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