



TEXAS TECH UNIVERSITY™

Social Media, Archives, and Outreach: Lessons Learned in our First Five Years

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Southwest Collection/Special Collections Library

Texas Tech University

May 24th, 2018

#Overview



- Philosophy & Goals
- Decision Making
- Lessons Learned
- The Process
- Results

#Philosophy & #Goals



Images Sell Themselves!

Goals:

1. Feature specific collections to attract researchers
2. Promote the SWC to new audiences

Not the Goal:

3. Provide research materials or use copies

#LessonsLearned



- Goal #1: EPIC FAIL
 - Social media has *almost never* attracted researchers

- Goal #2: EPIC WIN
 - Social media *has* promoted the SWC to new audiences:
 - Unique collections
 - Special events & exhibits
 - Hundreds of thousands of viewers

#ThePitch



- Why are we doing this?
- Who is doing this?
- How will you protect materials?
- Freedom to experiment

#ThePlatforms



Wordpress

- Images + narrative

Facebook

- Images
- Broad reach

Twitter

- Broad reach
- Image poor...initially

#ThePlatforms



Tumblr

- Almost purely image-based
- Tags



Pinterest

- Image-focused
- Tags



Instagram

- Almost purely image-based
- The most amazing tags, the best tags

#Scheduling



- Blog
 - 4 to 6 images; 500 words
 - Monthly-ish
- Gifs
- Wednesday? Map Day! and Western Wednesday, y'all!
- “Artifact Friday” and “SWC A to Z”
- Tractor Friday

#BetterScheduling



Hootsuite

- Free!
- Facebook – Instagram – Twitter
- Schedules up to 30 posts at once

#Disadvantages?

