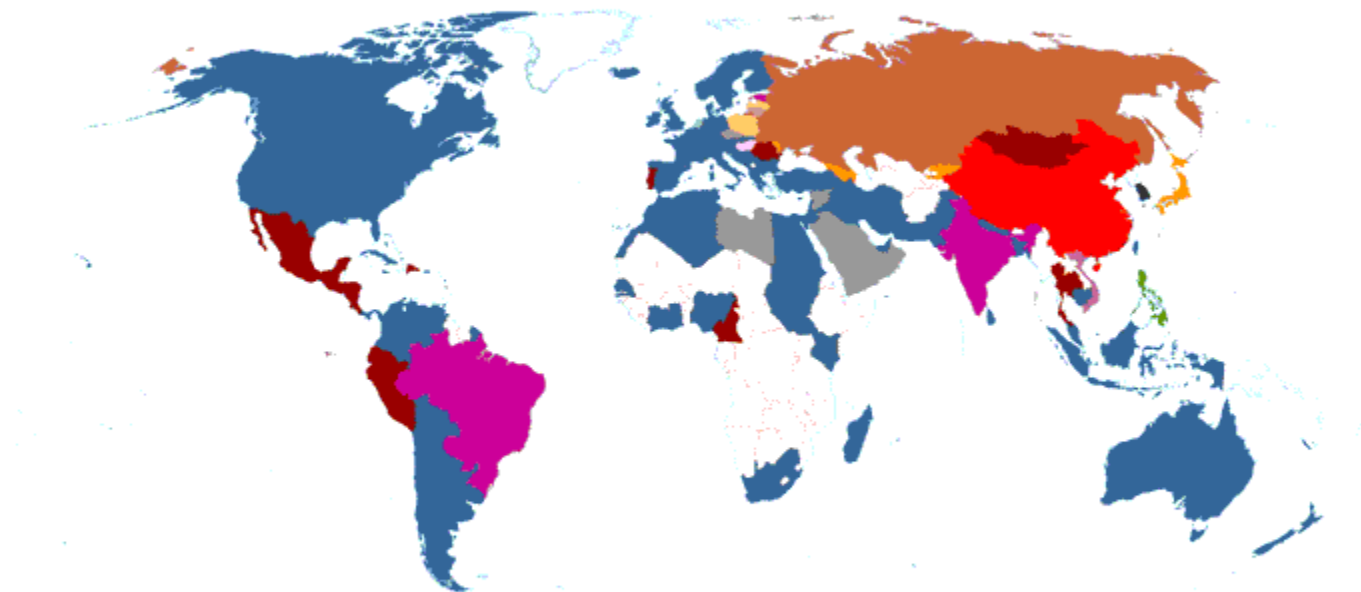


WORLD MAP OF SOCIAL NETWORKS

June 2009



Social Media in Libraries & Archives: It's More Than Marketing

LUTHER COLLEGE

About Us

**What we're not going to
talk about today**

**What we are going to talk
about today**

**What information
professionals do best**



Main Building & Student Body
circa 1880s
Luther College Archives



Rephotography:

the act of repeat photography of the same site, with a time lag between the two images; a "then and now" view of a particular area.

<http://en.wikipedia.org/wiki/Rephotography>



Image: Flickr user swigadelica
<http://www.flickr.com/photos/swig/>



Image: Flickr user rogerhyam
<http://www.flickr.com/photos/rogerhyam>

Yellowstone National Park: Old Faithful
Address is approximate

© 2013 Google

Old Faithful Geysers - 1936

Old Faithful Geyser - 1936
1936

Favourite Report Fade Reset See on Map Exit Fullscreen

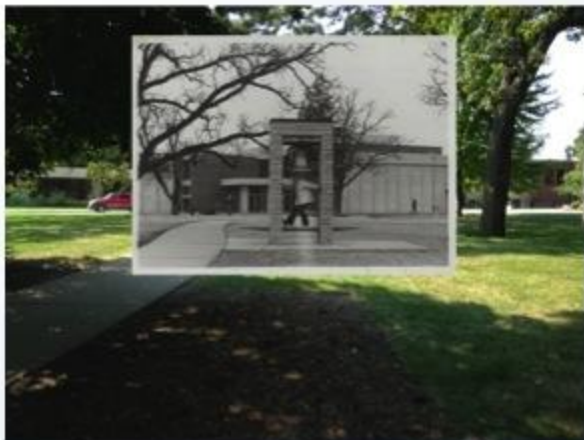
Google Map Data Terms of Use



What did we want?

- Broader audience
- More on-campus “likers”
- Increase the Archives’ awareness
- Be more approachable





relive LUTHER



In honor of American Archives Month, the Luther College Archives is sponsoring a rephotography campaign. Rephotography is when you take an historical photo and you re-create it with a modern spin. See how life at Luther has changed over time by viewing rephotography images created by Archives and the Photo Bureau. Grab your camera and join the fun by re-creating your own interpretations campus life.











