

Digital Collection Outreach by Emily Kingsland

Project Goal

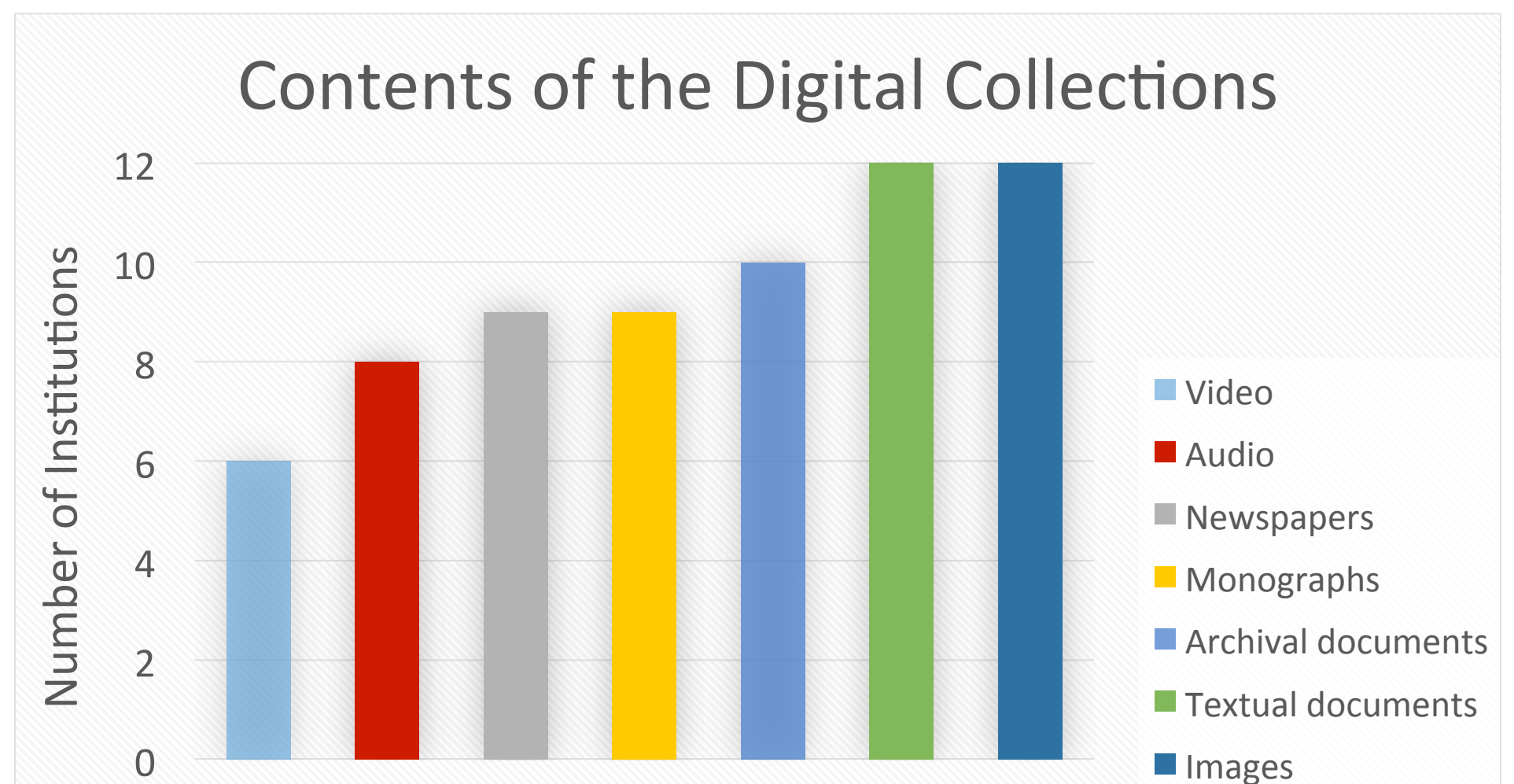
Recommend digital collection outreach activities, based on an environmental scan, a literature review, and a feasibility study

