

Vermont Digital
Newspaper Project

[CAN WE] START SPREADING THE NEWS

Challenges and opportunities in using social media for
outreach in a cooperative project

Erenst Anip & Birdie MacLennan

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

IFLA International Newspapers Conference, Salt Lake City, Utah

4-5 February 2014 ~ #IFLANewspaper



LIBRARY OF
CONGRESS



NATIONAL
ENDOWMENT
FOR THE
HUMANITIES



THE UNIVERSITY OF VERMONT

Libraries

Ask. Discover. Create.



VTDNP BACKGROUND

- Part of National Digital Newspaper Program
- A partnership between ...



State Projects

- NEH funds state projects in two year cycles
- States select and digitize ~100,000 pages of historic newspapers (1836-1922) for LC's Chronicling America
<http://chroniclingamerica.loc.gov/>
- VTDNP Phase 1 (2010-2012) → ~100,000 pages added
- VTDNP Phase 2 (2012-2014) → ~100,000 pages in the works
- 36 states funded; 7 million + pages available!
- **Educational, outreach component... Spreading the News!**



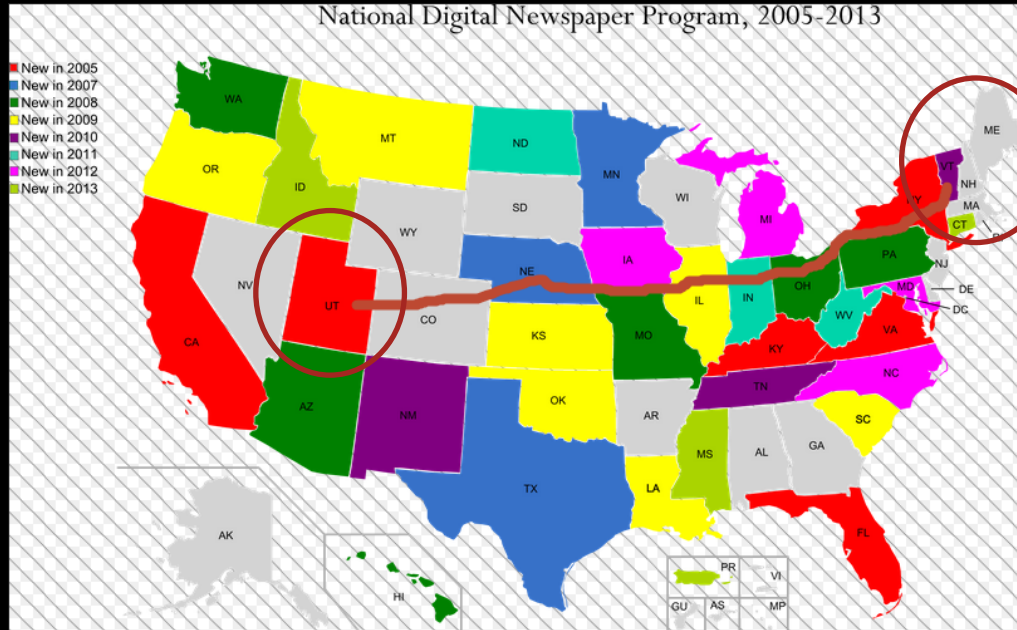
UTAH & VERMONT: SHARED HISTORY

MONUMENT TO JOSEPH SMITH.

It is the Largest Shaft of Polished Granite in the World and Stands on Site of Prophet's Birth.

Tomorrow, Saturday, the largest monolith of polished granite in the world will be dedicated to the memory of Joseph Smith, the Mormon prophet. The monument has been erected on the line between the towns of Sharon and Royalton, close to the birthplace of Joseph Smith, who was born on the old Mack farm Dec. 23, 1805. The farm belonged to his grandfather, Solomon Mack, and was rented by Joseph's father, Junius F. Wells, who first visited South Royalton and Sharon in 1894, has had charge of the plans for the erection of the monument. Mr. Wells finds that the house on the Mack farm stood on the line between the two towns, but that the whole of the foundation was in Royalton. Tradition says, however, that Joseph was born in the east room, which was on the Sharon side of the line. The shaft for the monument, which is set upon a large superstructure and die, is 38½ feet in height, corresponding to the number of years of the prophet's life. The shaft alone, which is of handsome dark-colored Barre granite highly polished, weighs 45 tons, and it was transported with great difficulty from the railroad station to the point where it has been erected. On the face of the inscription die is this legend: "Sacred to the memory of Joseph Smith, the prophet, born here December 23, 1805, martyred Carthage, Illinois, June 27, 1844."

