Creating and Evaluating Web Outreach Opportunities

DEVELOPING BEST PRACTICES FOR MARKETING DIGITAL COLLECTIONS

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BEST PRACTICES EXCHANGE
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Overview of Ball State’s Digital Media Repository (DMR)

- **Collections**
  - 89 digital collections and subcollections

- **Items**
  - 262,176 image, audio, video, film, cartographic, and text assets

- **Metadata**
  - 95,986 descriptive metadata records

- **Use**
  - 105,188 visits by 81,499 visitors from 175 countries and territories from September 1, 2009 to August 31, 2010
Promotion of Digital Media Repository Collections

Announcements
- Traditional
- Listservs
- Flyers
- Websites
- Web 2.0
- Facebook
- Twitter

Articles
- Traditional
- Newsletters
- Journals
- Web 2.0
- Blogs
- Wikis

Research Tools
- Traditional
- Pathfinders
- Web 2.0
- LibGuides
- Wikipedia
- Delicious, Digg, and other social bookmarks

Other
- Traditional
- Face to Face
- Instruction Sessions
- Web 2.0
- Flickr
Referring Sites, Search Engines, Direct Traffic

Popularity of using referring sites, search engines, or directly navigating to the Digital Media Repository from September 2006 to August 2010.
Web 2.0 Website Referrals

Popularity of Web 2.0 sites that referred researchers to the Digital Media Repository from September 2006 to August 2010.
Search Engine and Registry Referrals

Popularity of search engines and digital repository registries that referred researchers to the Digital Media Repository from September 2006 to August 2010.
AddThis Social Bookmarking Tool Service Summary

AddThis promotes website traffic by encouraging site visitors to bookmark and share web pages using social media.

Digital assets have been shared, printed, and emails 158 times from February 2010 to August 2010.
Best Practices

- Follow OAI-PMH guidelines to encourage Dublin Core metadata harvesting.
- Register with OAIster, OpenDOAR, ROAR and other digital resource directories.
- Add to existing articles and pathfinders using wikis and blogs.
- Advertise on Facebook and Twitter.
- Repurpose metadata and images using Flickr and other photo and video sharing websites.