1914 1900
17th May
BASE BALL
GRAND CONCERT

GRAND CONCERT

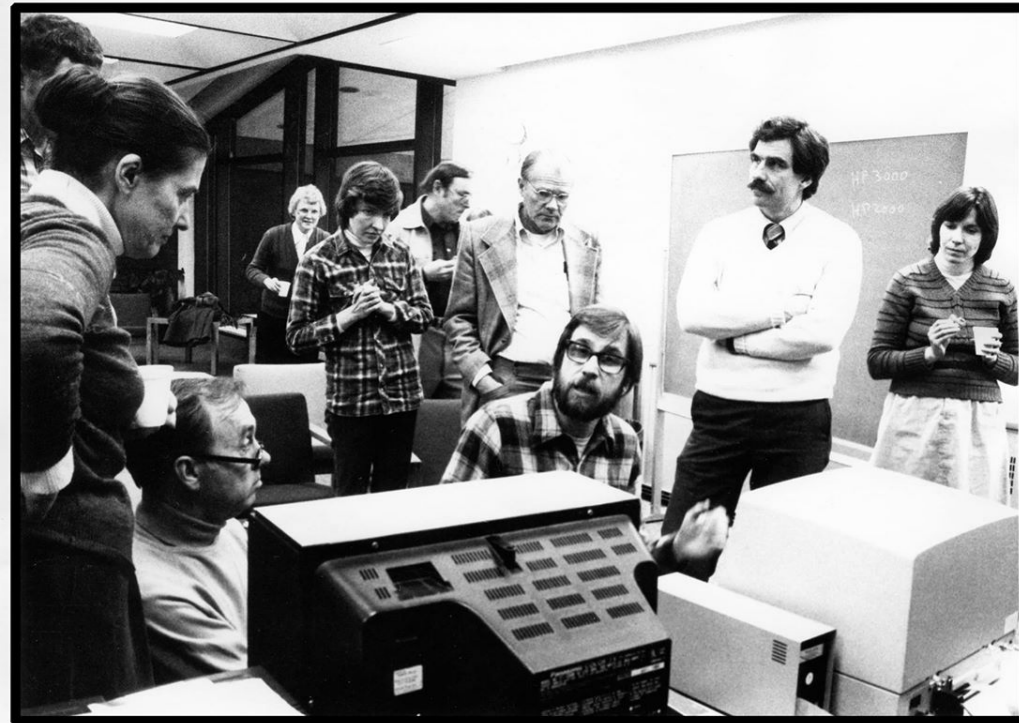
No 77
Washington Coast

BASE BALL

1914 1900
17th May
BASE BALL
GRAND CONCERT

SOLBERG

Decorated, Va.





So, how did it go?

- Quantitatively:
 - More “Likes”
 - 24 Relive Luther images
 - Students, staff, and faculty
 - Over 7,800 photo views

And what does that mean?

- Qualitatively:
 - High engagement
 - Strong collaboration
 - Broader awareness

Luther
ALUMNI MAGAZINE

Luther College, 700 College Drive, Decorah, Iowa 52101-1045



Newsprint Only
U.S. Postage
PAID
La Crosse, WI
Permit No. 15



Images of Luther re-created

In honor of American Archives Month last October, the Luther Archives sponsored a "rephotography" campaign. Students and others re-created historical photos with a modern spin. Look at how life at Luther has changed over time by viewing the Relive Luther Facebook photo album created by Archives and the Luther College Photo Bureau at <http://fb.r/relivephotographyinspiration>.



5 Minute Q&A

My Social Media Story

Experimentation & Enthusiasm



Finding Friends

If a library shares a status update
and nobody "likes" it, did it
really happen?



som^{ee}cards
user card

Finding Success!

 **Carmelus Francis** @carmelusfrancis Dec 5, 2011
living life on the edge. Won't return my book until the
SECOND warning. HOW DO YOU LIKE THAT, PREUS LIBRARY?
Expand

 **Luther College LIS** @lutherlis Dec 7, 2011
Dear missing book, please come home soon.
Hear life on the edge is chilly. xoxo Preus Library
[Hide conversation](#) [Reply](#) [Delete](#) [Favorite](#) [More](#)

1 RETWEET 1 FAVORITE  

 **Carmelus Francis** @carmelusfrancis Dec 7, 2011
[@lutherlis](#) YOU....you win...damn. My library just #owned
me.
Retweeted by Luther College LIS
[Hide conversation](#) [Reply](#) [Retweeted](#) [Favorite](#) [More](#)

1 RETWEET 

9:15 PM - Dec 7, 2011 · Details

Yet, there must be more than this. . .

Meanwhile. . .

- Google+ presentation at LibTech
- Education professor & web reputation
- Co-worker and LinkedIn

Fluff vs. Serious Stuff (perception & prioritization)



- Collection development
- Reference
- Information literacy
- Instruction

Answer: Instruction!

- Google+
- Web reputation
- LinkedIn

Like they say at Library of Congress:

“As society turns to social media as a primary method of communication and creative expression, social media is supplementing, and in some cases supplanting, letters, journals, serial publications and other sources routinely collected by research libraries.”

- Gayle Osterberg,
Communications Director

[Update on the Twitter Archive at the Library of Congress](#)

Presentation for Staff

Are You Linked In?

*Professional Development
and Networking Enabled
by Social Media*

*Presented by
Jennifer Rian*



[Access Prezi here.](#)

LinkedIn Story continues

- Joint presentation with Career Center
- Alumni & Development training
- Research instruction for business students
- Involvement with campus leadership

New Librarianship Opportunity



Any questions?

Flipped Q&A

(open discussion forum)

- Do you manage any social media presences or platforms?
- What social media ideas do you want to implement at your institution?
- What are some of the challenges you face?
- Have you collaborated with other units of your institution?

- What benefits do you think librarians have in leading social media initiatives?
- Is there a need for social media “how-to” or “best practices” instruction at your institution?
- What priority level does social media have at your institution or in your library?