Vermont phoenix. (Brattleboro, Vt.), 22 Dec. 1905. *Chronicling America: Historic American Newspapers*. Lib. of Congress. <http://chroniclingamerica.loc.gov/lccn/sn98060050/1905-12-22/ed-1/seq-5/>



Joseph Smith monument chronicled in newspapers of Vermont and Utah, 1905.

Deseret evening news. (Great Salt Lake City [Utah]), 23 Dec. 1905. *Chronicling America: Historic American Newspapers*. Lib. of Congress. <http://chroniclingamerica.loc.gov/lccn/sn83045555/1905-12-23/ed-1/seq-1/>



President Smith And Party At The Dedication Ceremonies.

President Joseph F. Smith and party consisting of several members of the Council of the Twelve Apostles, and other Utah people, are today attending the dedication ceremonies associated with the unveiling of the memorial erected to the memory of the Prophet Joseph Smith, at Sharon, Windsor county, Vermont, where the prophet was born just 100 years ago. The monument, as described in the *Deseret News* on diverse occasions, is a magnificent polished Barre granite shaft, the finest stone in the United States. Its total height is 50 feet and its weight 100 tons. The foundation is of concrete, 12 feet square and 16 inches thick. The second base is nine feet square and two feet thick. The inscription die is a cube six feet square and the molding seven feet four inches square by two feet six inches. The shaft is four feet at the base by three feet at the top, and 38½ feet high; a foot for each year of the prophet's life, surmounted by a pyramid cap three feet high.

THE TELEGRAPHIC ACCOUNT.
South Royalton, Vt., Dec. 23.—In memory of Joseph Smith, founder of the "Mormon" faith, a monument which had been erected on the site of his birthplace, was dedicated today. The monument is located in the town of Sharon, three miles from this village, where in a little farmhouse, Joseph Smith was born 100 years ago on Dec. 23, 1805. President Joseph F. Smith and a party of about 80 officials of the "Mormon" church and representatives of the Smith family were present from Salt Lake City. The exercises were held in a memorial cottage near the monument. Brief addresses were delivered by several of the "Mormon" officials and President Smith offered a dedicatory prayer. The monument was unveiled by Miss Abbie Wells, daughter of Junius F. Wells, a prominent Utah "Mormon" with whom the project of erecting the memorial originated. Several hymns were sung during the exercises by soloists and a quartet. There will be additional exercises in a hall in South Royalton this evening and Sunday morning. The monument is of dark granite, highly polished. Its total height is 50 feet two inches and it is said to be the largest polished granite monument in the country.

EDUCATIONAL & OUTREACH COMPONENT

NATIONAL DIGITAL
NEWSPAPER PROGRAM

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

Extra! Extra! NDNP Extras!

The following sites showcase content in Chronicling America and provide examples of reusing digitized historic newspapers and associated metadata records in unique ways. Some utilize data mining techniques, harvesting, or individual newspaper pages.

- > [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](#)

Tips for Searching Chronicling America

[Helpful Tips for Searching in Chronicling America](#) ↗
University of South Carolina

[Using Chronicling America Podcast Series](#) ↗
Ohio Historical Society

[Using Chronicling America Webinars](#) ↗
Ohio Historical Society

[Chronicling America Search Strategy Videos](#) ↗
Ohio Historical Society

Teaching Resources

[EDSITEment! Chronicling America Lesson Plans](#) ↗
National Endowment for the Humanities

[Lesson Plans](#) ↗
Ohio Historical Society

[Newspaper Narratives](#) ↗
The Portal to Texas History



EDSITEment!