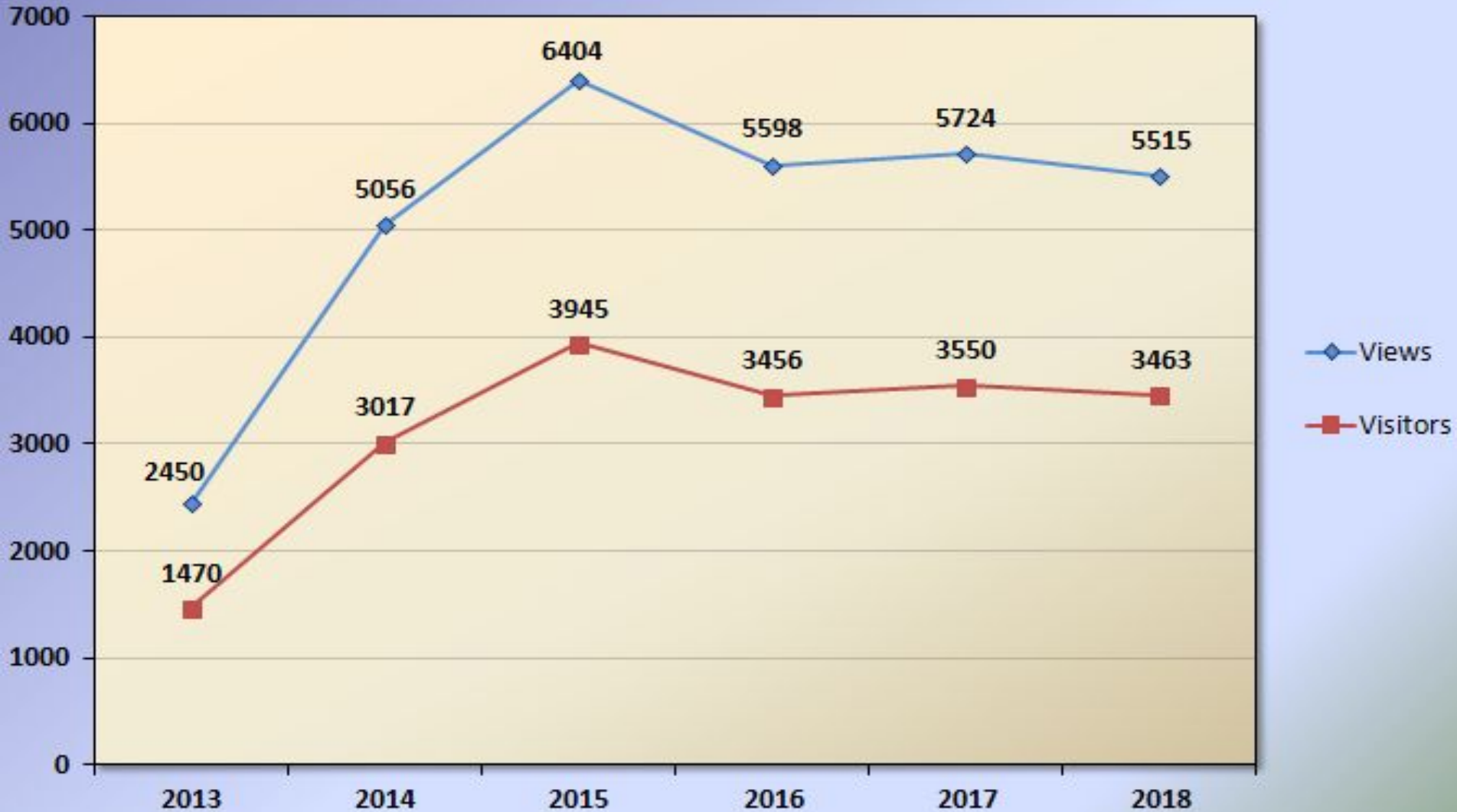


- Instagram = mobile-only
- Tumblr schedules only on Tumblr
- Wordpress cannot automate
- Abandoning Pinterest

#Wordpress



Wordpress - Yearly Views & Visitors





LUBBOCK AVALANCHE-JOURNAL

48th Year, No. 165

8 Pages

Lubbock, Texas, Tuesday Morning, May 12, 1970

Price 10 Cents

* Fall Leased Wires: (AP) (UPI)

Twister Smashes Lubbock, 20 Dead, Hundreds Injured

Water Shortage Reported

By KENNETH MAY
Public Affairs Director
Avalanche-Journal

Disaster officials were reviewing the situation in the emergency operating center at City Hall at 7:15 a.m. today.

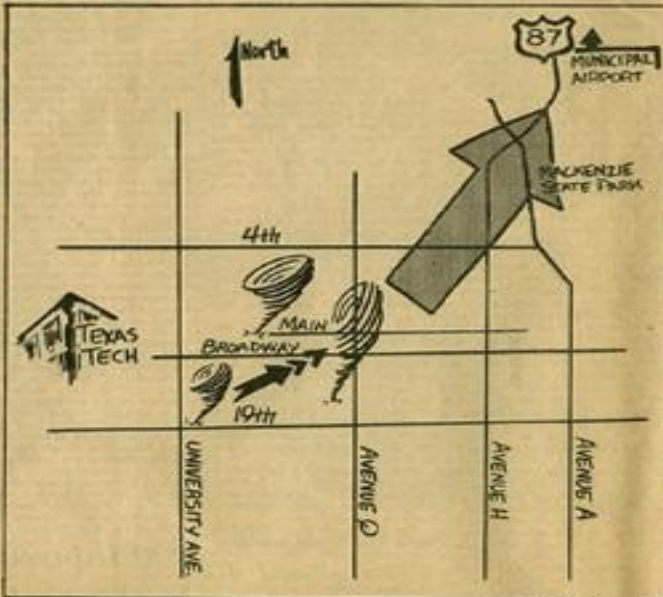
"Water is in critical shortage," City Manager Bob Blackwell told the group. "We have only about five million gallons in storage and we normally use about 25 million gallons per day at this time of year."

Sam Wald, city director of public works, said crews were on their way to the sand hills area near Midkiss to start pumping water toward the city.

"Our pumping station from which we get Canadian River water is without power and the equipment is too large to run off auxiliary power," Wald said. "We should have water on the way here from the sand hills by mid-morning. It takes about eight hours for it to get here. Our main problem now is to get power to the Holly Avenue generating station to keep our emergency T water station working. We also need power at the sewage disposal plant. We have a sewage problem building up."

The city's No. 2 power station near downtown Lubbock was knocked out.

Twenty seven National Guard and police officers and ambulances from throughout the (See WATER on Page 2)



Touchdown of the Lubbock tornado came in the corner of University Avenue and 15th Street (small square). Traveling northeast, the funnel cut a path through nearly 200 blocks of the city, hitting hardest at the corner of Avenue Q and 15th Street, witnesses said. The tornado continued northeast, shaving the east side of Lubbock Municipal Airport.

