



CARLI CREATED CONTENT COMMITTEE

TUMBLR BEST PRACTICES

<http://carlidigcoll.tumblr.com/>



Featured items from CARLI
(Consortium of Academic and
Research Libraries in Illinois)
Digital Collections
<http://collections.carli.illinois.edu>

 RSS
 ARCHIVE



1 DAY AGO

#CATS

#TIGERS

Baby tigers, 1966, by Jack L. Bradley | Bradley University | CARLI
Digital Collections

Happy Friday, Tumblr!

CARLI Tumblr pilot project: Objective

This project seeks to use Tumblr on a trial basis for promoting CARLI digital collections, as a more effective alternative to (or addition to) the current biweekly “featured image” email. Libraries and archives are increasingly using Tumblr to meet users where they are, in order to attract new

audiences, increase awareness of collections, and grow existing relationships [see Figure 1 below]. Institutions not participating risk being left behind in promoting their work and engaging users.

Team: CARLI Created Content Committee members Alice Creason (Lewis), Margaret Heller (Loyola), Jen Wolfe (Newberry)

Schedule:

Aug. 31-Sept. 1: Set up test site for posting; create posts for week 1; start best practices document.

Set up test site for following related Special Collections Tumblrs; review posts - Jen

Sept. 14-17: Create posts for week 2; edit best practices document as needed; review related Tumblr posts - Margaret

Sept. 14-18: Create posts for week 3; edit best practices document as needed; review related Tumblr posts - Alice