Environmental Scan & Literature Review

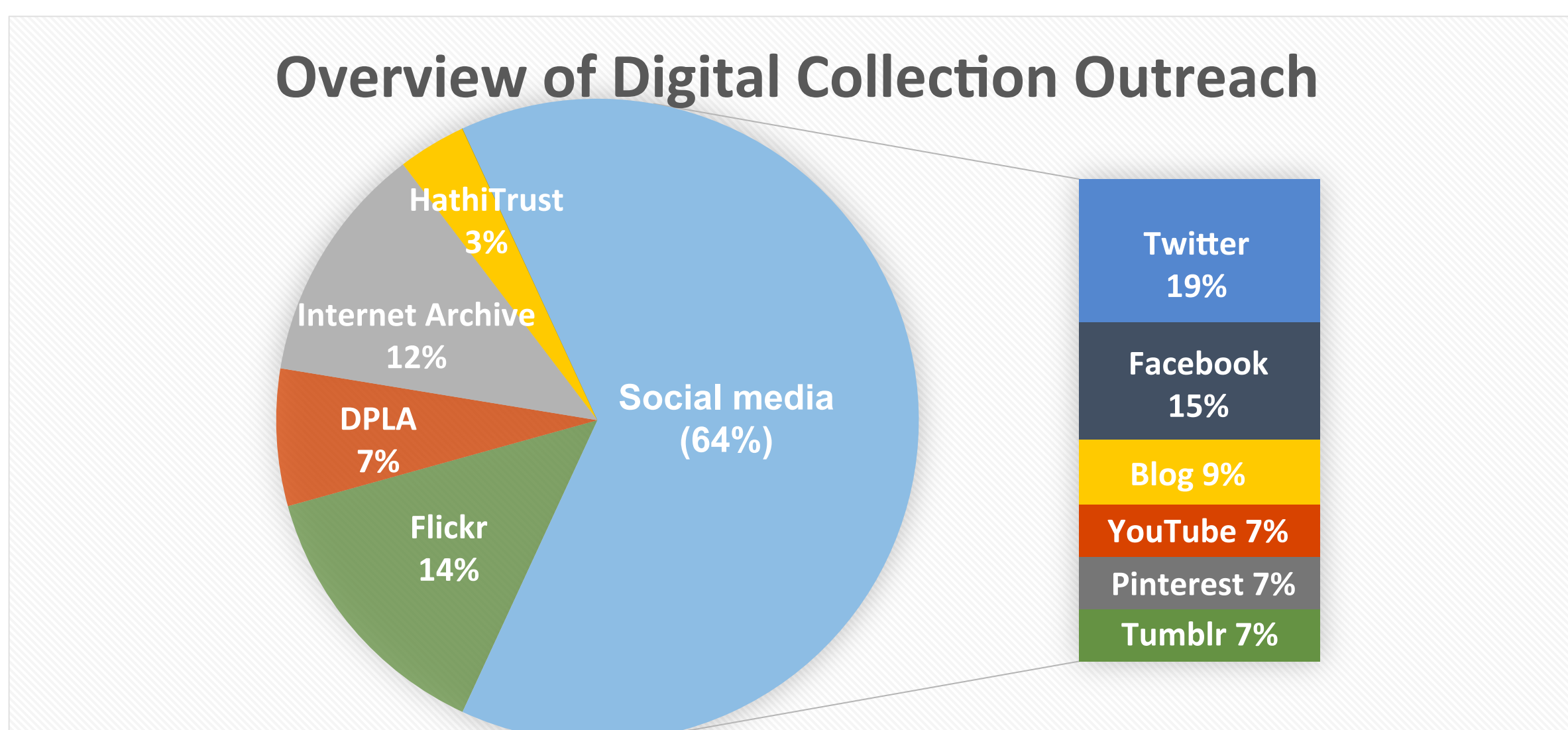
Analyzed 13 different institutions' digital collections and associated scholarly literature

Digital Collections per Institution

DigitalNC	5
Average per institution	33.4
New York Public Library	106



Overview of Digital Collection Outreach



Feasibility Case Studies

Chose 3 outreach activities and tested them using items from McGill's digital collections

Pinterest

- 11 Pins, 25 Followers
- Gained in 2 weeks
- Strong visual impact
- Excerpt of catalogue
- Link back

Twitter Popular hashtags Short link & analytics

Simple, descriptive text Photo

Wikipedia Added items from digital collection as references to articles

Recommendations

