

## Promoting Preservation: Utilizing New Media

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*This Connecting to Collections webinar will focus on how to creatively leverage new media to promote preservation. Case studies from the following social media platforms will be presented:*

### Sharing information: news and facts



Facebook can be an easy way to connect with specific people or audiences, by either tagging friends in a post, or posting directly to a group's wall. As more people sign up for Facebook, it becomes a central hub for sharing information from the other social media sites.

[www.facebook.com](http://www.facebook.com)



While many social media platforms allow you to share information quickly, Twitter provides the means to share up to 140 characters *immediately*. Twitter followers can receive your tweets like text messages on their phones, making it possible to send up-to-date news from a conference or workshop. Twitter was the birthplace of the hashtag (#), a labeling feature to group similar information together into categories.

[www.twitter.com](http://www.twitter.com)



Where Facebook is considered a true “social” network, LinkedIn offers more professional connections that may help in meeting allied professionals. By joining a group, you can hold a conversation with members from around the world about a specific question or topic.

[www.linkedin.com](http://www.linkedin.com)



Myspace was the original social media site—founded in 2003—that allowed friends and colleagues to connect online. Ten years later, Myspace has re-invented itself, but maintained its emphasis on sharing music and other media with trendy and creative audiences.

[www.myspace.com](http://www.myspace.com)

### Sharing information: articles and essays



[www.weebly.com](http://www.weebly.com)



<http://wordpress.com>



[www.blogger.com](http://www.blogger.com)

Blogging software is becoming more advanced, allowing you to create a professional-looking website with no previous web-building skills. Whether posting text, images, audio or video—or a combination—blogs are surprisingly easy to create and go a long way in terms of sharing information.

**WIKIPEDIA** [www.wikipedia.org](http://www.wikipedia.org)  
The Free Encyclopedia A Wikipedia entry is often the first source that appears when we search for a keyword online, so why not take advantage of the site's popularity, and supply the public with accurate preservation facts? Other Wikimedia projects, such as Commons (images) and Wiktionary (terms) give the editor the power to control what viewers will associate with a particular topic.

### Sharing media: images



*Instagram*

<http://instagram.com>  
This social networking service for your mobile phone works through other sites, such as Facebook, Twitter, and Tumblr, to share images and videos. Instagram images have a distinct square format and are often modified with a filter to appear like an aged Polaroid. Unlike Flickr, or other photo repositories, Instagram is used to make more frequent posts of 1-2 images on up-to-date activities.

**historypin** [www.historypin.com](http://www.historypin.com)  
Historypin offers you the means to share photographic history by posting images onto a map in their original geographic location. All images are searchable by place, date, or subject, and organized into worldwide projects or personal collections.

**flickr** [www.flickr.com](http://www.flickr.com)  
Created by Yahoo!, this site allows you to upload all of your project or workshop images to one central location, and then share them through your own personal gallery, or by adding them to a public or private group.

**tumblr** [www.tumblr.com](http://www.tumblr.com)  
Tumblr is a Yahoo!-owned microblogging platform, like Twitter, with a focus is on sharing multimedia and minimal text in a blog format. The website markets its services to “post anything (from anywhere!),” but it is most successfully used to organize text and images around a theme.

### Sharing media: audio and video

**You Tube** [www.youtube.com](http://www.youtube.com)  
With YouTube, you can record a gallery or lab tour and make it available to millions of viewers online. Uploading videos to a channel provides easy access for anyone interested in the topic. Viewer's can also ask questions through the comments feature.



<http://conservationreel.org>

Conservation Reel was established in 2011 by the Balboa Art Conservation Center in San Diego. Use this public-accessible site to share videos about a conservation treatment or research project. All content can be organized by series, contributor, or tags.



[www.apple.com/itunes](http://www.apple.com/itunes)

Traditionally, museum labels were used to make conservation-related information available in a museum. Now, iTunes allows you to present a narrative, facts, interviews, and more as a podcast that is available through the visitor's personal electronic device.



<https://vine.co>

Vine is a mobile app that was created by Twitter to share short video clips that can be added into a tweet or posted on Facebook. Although six seconds seems like a short amount of time, these videos are actually the perfect length to document a work of art or to demonstrate proper preservation techniques.

## Sharing ideas



[www.meetup.com](http://www.meetup.com)

Meetup is a social networking site that works on a local level, organizing groups with common interests in your community. You can search for an existing group or create a new one and meet in-person on a regular basis. The goal of the network is to “make a difference,” providing the perfect platform for sharing about cultural heritage preservation.



<https://plus.google.com/hangouts>

Using the Broadcast feature, you can present a webinar to an unlimited number of viewers. Rather than holding a conservation clinic for a handful of people, this platform makes it possible to answer frequently asked preservation questions online.



[www.anymeeting.com](http://www.anymeeting.com)

Slightly more comprehensive than Google+ Hangouts, this free software allows you to hold a conference call or host a webinar for up to 200 attendees. Features like screen share and file upload make the presentations look professional, and integration with other social media sites lets you advertise the event on Facebook and Twitter and post the recording to YouTube following the meeting.



[www.slideshare.net](http://www.slideshare.net)

When you are unable to give a live presentation, SlideShare lets you distribute your materials electronically. You can add a script or voice recording to a presentation, conduct a live meeting, and adjust settings to private or public.