THE BEST OF THE HUMANITIES ON THE WEB

[NEH Connections](#) » [Calendar](#) » [Reference Shelf](#) » [Websites](#) » [After School](#) » [About EDSITEment](#) »

[FEATURES](#) » [LESSON PLANS](#) » [STUDENT RESOURCES](#) »

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SEARCH Search By State Standards

Features: History & Social Studies



Chronicling America

[New Chronicling America Portal](#) | [Picturing America](#) | [Literature & Language Arts](#) | [History & Social Studies](#) | [Current Events in Perspective](#) | [Featured Lessons](#) | [Featured Websites](#) | [About the Image](#)

Dusty old newspapers are treasure troves of fascinating information, valuable historical context, and rich primary source material. They are also a great way to encourage students to immerse themselves in the past—on their own, in school, or at home. Created through a partnership of

TOOLS

[Email](#) [Like](#) 9 [Tweet](#) 37 [G+](#) 0

RELATED LESSONS

[Investigating Jack London's White Fang: Nature and Culture Detectives](#) »
[Jack London's The Call of the Wild: "Nature Faker"?](#) »
[Martin Puryear's Ladder for Booker T. Washington](#) »

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

Library News

Vermont to Begin Newspaper Digitization

The National Endowment of the Humanities (NEH) this summer set aside \$391,552 for the digitization of Vermont newspapers. Led by the University of Vermont Libraries, a group of partners, including the Vermont Historical Society, the Vermont Department of Libraries, and the Ilsley Public Library of Middlebury, will select, digitize, and make available up to 100,000 pages of Vermont newspapers published between 1836 and 1922, from the collections of the Vermont Department of Libraries and the University of Vermont. The digitized newspapers will be made available to the public via the Library of Congress' *Chronicling America* database (<http://chroniclingamerica.loc.gov/newspapers/>) within two years.

The project builds upon work of the NEH-funded Vermont Newspaper Project which, from 1997 to 2001, identified, cataloged and microfilmed close to 1,000 historical Vermont newspaper titles in over 3,000 libraries, historical societies, and other repositories throughout the state.

The Vermont Digital Newspaper Project will provide a window into Vermont's abolition of slavery, the Civil War,



Paul Carnaban, VHS librarian, works with cameraman Nate Huffman of Vermont Public Television to videotape a news story about the importance of newspapers in Vermont.

"A lot of research boils down to information found in newspa-

UVM Libraries Receive National Endowment for the Humanities Grant to Digitize Vermont's Historic Newspapers

Release Date: 07-15-2010

Author: [Selene Colburn](#)

Email: Selene.Colburn@uvm.edu

[Share this article](#)

The University of Vermont Libraries has been awarded funding from the National Endowment for the Humanities (NEH) in the amount \$391,552 to support the Vermont Digital Newspaper Project.

The UVM Libraries will work collaboratively with partners in the Vermont Department of Libraries, the Ilsley Public Library of Middlebury, and the Vermont Historical Society to select, digitize, and make available up to 100,000 pages of Vermont newspapers, published between 1836 and 1922, from the collections of the Vermont Department of Libraries and the University of Vermont. The digitized newspapers will be made freely available to the public via the [Library of Congress' Chronicling America database](#).

Digitizing Vermont's Historic Newspapers



Chris Kirby, Senator Leahy, Lorraine Lanus, and Birdie MacLennan

Lorraine Lanus, Head of the Technical Services Department at DOL, Birdie MacLennan from UVM's Bailey Howe Library and Chris Kirby from the Ilsley Public Library in Middlebury attended the National Digital Newspaper Program (NDNP) Conference at the Library of Congress in Washington, D.C., during the first week of August. The NDNP is a partnership between the National Endowment for the Humanities (NEH)

and the Library of Congress (LC) with the goal of providing an online searchable database of selected digitized U.S. historic newspapers. Vermont was recently awarded a \$390,000 NEH grant to digitize up to 100,000 pages of historic Vermont newspapers. Once digitized, these newspapers will be searchable at the "Chronicling America: American Historic Newspapers" website: <http://chroniclingamerica.loc.gov/> The digitized Vermont newspapers will be available within the next two years. While in Washington, D.C., the Vermont delegation met with representatives from other state projects and also with Senator Patrick Le

