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
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.
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.”
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 hellonites
- The Protest Collection by darren.souster
- Bombardment of Hartlepool by Museum of Hartlepool

**Featured Tours**
- 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 euha2012
- Hartford, Spring 1906 by Connecticut State Library
Easy to customize and use
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 metadata 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
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.
tumblr is also very customizable

Offers the bonus feature of feeding your tumblr posts to Facebook and twitter
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-X
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 friends 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
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
Success Story: OSU’s collection was on Retronaut in March 2012
Went viral, and was featured on all of these blogs and more
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 Kvilk 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.
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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
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.
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.”
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.