

Leveraging Social Media and the Crowd for Digital Preservation



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Archives Blog

Preservation through communication

- Provides a venue for discussion of everything archives and related
- Encourages direct public feedback and interaction
- Creates a forum for ongoing conversation between staff, colleagues, patrons, and entirely new audiences

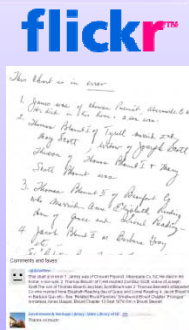


<http://ncarchives.wordpress.com/>

Flickr Transcriptions

Preservation through engagement

- Widely varying genealogy documents added to Flickr
- Request for transcribers publicized through social media
- Transcriptions added in “comments” box
- 170+ documents completed in 1 month



<http://www.flickr.com/photos/statelibrarync/>

Twitter @digpres411

Preservation through education

- “This day in digital preservation history”
- Scheduled tweets highlight events about data loss and advances in digital preservation
- More questions/comments coming in from a broader audience
- Over 150 followers



<http://twitter.com/digpres411>

Flickr Collections

Preservation through discovery

- User tagging enhances searchability
- User comments augment image descriptions, names, and dates
- Online access decreases in-house collection browsing
- Online access introduces new audiences to collections and encourages donations



<http://www.flickr.com/photos/north-carolina-state-archives/>