ADDISON COUNTY
INDEPENDENT
Serving Addison County, Vt., since 1946

Ilsley helps preserve Vt. history

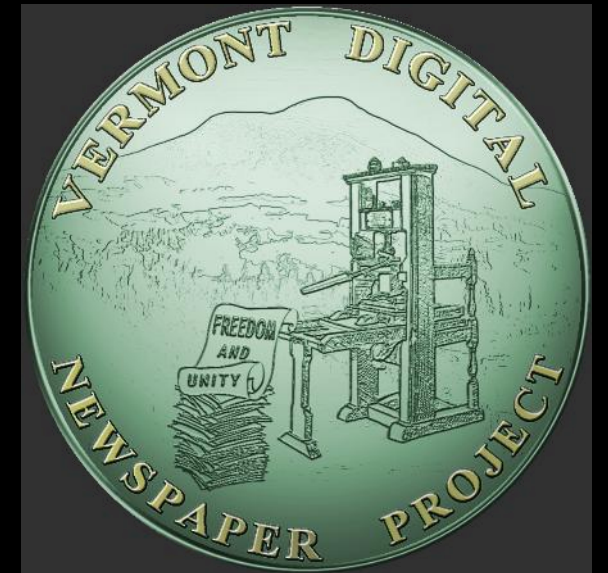
Posted on September 16, 2010 | Middlebury

By John Flowers

Initial Media Releases from Engaged State Partners



BRANDING THE PROJECT



Banner and logo – graphics by
Heather Kennedy

DEVELOPMENT OF WEB, BLOG & FB OUTLETS

Vermont Digital Newspaper Project (VTDNP)

You are posting, commenting, and liking as Vermont Digital Newspaper Project (VTDNP) —

Vermont Digital Newspaper... Timeline Recent

(http://chroniclingamerica.loc.gov) to

Like · Comment · Share

19 people saw this post Boost Post

Vermont Digital Newspaper Project (VTDNP) shared a link. January 24

Did you know? Historic newspapers have helpful tidbits of information for all interests, beyond history! Example: for the baker who happens to not have any eggs and wishes to bake something delicious for a chilly January day: an extensive list of egg-less recipes from 1910. Stay warm everyone this weekend!

Burlington weekly free press. (Burlington, Vt.) 1866-1928, March 10, 1910, Image 15
chroniclingamerica.loc.gov

Burlington weekly free press. (Burlington, Vt.) 1866-1928, March 10, 1910, Image 15, brought to you by University of Vermont, and the National Digital

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4 people like this.

Vermont Newspaper Project Catalog

Search the catalog - Browse by newspaper - Browse by repository

The VTNP database includes nearly 1,000 bibliographic records for Vermont newspaper titles that date from the 18th century to the present. Holdings information for close to 100 newspaper repositories throughout Vermont is also included.

Note: This database is not an index to individual newspaper titles, however an index is available for the [Burlington Free Press and Rutland Herald](#).

[VTNP Home](#) | [University of Vermont Libraries](#) | [Vermont D](#)



Genealogy Search Tips for Chronicling America

Posted on January 13, 2014

The search for ancestors, while generally rewarding, can be difficult and time-consuming; as an amateur genealogist I can attest to this. For genealogy research, certainly, historic newspapers contain a wealth of information about relatives, for newspapers can include local news, marriages and deaths, participant lists (military recruitment lists, organizations, meetings, parties), advertisements, social and political functions, local individual updates (e.g., "Mrs. William Johnson received her parents this past Wednesday"—these may or may not be helpful!), and legal notices (deeds, court happenings, divorces, estates). This is, if you can find it amid hundreds of thousands of pages. Generally, this has often meant hours of scanning newspaper microfilm or going through actual newspapers at a historical



Search posts

Archives

Select Month

LINKS TO CHRONICLING AMERICA

Historic American Newspapers



Vermont Digital Newspaper Project (VTDNP)

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VT Titles Digitized

Chronicling America

Vermont Digital Newspaper Project

CHRONICLING AMERICA

Access our content here: [Historic American Newspapers](#)