Damages Run Into Millions; National Guard Is Called

By The Avalanche-Journal Staff

A massive tornado ripped through the heart of downtown Lubbock late Monday night — leaving death, destruction in the millions, and a city badly crippled.

Unofficial estimates placed the dead at 20, with more than 200 hurt, at least 14 of those hospitalized. However other reports indicated the toll might not go above 12.

The twister which also was accompanied on the fringe of its spiraling funnel with winds clocked in excess of 200 m.p.h., left damage in the area generally bordered by 19th Street and University Avenue and in the area north and east of that point.

Damage easily will run into the millions of dollars. At 2 a.m. as an eerie quiet settled over the torn business section, rescue workers continued to dig into shattered homes and crumpled buildings for possible other victims of the savage storm — the first time in the city's 70 year history it has been hit full force by a tornado.

70-Year Record Is Crushed by Tornado

By JAY BARKIN
Avalanche-Journal Staff

It finally happened to Lubbock.

A savage tornado striking out of green smoky skies left death and destruction across a city that for more than 70 years had never been scarred by terrible twisters which often dotted the area landscape. The storm was set during a late muggy afternoon when thunderheads built up south and southwest of the city.

By 7 p.m. reports of hail and scattered rainfall were coming in from rural communities only a few miles from the southern city limits, but no one was seriously alarmed at the time.

By 7:30 p.m. the storm apparently had taken on a complete westward and the Lubbock weather bureau was issuing a severe storm alert for hail across the counties.

Members of the Lubbock Firemen's association were playing pool in a number of the city's news media at an annual dinner. Suddenly the word was that a storm was on top 200 and Parkway. Members of the Lubbock Firemen's association were playing pool in a number of the city's news media at an annual dinner. Suddenly the word was that a storm was on top 200 and Parkway. Members of the Lubbock Firemen's association were playing pool in a number of the city's news media at an annual dinner. Suddenly the word was that a storm was on top 200 and Parkway.