Sept. 18: Send to group for pre-meeting review - Jen

Sept. 22: Discuss at Created Content meeting

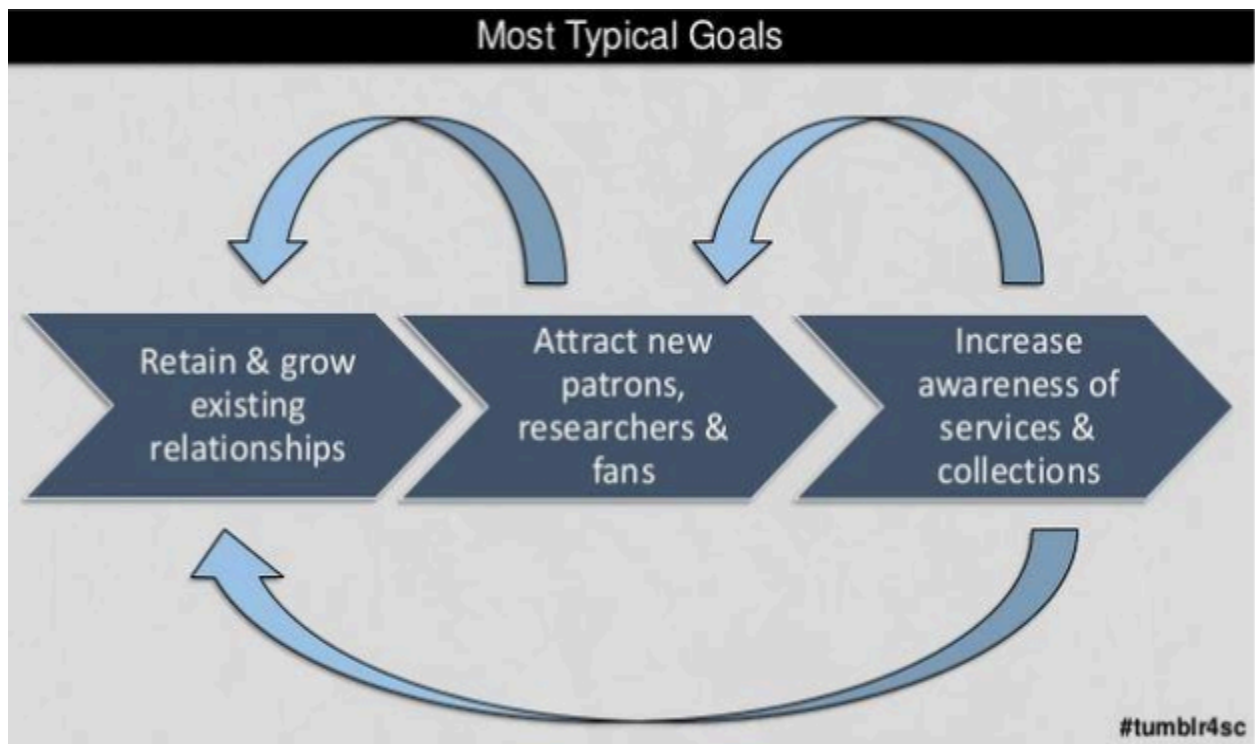


Figure 1: from "Tumblr for Special Collections" by Colleen Theisen and Kate Tkacik; ALATechSource workshop <http://www.slideshare.net/ALATechSource/tumblr-for-special-collections-workshop>

LOGINS & PASSWORDS

- Tumblr site (public view):
<http://carlidigcoll.tumblr.com/>
- Login to post:
<https://www.tumblr.com/settings/blog/carlidigcoll>
ID: carlidigcoll@gmail.com
PWD: c4rliccc
- CARLI Tumblr best practices draft document:
<https://docs.google.com/document/d/1fSPmchobEYeb6hBsXCyMrSQ4Ne4fgnev9U-d1Ka-ppg/edit?usp=sharing>
- Google Analytics for Tumblr site
GA code: UA-78244778-1
<https://www.google.com/analytics>
ID: carlidigcoll@gmail.com
PWD: c4rliccc

GENERAL INSTRUCTIONS

- Each contributor will be responsible for posting at least one image a day, Monday-Friday for their scheduled week.
- Posts may be scheduled ahead of time in Tumblr using scheduled post tools.
- Contributors select images from the CARLI Digital Collections of the participating institutions to post to the Tumblr. Contributors are encouraged to consider trending

topics, upcoming holidays, and other factors when selecting images. See the links & resources section for more.

- Institutions participating in the CARLI Tumblr project (FY17):
 - Eastern Illinois University (for high-res postcard images, contact Ellen Corrigan at ekcorrigan@eiu.edu)
 - Lewis University
 - Newberry Library
 - Southern Illinois University--Carbondale (for high-res images, contact Matt Gorzalski at mgorzalski@lib.siu.edu)
 - University of Illinois at Chicago
 - *Illinois Institute of Technology (note: not in CARLI Digital Collections)*
 - *Loyola University Chicago (note: not in CARLI Digital Collections)*
<http://content.library.luc.edu/>)
 - *North Central College (note: not in CARLI Digital Collections)*
 - *Northern Illinois University (note: not in CARLI Digital Collections)*
<http://digital.lib.niu.edu>)
- At this time do not use images from institutions not on the above list.
- Never use images from the Saskia or Sanborn Maps collections.
- In addition to posting, contributors are expected to like and reblog posts from other Tumblrs throughout their week in order to engage other Tumblr users and participate in the social media aspect of the site.

STYLE GUIDE & INSTRUCTIONS FOR POSTING TO THE CARLI TUMBLR

1. Log into Tumblr at <https://www.tumblr.com/settings/blog/carlidigcoll>
Username: carlidigcoll@gmail.com
Password: c4rlicc

2. Once logged in, click on the photo icon to add a new photo. Current best practice is to download the desired images from the CARLI CONTENTdm collections, and then upload them to Tumblr for the best resolution and image quality.

3. After the image is uploaded, hyperlink the image to the URL for the item record in CONTENTdm by clicking the link icon that appears in the lower left of the uploaded image (looks like a figure eight) and pasting the item record URL into the box that appears.