About the Project

The Vermont digital Newspaper Project is part of the [National Digital Newspaper Program](#), developed by the [National Endowment for the Humanities \(NEH\)](#) and the [Library of Congress](#). The [University of Vermont Libraries](#) were awarded funding from NEH to work collaboratively with partners in the [Vermont Department of Libraries](#), the [Isley Public Library of Middlebury](#), and the [Vermont Historical Society](#) to select, digitize, and make available up to 100,000 pages of Vermont newspapers, published between 1836 and 1922, from the microfilm collections of the Vermont Department of Libraries and the University of Vermont. Under its first Phase 1 grant (July 1, 2010-Aug. 31, 2012), the VTDNP contributed nearly 130,000 pages of [historical Vermont newspaper content](#) to the [Library of Congress' Chronicling America database](#). The VTDNP received continuation funding (Sept. 1, 2012-Aug. 31, 2014) to digitize an additional 100,000 pages of newspapers.



Looking for the Vermont Newspaper Project?

Visit the Vermont Newspaper Project main page [here](#), or jump directly to the [Vermont Newspaper Project Catalog](#).

All of the resources and links on the Vermont Newspaper Project are still available. The database contains title and holdings information for Vermont newspapers, including both historic and modern titles. Use the database to find out where newspapers are held in the state.

Vermont Digital Newspaper Project

The Vermont Digital Newspaper Project
blog



Home About Vermont newspapers by region: an interactive map

Tag Archives: [VTDNP](#)

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Posted in [Uncategorized](#) | Tagged [ancestor](#), [chronicling america](#), [genealogy](#), [historic newspapers](#), [Vermont](#), [Vermont Digital Newspaper Project](#), [VT](#), [VTDNP](#) | [5 Comments](#)

From WP.com: VTDNP 2013 in review

Posted on [January 8, 2014](#)

The WordPress.com stats helper monkeys prepared a 2013 annual report for this blog. Here's an excerpt: A New York City subway train holds 1,200 people. This blog was viewed about 5,000 times in 2013. If it were a NYC subway ... [Continue reading →](#)

Posted in [Uncategorized](#) | Tagged [Vermont Digital Newspaper Program](#), [VTDNP](#) | [Leave a comment](#)

User Spotlight Series: Vermont Milk Chocolate Company

Posted on [December 2, 2013](#)

Periodically, we'll be interviewing researchers and showcasing projects that are using content from Vermont historical newspapers on Chronicling America. Our first interviewee is Frances Gubler, a graduate historic preservation student at the University of Vermont, who has been conducting research ... [Continue reading →](#)

Posted in [Uncategorized](#) | Tagged [burlington](#), [burlington free press](#), [burlington waterfront](#), [chocolate](#), [chronicling america](#), [historic newspapers](#), [Vermont](#), [Vermont Digital Newspaper Project](#), [VTDNP](#) | [Leave a comment](#)

150 YEARS AGO: "The Dedication of Gettysburg Cemetery," The Caledonian, Nov. 27, 1863

Posted on [November 19, 2013](#)

The Library of Congress picked an article from The Caledonian (St. Johnsbury, VT) to commemorate the event: 150 YEARS AGO: "The Dedication of Gettysburg Cemetery," The Caledonian, Nov. 27, 1863 On Nov. 19, 1863, President Abraham Lincoln presided

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Archives

Select Month

LINKS TO
CHRONICLING AMERICA
[Historic American Newspapers](#)



Flickr Photos



TURKEY TOAST.
Mix one egg to turkey, taking out all bits of skin, bone and fat. To each cupful of minced turkey, add two tablespoonfuls of melted butter, one-half cupful of milk, the skin of an onion and a pinch of ground pepper. Season to taste with salt and pepper. Let it boil five minutes, spread on thin round and buttered bread, and serve decorated with parsley. This is a nice Thanksgiving dish.

[More Photos](#)



VALUE-ADDED CONTENT

Average per Day

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Overall
2011		6	12	11	6	5	9	12	17	10	9	9	10
2012	11	18	15	14	21	12	18	16	21	17	16	15	16
2013	14	10	17	20	12	10	13	13	16	14	14	14	14
2014	24												24

User Spotlight Series: Vermont Milk Chocolate Company

Posted on [December 2, 2013](#)

Periodically, we'll be interviewing researchers and showcasing projects that are using content from Vermont historical newspapers on [Chronicling America](#).

