

START SPREADING THE DIGITIZED NEWS

A journey in social media usage for outreach in a
cooperative digitization project

Erenst Anip

Vermont Digital Newspaper Project (VTNDP), University of Vermont, USA

IFLA 2014 Pre-Conference Newspaper Section, 14 Aug. #IFLANewspaper14



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CHRONICLING AMERICA & NDNP

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Historic American Newspapers

Search America's historic newspaper pages from 1836-1922 or use the U.S. Newspaper Directory to find information about American newspapers published between 1690-present. Chronicling America is sponsored jointly by the [National Endowment for the Humanities](#) and the Library of Congress. [Learn more](#) >

+ to +

Pages Available: 8,000,877




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More Resources

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- [NDNP Award Recipients](#)
- [Newspaper and Current Periodicals Reading Room](#)
- [Ask LC Newspaper & Current Periodicals Librarian](#)
- [Historic Newspapers on Flickr](#)
(part of the LC Flickr Commons photostream)


100 Years Ago Today: 8/6/1914 (89 issues)



The Evening herald. (4pp.)
Klamath Falls, Or.



The Era-leader. (4pp.)
Franklinton, La.



The Bennington evening banner. (4pp.)
Bennington, Vt.

EDUCATIONAL & OUTREACH COMPONENT

NATIONAL DIGITAL NEWSPAPER PROGRAM

Extra! Extra! NDNP Extras!

The following sites showcase content in *Chronicling America* associated metadata records in unique ways. Some utilize

- > [Tips for Searching Chronicling America](#)
- > [Teaching Resources](#)
- > [Reusing Data from Chronicling America](#)
- > [chronam \(LC Newspaper Viewer Software\)](#)
- > [State Newspaper Project Blogs \(NDNP Awardees\)](#)
- > [Podcasts](#)
- > [Videos](#)

<http://www.loc.gov/ndnp/extras/>



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Chronicling America

TOOLS

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<http://edsitement.neh.gov/feature/chronicling-america>



COLLABORATIVE APPROACH THROUGH PARTNERSHIPS



ASK A LIBRARIAN

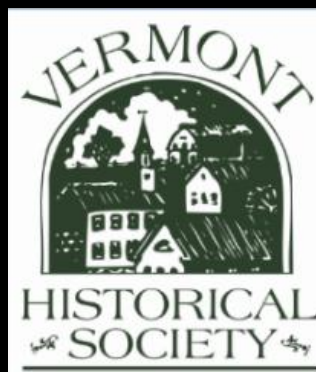
DIGITAL COLLECTIONS

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CHRONICLING AMERICA
Historic American Newspapers

Search
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DEVELOPMENT OF WEBSITE & BLOG

Vermont Digital Newspaper Project

VTDNP website

Search _____

LATEST BLOG POSTS

Expressions: The Newspaper Masthead in Vermont, 1836-1922
July 25, 2014

New content online on Chroniching America!
July 24, 2014

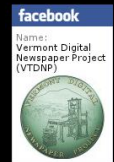
Name this Historic Toy! The Online Version
June 27, 2014

ARCHIVES

Select Month ▾

LINKS

CHRONICLING AMERICA
Historic American Newspapers



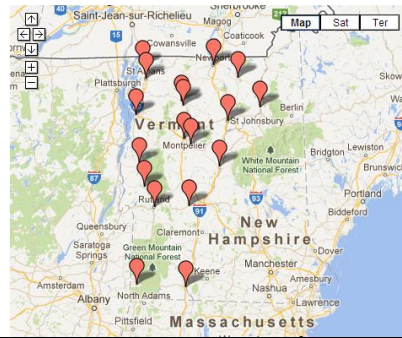
HOME ABOUT RESOURCES VTDNP BLOG

Your resource for Vermont's historical digitized newspapers!

The Vermont Digital Newspaper Program is committed to providing free online access to historical Vermont newspapers published between 1836 to 1922. This is made possible with the support of federal grants and statewide partnerships. Become a [partner](#) or [contribute](#).

View our digitized newspapers on [ChronichingAmerica.loc.gov](#).

CHRONICLING AMERICA Historic American Newspapers



Masthead in Vermont, 1836-1922
July 25, 2014
New content online on Chroniching America!
July 24, 2014
Name this Historic Toy! The Online Version
June 27, 2014

ARCHIVES

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LINKS

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Expressions: The Newspaper Masthead

in Vermont Newspapers between 1836-1922



EXPRESSIONS: THE NEWSPAPER MASTHEAD IN VERMONT, 1836-1922

© JULY 23, 2014 VTDNP



The masthead: it's the very first thing one sees when reading a paper. It contains its title, aims to encapsulate its identity, and draws readers to its pages.

From refined fonts to hand-drawn sketches, Vermont's historical newspaper masthead designs are a visible representation of the story of our state's media past and the art of selling the news.

