DIGITAL OUTREACH & ARCHIVAL COLLECTIONS

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OUTCOMES AT MARQUETTE LIBRARIES
At Marquette University Libraries, such collaboration has resulted in more use of digital collections and more engagement with the Libraries online.

Top 5 Posts
Facebook 2016 Q1
Archival images featured in 5 top posts for reach

9.6%
Increase in Users
Digital collections web pages 2014/15 to 2015/16

56%
Increase in Social Media
Referrals to digital collections 2014/15 to 2015/16

EXAMPLES FROM MARQUETTE UNIVERSITY LIBRARIES

Digital Posters
Diversity Posters
• Digital posters celebrating national diversity months (e.g., African-American History Month)
• Displayed on library digital signage

AUDIENCE
• Students
• Faculty and staff

ARCHIVAL SOURCE
• University Archives, Native American Catholics collection

BENEFITS
• Fosters inclusion and belonging among diverse campus groups
• Enriches awareness of cultural history
• Demonstrates library commitment to institutional diversity

Giveaways
#ColorOurCollections
• Social media campaign joined by Marquette & dozens of libraries, archives, museums (LAMs)
• Free downloadable, printable coloring books featuring archival images

AUDIENCE
• Students and alumni/ae
• Current and past faculty and staff
• Coloring enthusiasts anywhere
• Fellow LAMs

ARCHIVAL SOURCE
• Rare books collection

BENEFITS
• Expands awareness of collections beyond typical constituents
• Avoids licensing concerns by using out-of-copyright rare-book materials
• Encourages creative reuse of archival materials

Social Media
Throwback Thursday
• Weekly feature on Libraries’ Facebook & Twitter accounts
• Spotlights campus history, culture, athletics

AUDIENCE
• Students and alumni/ae
• Current and past faculty and staff

ARCHIVAL SOURCE
• University Archives

BENEFITS
• Fosters feelings of connectedness with current and past campus community
• Sparks conversations about shared campus experiences
• Identifies the University Archives as a keeper & sharer of the campus experience over time

WEB COMMUNICATOR
Visuals are important to engaging and communicating with students, faculty, and other library patrons online.

ARCHIVIST
Finding good eye-catching images can take time and/or money, both are often in short supply in academic libraries.

Special collections units are digitizing ever more archival materials, and much of it is visually exciting.

ARCHIVIST
Raising awareness of these collections, especially beyond specialized scholars, is a significant challenge.

WEB COMMUNICATOR
Partnerships between web communicators and archivists create new, relatively easy opportunities to expose digital collections and enhance online content.

WEB COMMUNICATOR
Other Ideas
• Graduation: Use archival images of students celebrating in caps and gowns
• Poetry month: Use illustrations from poetry manuscripts
• Social media: Reuse digital posters as social media posts

WEB COMMUNICATOR
Other Ideas
• Stickers: Use unique rare-book graphics for downloadable printable stickers
• Wallpaper: Offer downloadable hand-picked digital images for use as computer/mobile device wallpaper (e.g. antique end-papers)

WEB COMMUNICATOR
Other Ideas
• Important campus dates: Commemorate pivotal moments in campus history with images from the university archives
• Celebrities: Spotlight historical celebrities featured in archival collections

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