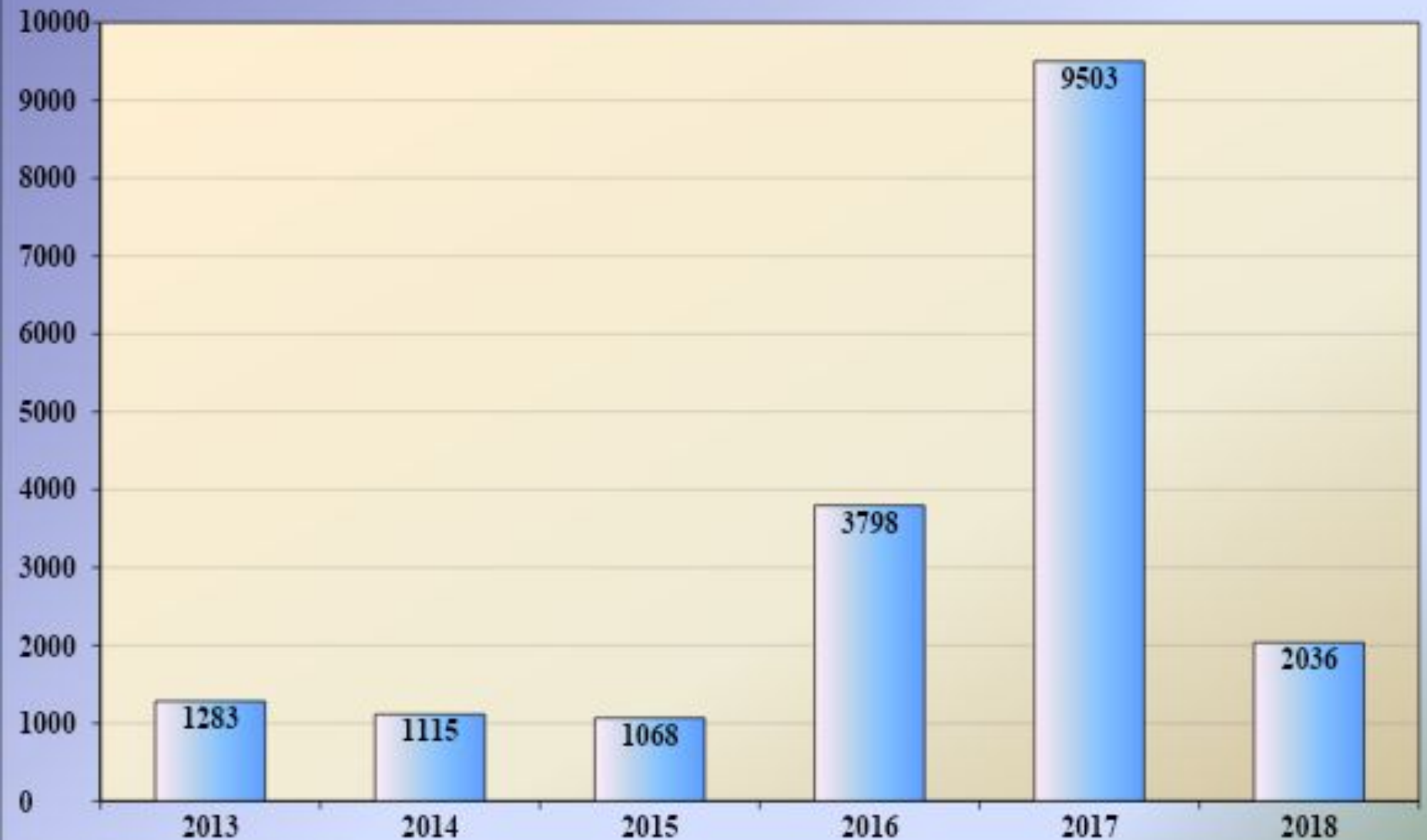
Cambodia, Students Discussed

OU Student

#Facebook



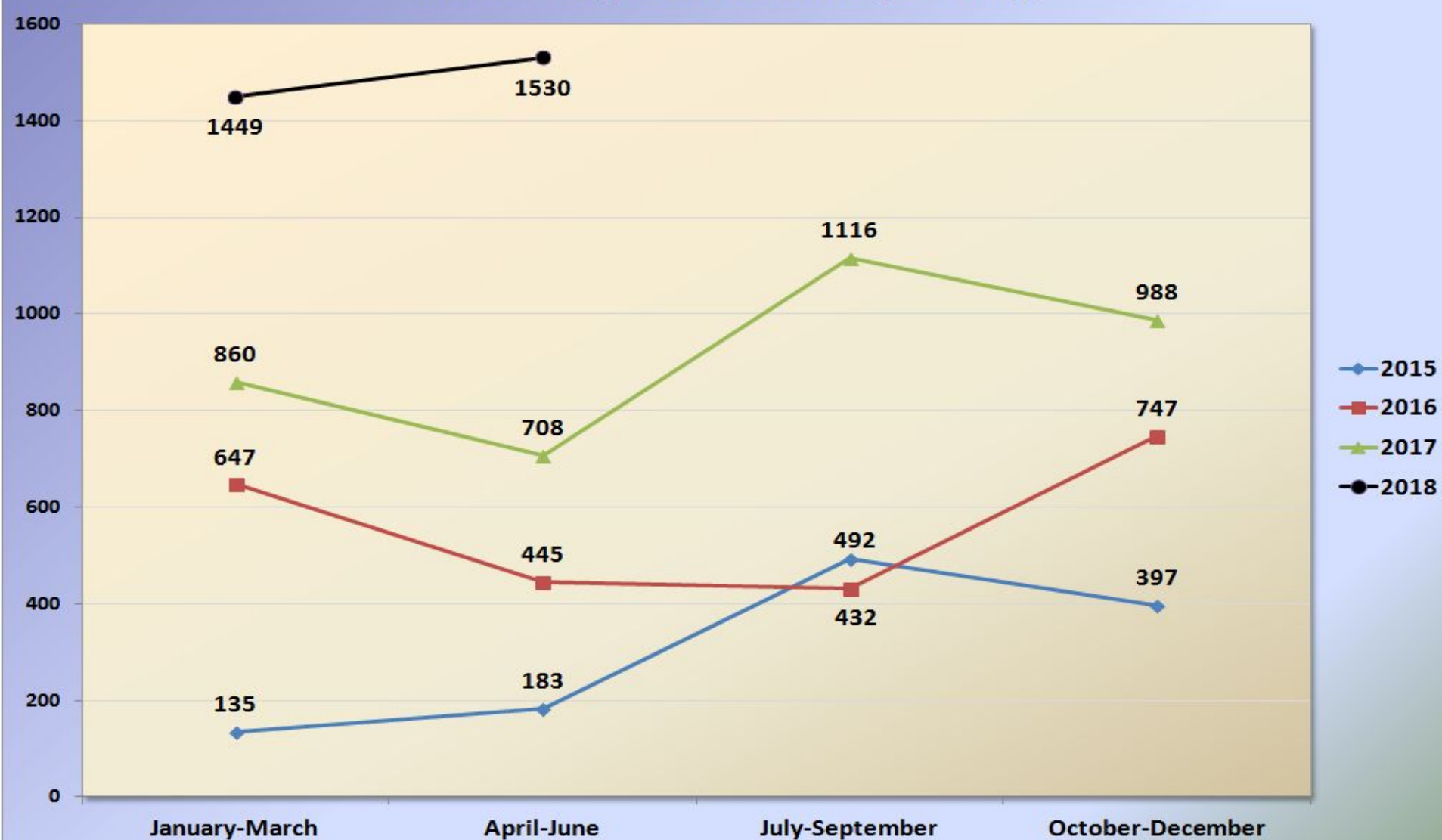
