

# Social in the stacks

## Social media in Archives & Cultural Heritage Libraries

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Twitter: <http://twitter.com/ncpedia>, Facebook: <http://facebook.com/ncghl>

Flickr: <http://flickr.com/statelibrarync>, <http://flickr.com/ncpedia>



# About NCpedia

- One project managed by the State Library of NC's Government & Heritage Library
- Updated, expanded, revised from a previous online project, the **eNCyclopedia**. User survey conducted in June, 2009. NCpedia based on the results of that survey.
- NCpedia.org left Beta on September 1, 2010.



# What types of social media are used?

- Twitter
- Flickr

And, in conjunction with the Government & Heritage Library's other accounts:

- Facebook
- Blog

Other interactions come through comments on the site and chat reference assistance.



# Why do we use social media?

- Promotes usage
- Improves approachability
- Increases user participation
- Facilitates collaboration

Warning: “Social” is an inherent part of social media.



# Promotes usage

- Directs traffic to our resources
- Encourages others to share entries with their followers or friends

**There is a fine line between promotion and spam.**

- We try to ensure our social media posts contain interesting information, and are not just advertisements that we exist.



# Promotes usage

- Social media involved:
  - Twitter
  - Facebook
  - Government & Heritage Library blog
  - Flickr

Our opportunity to candidly discuss or highlight stories, resources, and images from NCpedia, the digital collections, and more!



# Improves approachability

- Meeting users where they already are
- The easier we make it for users to interact with us, the more apt they are to do so

## Easy ways to improve approachability on any website:

- Enable users to post comments on pages / records
- Embed a chat box



# Improves approachability

- We check social media accounts every work day.
- Whenever possible, we respond to inquiries using the same media through which the inquiry was sent.



# Increases user participation

- The easier we make it for users to participate, the more apt they are to do so, and to do so again.



# Increases user participation

- Social media involved:
  - Flickr

## Crowdsourcing:

- Images of all 100 counties in NCpedia (over 3,000 Flickr images tagged “[ncpedia](#)” – under 200 in NCpedia account )
- [Transcriptions](#) of bible records and genealogy vertical files (NC Family Records Online)



# Facilitates collaboration

Prime example =

NC State Archives on Flickr + NCpedia

- Subject specific slideshows from NC State Archives Flickr materials embedded in entries:
  - [NC in the Civil War](#)
  - [Steamboating](#)
  - [Barbecue](#)
  - [Plott hound](#)
  - [O. Henry](#)
  - And many more



# Facilitates collaboration

East Carolina University Digital Collections + NCpedia

- Image slideshow about [Pitt County](#)



# How have we benefited?

- NCpedia has more images
- Feedback on entries we may not have received otherwise
- New partnerships
- More reference inquiries



# Questions?

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