Our first interviewee is Frances Gubler, a graduate historic preservation student at the University of Vermont, who has been conducting research this fall on historic industrial and manufacturing buildings on Flynn Avenue in Burlington, Vermont, as part of a class research project. Fran graciously agreed to meet and share some of her newspaper findings.



To start, I asked Fran what she found valuable about Chronicling America. "Chronicling America is easy to use. Microfilm is interesting, but it is also intimidating. With Chronicling America, you can do a quick keyword search and get results," said Fran.

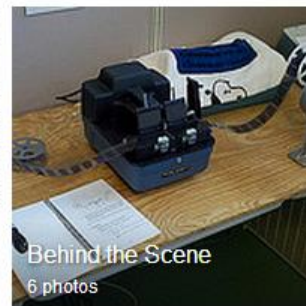
VALUE-ADDED CONTENT

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VERMONT DIGITAL NEWSPAPER PROJECT

10 Sets October 2013 Member Since

Photostream Sets Favorites



SOCIAL MEDIA OUTREACH

Maple Syrup

Historic Vermont newspaper content concerning a Vermont tradition: maple syrup and sugar products.

Vermont Digital Newspaper Project/VTDNP

Edit Board Send Board 16 Pins

MAPLE SUGAR MAKERS

As you entered New Washington, the food administration officers saw that they did not intend to limit the price to the lowest the market might bear.

No sugar ever comes to pay off its taxes. It is willing to come out to great hard work every year to produce a product, and it is a higher price when the market opens, than farmers who have come out with us, will get the benefit of that. This will also apply to any products that have previously been made up as a better price.

If you wish to continue to do this, you may wish to do a lot of work to be done by the industry, or you will take your share of the market price to the limit.

If you wish to continue to do this, you may wish to do a lot of work to be done by the industry, or you will take your share of the market price to the limit.

CENSUS TAKEN OF VERMONT MAPLES

Number of Trees Tapped 5,076,375—Pounds of Sugar Made 6,682,063.

Vermont Maple Census 1913
"Census Taken of Vermont Maples."

by VTDNP

Pinned from flickr.com

MAPLE SIRUP INCOGNITO

Story of a Present that Raised a Question.

WASN'T GOOD VARNISH

Shoes Polished with It Turned White and Made Other People Laugh.

MAPLE CREAM

Beat two cups of cream, add the yolk of one egg and one-half cup of maple syrup which have been beaten together in another bowl; add a little at a time, beating constantly. Pour into the cup of a freezer, pack in well and let stand three hours, when it should be frozen into a moussé.

Maple Cream Recipe 1912
by VTDNP

Pinned from flickr.com

Used Maple Syrup for Auto Oil

Following the federal dissolution of the Standard Oil Co., another blow has been struck at the oil octopus. Maple syrup is found to be a substitute for automobile oil. The machine runs smoothly and sweetly, as it were, on maple syrup.

G. O. Abbott of Brattleboro, grocer, who has an auto, keeps his spare oil in an old maple syrup can. His son put a can of real syrup in the cellar, near the oil can. Mr. Abbott filled his crank case with syrup by mistake and ran his car 20 miles before anything went wrong. Then after coasting down a grade with the clutch thrown out, the motor cooled and the syrup crystallized on the piston. Mr. Abbott says if he had kept the engine running he would have finished the run on syrup without trouble.

Maple Syrup for Auto Oil 1911
"Used Maple Syrup for Auto Oil."

by VTDNP

Pinned from flickr.com

MAPLE SUGAR MAKERS

1903 A sugar party in Newington, Vermont, showing the process of making maple sugar.

SUGAR PARTY.

1903 A sugar party in Newington, Vermont, showing the process of making maple sugar.

SUGAR-MAKING IN VERMONT.

1903 A sugar party in Newington, Vermont, showing the process of making maple sugar.

All this for \$0 spent on marketing budget!

Vermont Digital Newspaper Project (VTDNP)

214 likes · 8 talking about this · 27 were here

Library · College & University
Bailey / Howe Library, University of Vermont, Burlington, Vermont 05405
(802) 656-0819

214 Likes

What have you been up to?

Vermont Digital Newspaper Project (VTDNP) shared a link.
January 19

The Ohio Historical Society's National Digital Newspaper Project in Ohio has created a series of informative podcasts on youtube about how to use ChronIcing America. Check them out below!

