascinating letters, postcards, telegrams, faxes, and memos. Scans/photos where possible. Fakes will be sneered at. Updated as often as possible; usually each weekday.

[Learn more here.](#)

Edited by **Shaun Usher**, who also runs **Lists of Note & Letterheady**.

[Contribute/get in touch.](#)

THE BOOK!

In November of 2012 the Letters of Note book will be published. Learn more and pre-order a copy by [clicking here](#).

TWITTER

 [Follow @LettersOfNote](#)

SEARCH

RANDOM LETTER

[Click Here!](#)

ARCHIVES

Many fascinating letters (currently 752 in total) can be

Library Example:

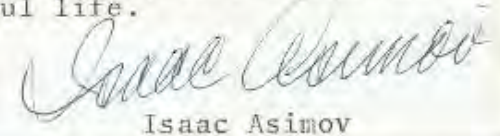
[http://www.letters
ofnote.com/2011/05
/library-is-many-
things.html](http://www.lettersofnote.com/2011/05/library-is-many-things.html)

Transcripts follow. All images courtesy of **Troy Public Library**.

16 March 1971

Dear Boys and Girls,

Congratulations on the new library, because it isn't just a library. It is a space ~~xxx~~ ship that will take you to the farthest reaches of the Universe, a time machine that will take you to the far past and the far future, a teacher that knows more than any human being, a friend that will amuse you and console you ---and most of all, a gateway, to a better and happier and more useful life.



Isaac Asimov

Transcript

16 March 1971

Dear Boys and Girls,

Congratulations on the new library, because it isn't just a library. It is a space ship that will take you to the farthest reaches of the Universe, a time machine that will take you to the far past and the far future, a teacher that knows more than any human being, a friend that will amuse you and console you---and most of all, a gateway, to a better and happier and more useful life.

(Signed, 'Isaac Asimov')

Isaac Asimov

URL: <http://bigthink.com/blogs/strange-maps>



ACCESS STRATEGIES & INSIGHTS TO HELP
you succeed
IN THE KNOWLEDGE ECONOMY.



Featuring:
RICHARD BRANSON

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FRANK JACOBS

Strange Maps

Cartographic curiosities

565 - Brit Lit Map



about 12 hours agoFRANK JACOBS in Strange Maps

Maps usually display only one layer of information. In most cases, they're limited to the topography, place names and traffic infrastructure of a certain region. True, this is very useful, and in all fairness quite often it's all we ask for. But to reduce cartography to a schematic of accessibility ... [Read More](#)

564 - A Ghostly Billiard Game



9 days agoFRANK JACOBS in Strange Maps

43

Like

13

Tweet

2

Share

18

Like

8

Tweet

Sign up for the Strange Maps Newsletter

Enter your email address

SUBMIT

About Strange Maps

568 Posts since 2006

Frank Jacobs loves maps, but finds most atlases too predictable. He collects and comments on all kinds of intriguing maps—real, fictional, and what-if ones—and has been writing the Strange Maps blog since 2006, first on WordPress and now for Big Think. His map "[US States Renamed For Countries With Similar GDPs](#)" has been viewed more than 587,000 times. An anthology of maps from this blog was published by [Penguin](#) in 2009 and can be purchased from [Amazon](#) and [Barnes & Noble](#).

SUBMIT A STRANGE MAP!

Library/Archives Example: <http://bigthink.com/strange-maps/374-superior-the-heart-of-the-man-of-commerce>

Strange Maps Home Tags Subscribe (RSS)

Search Blog

374 - Superior, the Heart of the Man of Commerce

Frank Jacobs on April 8, 2009, 6:36 PM



“The American Geographical Society Library has acquired an extremely rare and unusual map, *The Man of Commerce*, published in 1889 in Superior, Wisconsin. The highly detailed 31” x 50” map/chart **conflates human anatomy with the American transportation system**, in an apparent attempt to promote Superior as a transportation hub.”

Sign up for the *Strange Maps Newsletter*

Enter your email address

SUBMIT

Share This Story



0



0



Tweet

Share



About Strange Maps

568 Posts since 2006

Frank Jacobs loves maps, but finds most atlases too predictable. He collects and comments on all kinds of intriguing maps—real, fictional, and what-if ones—and has been writing the Strange Maps blog since 2006, first on WordPress and now for Big Think. His map “[US States Renamed For Countries With Similar GDPs](#)” has been viewed more than 587,000 times. An anthology of maps from this blog was published by [Penguin](#) in 2009 and can be purchased from [Amazon](#) and [Barnes & Noble](#).

SUBMIT A STRANGE MAP!

My Daguerreotype Boyfriend

WHERE EARLY PHOTOGRAPHY MEETS EXTREME HOTNESS

DO SUBMIT YOUR HOT PHOTOGRAPHS

APRIL 2, 2012 with 693 NOTES



fuckyeahhistorycrushes:

Young Modigliani, around 1904.

URL:

<http://mydaguerreotypeboyfriend.tumblr.com/>

Some things you should consider:

You can't control what kind of attribution you will get.

And you take the risk of associating your institution with the blog, the advertisements on the blog, or with other content on the blog.

Even if you don't want
to participate in any of
these, you can still use
these tools and sites to
beef up the social
media that your
institution does use.

McCall Style & Beauty Cover
Nicholas Muray collection
George Eastman House