Below are just a few of the mastheads of Vermont newspapers we've digitized thus far in the project. Some of these mastheads lasted for decades, others, mere weeks. [Continue reading](#) →

CHRONICLING AMERICA HISTORIC NEWSPAPERS HISTORICAL NEWSPAPERS
MASTHEADS NEWSPAPERS VERMONT VT VTDNP



VOL. VIII

NEW CONTENT ONLINE ON CHRONICLING AMERICA!



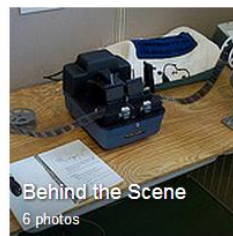
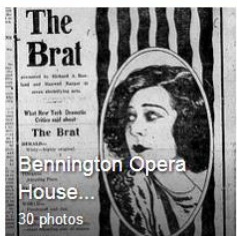
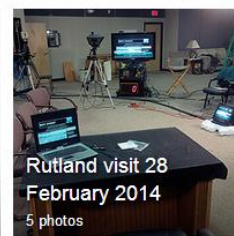
VALUE-ADDED CONTENT

flickr You People Groups Explore Upload

NEWSPAPER PROJECT

15 Albums October 2013 Member Since

Photostream Albums Favorites Photo Books



SOCIAL MEDIA OUTREACH

The screenshot shows a digital newspaper page with the title "Maple Syrup" and the subtitle "Historic Vermont newspaper content concerning a Vermont tradition: maple syrup and sugar products." The page features several articles and images:

- MAPLE SUGAR MAKERS**: An advertisement for the Cary Maple Sugar Co., dated 1918.
- CENSUS TAKEN OF VERMONT MAPLES**: An article titled "Number of Trees Tapped 5,076-375—Pounds of Sugar Made 6,682,063." It includes a "Vermont Maple Census 1913 'Census Taken of Vermont Maples.'" section.
- MAPLE SIRUP INCOGNITO**: A story titled "Story of a Present that Raised a Question. WASN'T GOOD VARNISH Shoes Polished with It Turned White and Made Other People Laugh."
- Used Maple Syrup for Auto Oil**: An article titled "Following the federal dissolution of the Standard Oil Co., another blow has been struck at the oil petrolier. Maple syrup is found to be a substitute for automobile oil. The machine runs smoothly and sweetly, as it were, on map s syrup." It includes a "Maple Cream Recipe 1912" and a "Maple Syrup for Auto Oil 1911 'Used Maple Syrup for Auto Oil.'" section.
- 1903 A sugar party in the edition of maple sugar on bruts, and pickles**: A small article or photo caption.
- SUGAR-MAKING IN VERMONT**: A photo showing people working in a maple sugar camp.

The screenshot shows the Facebook page for the Vermont Digital Newspaper Project (VTDNP). The page features the Vermont Digital Newspaper Project logo and the text "Vermont Digital Newspaper Project (VTDNP) Library · College & University". The page has 263 likes and 32 visits. The main content area shows a post from VTDNP shared a link, dated 22 hours ago. The link is to a Flickr set of photos from the UVM Libraries Conference Day 2014, featuring mastheads from digitized newspapers. The page also includes a map of Burlington, Vermont, and contact information for the library.

All this for \$0 spent on marketing budget!



OUTREACH

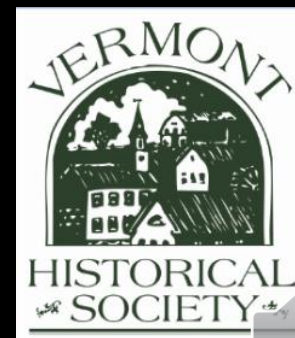
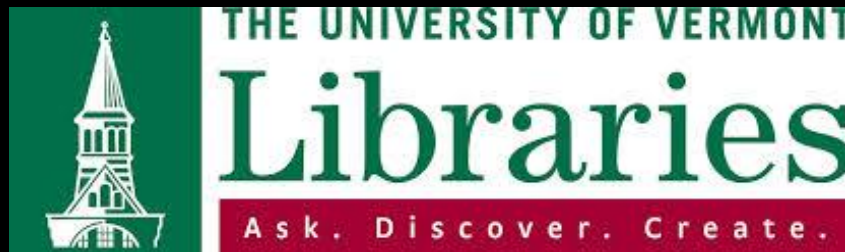


COORDINATING SOCIAL MEDIA EFFORTS

PARTNERS/STAKEHOLDERS:




[The Library of Congress](#) > [Chronicling America](#)




COORDINATING SOCIAL MEDIA EFFORTS

- Types of content
 - Long form
 - Short burst
 - Visual
 - Repurpose
 - Time-relevant
- Scheduling
- Continuity

