Promote Your Digitized Collections

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What is a Digitized Collection?

A portion or entire collection

Access (and the opportunity for interpretation and dissemination)

When beginning the process, explain to your audience what digitization means to your organization

Kristen Gwinn-Becker, Founder, History IT
Collections Management Systems

PastPerfect Online
Collector Systems
Archive.org

Middlebury
Special Collections & Archives
Engage Your Audience

Make sure it is easy to find links to your digitized collection on your website, social media, and blog

Your digitized collection is not static—it lives online for a reason! Use it to engage with your audience and meet your mission

Democratize history through accessibility

Share the VALUE of your collection
Document each stage of the digitization process, especially for **fundraising**

Create engaging posts that ask questions or make people search and use the collections

Highlight the fun stuff while still sharing items of academic value on a regular basis

Remember your mission
Katrin Boniface, a graduate student at University of California at Riverside, spent the past week researching in our collection for her dissertation. We will miss her and are so happy that she found so much to use in our archives!
Twitter

Use hashtags # to reach a wider audience

@ other organizations who will retweet and reply

Play games: trivia and interacives

Instagram

Know your audience

Use plentiful hashtags & emojis

Links only work on profile page
Sarah Werner’s polemic (2015)

“how to destroy special collections with social media”

* The single most important ways to kill our collections with social media?

* Don’t digitize anything. Keep your collections locked up

* Make sharing impossible

* Treat everything from the past as a joke and pretty picture

* Obsess over metrics, e.g. views and “likes”
Vermont Life magazine, Digital Archive

Vermont Life magazine is available online. Visit [http://go.middlebury.edu/vermontlife](http://go.middlebury.edu/vermontlife) to browse and search the digital archive of Vermont's iconic 72-year-old magazine.

Vermont Life was a quarterly magazine, published by the State of Vermont, covering Vermont's "people, places and culture." The state-owned magazine was founded in 1946 and ceased publication in the summer of 2018.
Happy Hallowe’en from Special Collections & Archives: Pumpkins and Postcards and Portents – Oh My!

October 23, 2015  Miakela Taylor  Edit

What better way to wish a friend or loved one a “Happy Halloween” than with a postcard depicting a wacky, spooky, romantic Halloween tradition? Today these postcards, now archived as part of a collection of historical postcards in Special Collections, offer a glimpse of Halloween pastimes with Scottish, English, and Irish influences.

While we recognize bobbing for apples and roasting chestnuts as typical autumnal activities, these postcards illustrate the soothsaying power Halloween inspires in every household item - from magic mirrors to apple augurs. Who knew that uprooting kale blindfolded in the dead of night could reveal specific details about future lovers? Or that an apple peel denotes the initials of your future spouse? Only on Halloween, October’s very own Valentine’s Day.

Nuts, Kale, & Cabbage
Anthropomorphized nuts, paired off with the titles “Uncertainty,” “Hope,” “Despair,” and “Happy Ever After,” comment on the emotional extremes the behavior of adolescents in a film. These caricatures reveal modern two.
Video, Audio, GIFs
Engage. Seek advice.

Flooding in East Middletown, 1938

We were surprised to find this film of the 1927 flood in East Middletown, Vermont in the College Archives. The fact that Colgate film archives retain footage of campus history is an incredible discovery the flood was.

This footage is one of many unlabeled films recently discovered in the Archives. Although it is possible that some of these scenes were shot elsewhere, several of the buildings caught on film are still standing in East Middletown. Based on the vintage of the film, we estimate the flood of the 1927 flood, but when we contacted the film's information, some viewers pointed out that this video is from the 1936 flood. Colgate, a Green Mountain National Forest, the fighting forest that has been a part and a forest reservation until 1936, and the trees are just a few of the elements that are visible in the footage. We are working to identify the date of this footage. If you have any evidence to help us pinpoint the date of this footage, please share it with us by contacting Colgate's Special Collections and Archives.

Chris Casey 4 years ago

The National Forest sign is actually one of the many boxes of the tool that was located in the forest, such as a brook. The Colgate forest, East Middletown, was... (more)
Digital & Analog in Dialogue
Digital & Analog in Dialogue, cont.
Be promiscuous
Questions?

Medieval Ball, 1979

Ferguson Walkout, 12/1/14
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