Facebook - Yearly Views /Month



#Twitter



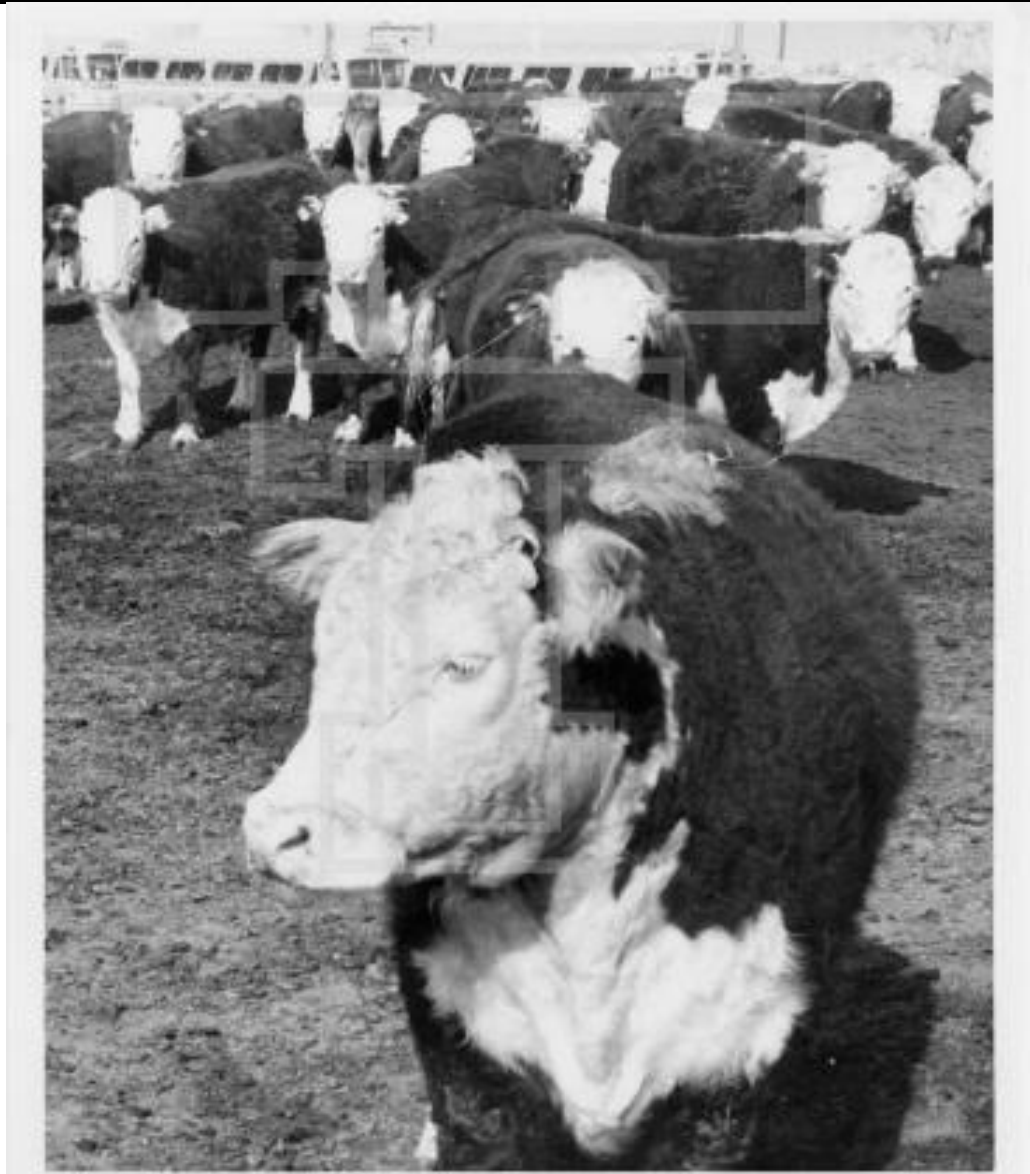
Twitter - Impressions/Tweet (Monthly)