Organic

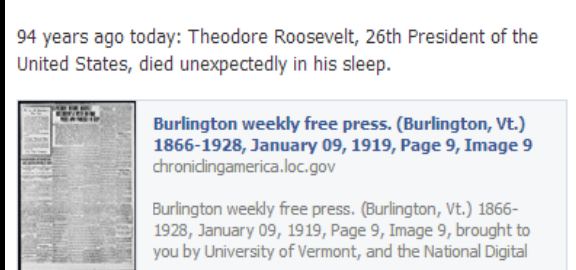


Examples of Bad Microfilm



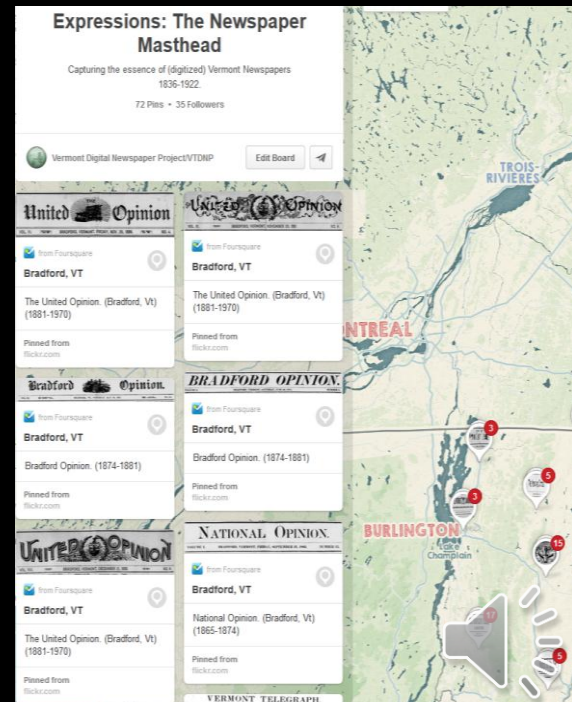
Vermont Digital Newspaper Project (VTDNP) shared a link.
January 6

94 years ago today: Theodore Roosevelt, 26th President of the United States, died unexpectedly in his sleep.



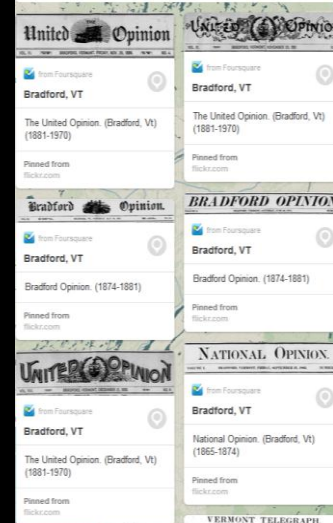
Burlington weekly free press. (Burlington, Vt.)
1866-1928, January 09, 1919, Page 9, Image 9
chroniclingamerica.loc.gov

Burlington weekly free press. (Burlington, Vt.) 1866-1928, January 09, 1919, Page 9, Image 9, brought to you by University of Vermont, and the National Digital



Expressions: The Newspaper Masthead
Capturing the essence of (digitized) Vermont Newspapers
1836-1922
72 Pins • 35 Followers

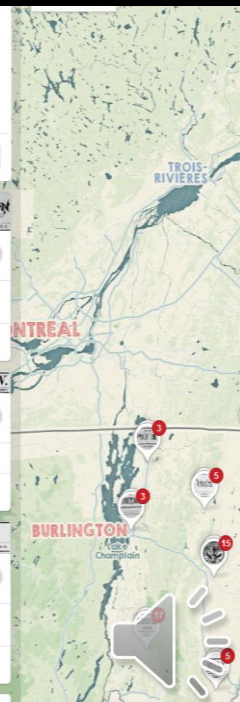
Vermont Digital Newspaper Project/VTDNP



United Opinion
Bradford, VT
The United Opinion. (Bradford, VT) (1881-1970)

Bradford Opinion.
Bradford, VT
Bradford Opinion. (1874-1881)

NATIONAL OPINION
Bradford, VT
National Opinion. (Bradford, VT) (1865-1874)



COORDINATING SOCIAL MEDIA EFFORTS

- No guidelines
- VTDNP-specific guidelines
 - University-level policy
- Library-level guidelines *(in progress)*
 - Social media policy (and action) task force
 - 8 members (7 faculty members)
 - Pilot project completed



OPPORTUNITIES

- Materials for outreach
- Increase
 - visibility
 - discoverability
 - serendipity
- ∞ possibilities



CONCLUSION/OBSERVATION

- To each, its own
- Learn from each other
- Policy = framework = head start
- Social media is fluid & can't wait
- ✓ **Social media is only a part of overall outreach**



QUESTIONS & COMMENTS?

#IFLANewspaper14

Thank you!

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Twitter: @tsnere

