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

<table>
<thead>
<tr>
<th>Institution</th>
<th>Collections</th>
</tr>
</thead>
<tbody>
<tr>
<td>DigitalNC</td>
<td>5</td>
</tr>
<tr>
<td>Average per institution</td>
<td>33.4</td>
</tr>
<tr>
<td>New York Public Library</td>
<td>106</td>
</tr>
</tbody>
</table>

Overview of Digital Collection Outreach

Social media (64%)
- Twitter 19%
- Facebook 15%
- Blog 9%
- YouTube 7%
- Pinterest 7%
- Tumblr 7%

Contents of the Digital Collections

- Video
- Audio
- Newspapers
- Monographs
- Archival documents
- Textual documents
- Images

Feasibility Case Studies
Chose 3 outreach activities and tested them using items from McGill’s digital collections

Pinterest
- Popular hashtags
- Simple, descriptive text
- Photo
- Gained in 2 weeks
- Strong visual impact
- Excerpt of catalogue
- Link back

Twitter
- Popular hashtags
- Simple, descriptive text
- Short link & analytics
- Photo

Wikipedia
- Added items from digital collection as references to articles

References


Recommendations

✔ Pinterest
✔ Twitter
✗ Wikipedia