INTRODUCTION TO CHRONICLING AMERICA

HNDP Podcast 1 - Introduction

Learn about the background and goals and meet the hosts of the "Using ChronIcing America" Podcast Series, developed by the Ohio Historical Society in colab...

24 people saw this post

Vermont Digital Newspaper Project (VTDNP)
January 17

What are you up to during this long weekend? Any winter sports? Alpine skiing became increasingly popular in the early 20th century. Below, an article on a Vermont ski contest in 1922.

http://chroniclingamerica.loc.gov/lccn/sn98060050/1922-02-10/ed-1/seq-1/

GIRLS AS GARDENERS.

Pupils at Hopkins Hall to wield the Hoe and Rake.

The pupils of Bishop Hopkins Hall have voted unanimously to give up their gymnasium work for the rest of the year and to devote their outdoor recreation time to gardening, with a view to increasing the productivity of the grounds about the hall and so taking their part in the nation-wide fight against the threatened shortage of food. They will help in the care of the grounds and in the planting and care of the vegetables, setting the men free for the heavier work; and they expect to have become quite practical vegetable gardeners by the end of the spring term. On Monday, which is their holiday, they will do volunteer work at the Red Cross rooms.

15 people saw this post

OUTREACH



COMING SOON

- Topic guides
- Lesson plans
- Wikipedia links

Historical South Carolina Newspapers Tags: african_american, african_american_history, american_history, history, south_carolina_history, united_states_history


Delve into the rich content of historical South Carolina newspapers dating from 1836 to 1922 through suggested topics, important dates, interesting articles, and tips for searching.

Last Updated: Jan 10, 2014 | URL: <http://guides.library.sc.edu/digitalnewspapers> | [Print Guide](#) | [RSS Updates](#) | [SHARE](#) [f](#) [t](#) [e](#) ...

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Contact Info



South Carolina Digital Newspaper Program (SCDNP)

[f](#) [t](#)

Contact Info
Hollings Special Collections Library
University of South Carolina
Digital Collections Department
email: digital1@mailbox.sc.edu
phone: (803) 777-0735

Links:
[Profile & Guides](#)

Subjects:
[history](#), [primary sources](#), [historic newspapers](#), [South Carolina history](#), [American history](#)

More about SCDNP

- [SCDNP website](#)
For more information about this program, visit our SCDNP homepage.

Browse selected articles in historical S.C. newspapers from Chronicling America

Use the arrows on either side of the Flipbook to scroll back and forth through articles. Select Details in the upper right of the Article title, to open a window with more details and a link to the article in Chronicling America. Also, you can view articles in Timeline, List, and Map Views.

Timeline Flipbook List Map [View in Dipity](#) [Search](#)

Seige of Fort Wagner
Jul 31, 1863 [Details](#)

LATER FROM CHARLESTON.

THE SIEGE OF FORT WAGNER.

Our Batteries 600 Yards Nearer Sumter.

THE ARMY CONFIDENT OF SUCCESS.

EXCHANGE OF PRISONERS.

SHOCKING BARBARITY OF REBEL SURGEONS.

The Colored Prisoners Enslaved.

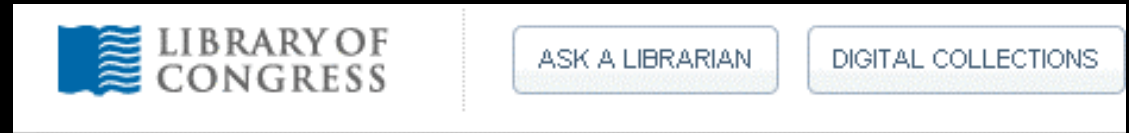
LIST OF KILLED AND WOUNDED.