#TopTweets



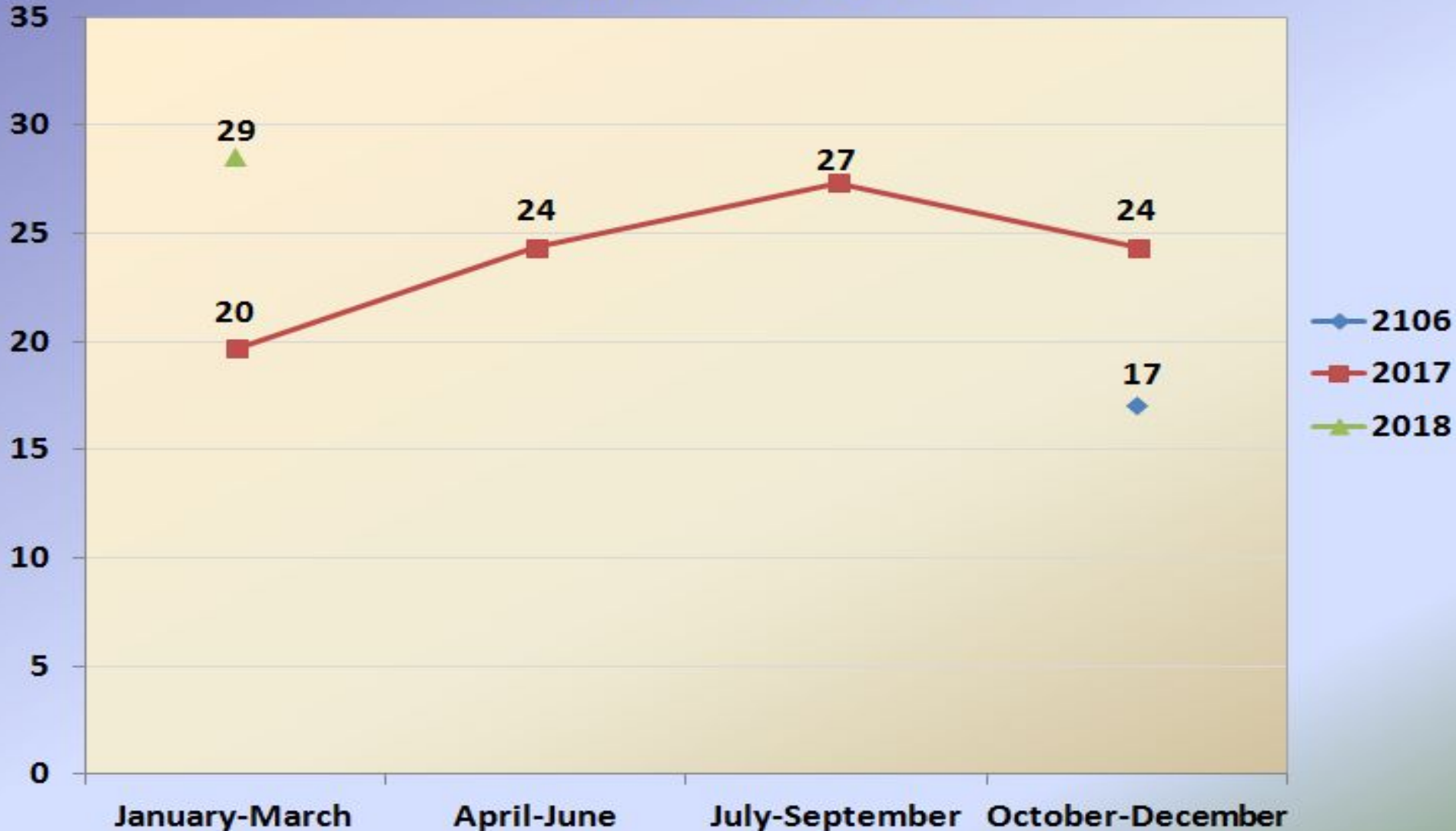
#Instagram



#MoreInstagram



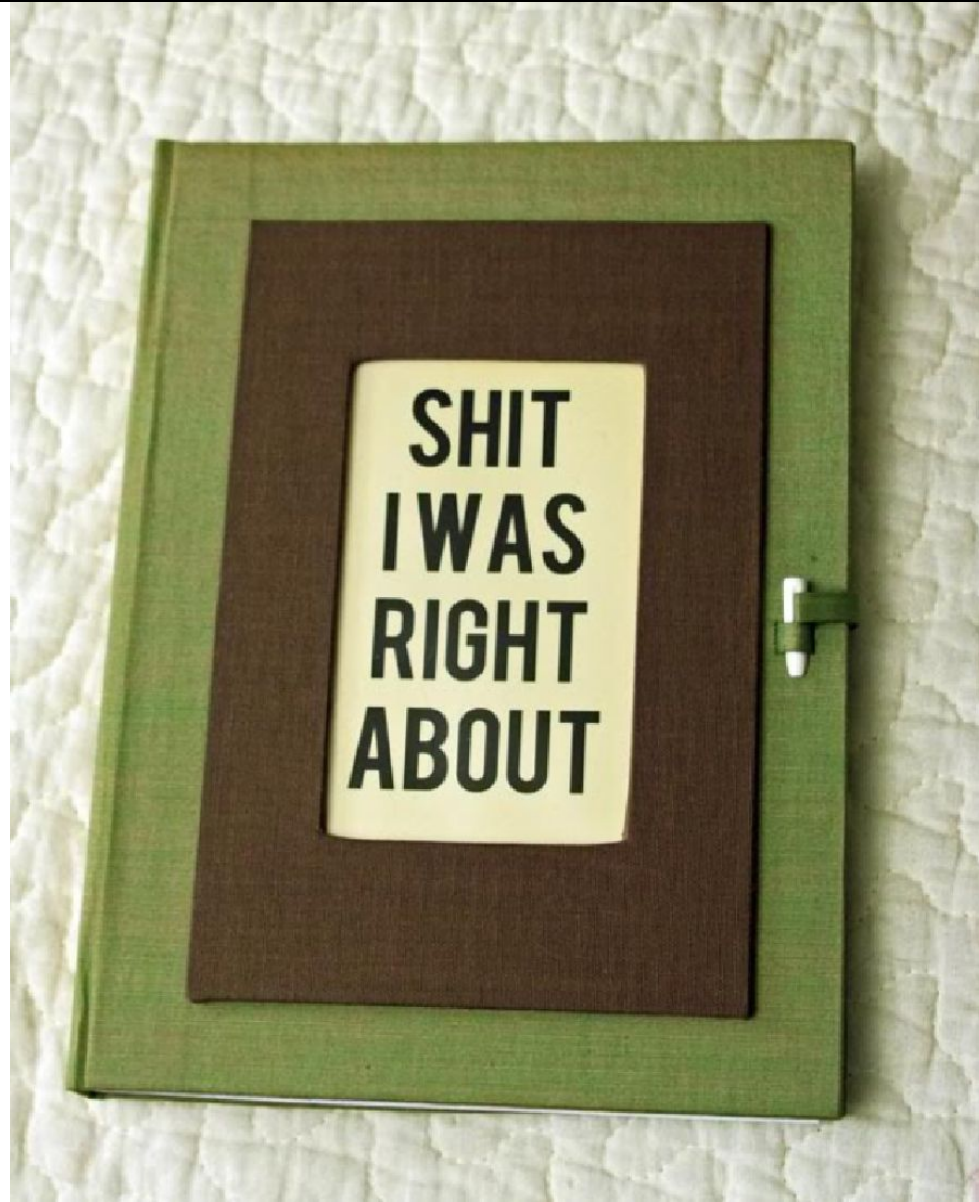
Instagram Notes/Post



#TractorFriday!



#Memes...



#ThingsHeWasRightAbout



#LessonsLearned #Redux



- Goal #1: Feature specific collections to attract researchers
 - Social media has *almost never* attracted researchers

- Goal #2: Promote the SWC to new audiences
 - Social media *has* promoted the SWC to new audiences:
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#OtherUses



- Demonstrating outreach capability
- Networking with other institutions
- It's fun!

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