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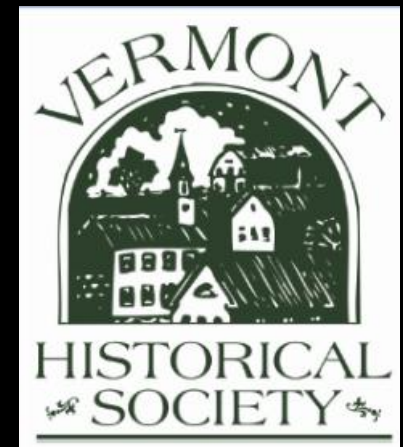
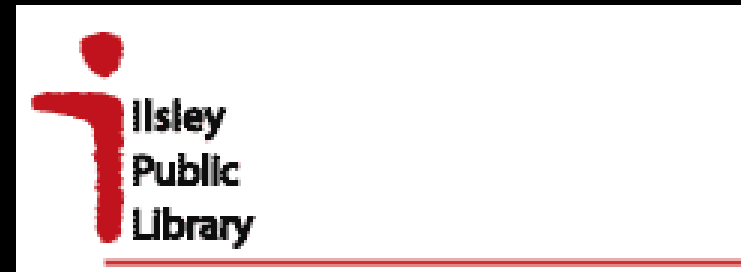
South Carolina Digital Newspaper Program on Dipity.

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

Maple Syrup

Historic Vermont newspaper content concerning a Vermont tradition: maple syrup and sugar products.

Vermont Digital Newspaper Project/VTDNP

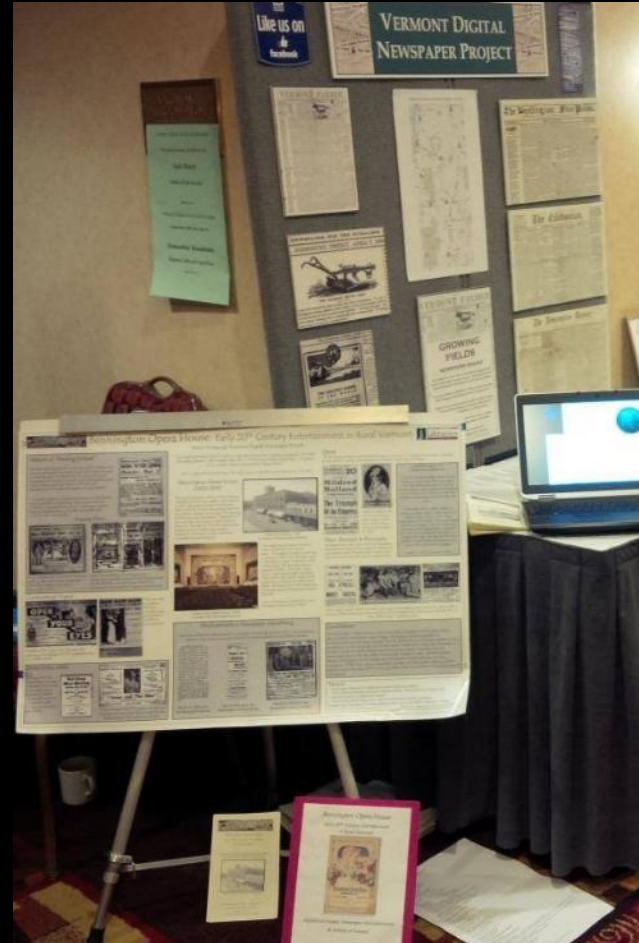
- MAPLE SUGAR MAKERS
- CENSUS TAKEN OF VERMONT MAPLES
- Maple Cream Recipe 1912
- Used Maple Syrup for Auto Oil
- Maple Sugar Camp 1910 From the article "Fruits of the Maple How the Vermont Sugar is Prepared For the Consumer."
- MAPLE SIRUP INCOGNITO
- Story of a Present that Raised a Question.
- WASN'T GOOD VARNISH
- Shoes Polished with it Turned White and Made Other People Laugh.
- SUGAR-MAKING IN VERMONT.
- Maple Syrup Incognito 1904 "Story of a Present that Raised a Question."
- "Roar Vermont Maple Sugar" 1902 "People outside of Vermont."
- AGENTS WANTED TO SELL THE SUGAR MAKER'S FRIEND.
- EUREKA SAP SPOUT.
- The Sugar Maple.
- Maple Sap Evaporator Ad 1911 "The Williams Bellows Falls Evaporators for Maple Sap."

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

OPPORTUNITIES

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



CONCLUSION/OBSERVATION

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

QUESTIONS & COMMENTS?

#IFLANewspaper

Thank you!

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