4. Below the image, enter the following image information:

[identifying metadata, usually title and date, maybe creator] | [contributing institution] | CARLI Digital Collections

Example:

Railroad Bridge (Joliet, Illinois) | Lewis University | CARLI Digital Collections

5. Hyperlink the image metadata to the item record URL (same URL used for image) by highlighting the text, clicking the link icon from the floating menu and pasting the URL into the box that appears.

6. Write a sentence or two to contextualize and provide additional information about the image. This could be additional information from the CONTENTdm record. Then add the following: “ (More about this collection) ” and hyperlink that text to the collection homepage.

Example:

Chicago by aeroplane in 1925. How has it changed in the last 90 years? ([More about this collection](#))

7. Add your signature line as italicized text in the following format:

Posted by Your Name, Title, Institution

8. Finally, add hashtags to the post for discoverability. Hashtags are entered one at a time using the format: #tag [enter]

Always include the following hashtags: #institution name (eg. #lewis university) and #carli

Putting it all together example:



2 MONTHS AGO

#BRIDGES

#CARLI

#EASTERN
ILLINOIS
UNIVERSITY

#HISTORY

Wolfe Bridge over the Spoon River near Knoxville, Illinois | Eastern Illinois University | CARLI Digital Collections

Postcard is dated 1964. ([More about this collection](#))

Posted by Alice Creason, Head of Library Technology and Technical Services, Lewis University

CROSS-POSTING FROM THE CARLI BLOG GUIDELINES

We would like to cross-promote the featured image and digitized book posts written for the CARLI website on the Tumblr.

Who Posts?

- If you are writing the featured image or book post, and you are comfortable with posting it to Tumblr, go ahead and do the cross-post from the CARLI blog using the guidelines below.
- If you are not comfortable with posting to Tumblr, the person responsible for posting to Tumblr during the week after the Friday the featured image is published on the CARLI site will do the cross-post.

- Cross-posting a featured image post from the CARLI website can become your Tumblr post for that day. You do not need to create a second Tumblr post.

For Institutions Not on the Approved Tumblr List:

If the featured image or digitized book came from an institution not on the approved list of institutions in this document, do not upload the image to the Tumblr.

1. Create a Text post, rather than a Photo post in Tumblr.
2. In the Title field of the Text post, copy and paste the same title used for the featured image post on CARLI website. For example:

House Divided 02 – CARLI Digital Collections Featured Image

CARLI Digitized Book of the Month – September 2016

3. Write 2-3 sentences providing a teaser for the CARLI blog post, including a link to the post on the CARLI website. See these posts on the Tumblr for examples:

<http://carlidigcoll.tumblr.com/post/149334818632/house-divided-02-carli-digital-collections>

<http://carlidigcoll.tumblr.com/post/149903255552/digitized-book-of-the-month-september-2016>

<http://carlidigcoll.tumblr.com/post/137994897517/carli-digital-collections-featured-image>

4. Add any relevant hashtags to the post, including the recommended tags #carli and #institution name (eg. #north park university)

For Institutions on the Approved List for Tumblr:

If the featured image/book does come from an approved Tumblr institution, feel free to repost the image on Tumblr.

1. Create a Photo post on Tumblr and upload the featured image.

2. After the image is uploaded, hyperlink the image to the URL for the post on the CARLI website by clicking the link icon that appears in the lower left of the uploaded image (looks like a figure eight) and pasting the URL into the box that appears.
 3. Copy and paste the title from the CARLI website for the featured image post. For example: **Windows (1986) - CARLI Digital Collections Featured Image**
 4. Hyperlink the post title to the post on the CARLI website by highlighting the text, clicking the link icon from the floating menu, and pasting the URL into the box that appears.
 5. Add a couple of sentences as a teaser to encourage visitors to click through to read the full post on the CARLI website.
 6. Add any relevant hashtags to the post, including the recommended tags #carli and #institution name (eg. #north park university)
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LINKS & RESOURCES

- Tumblr:
 - how to post
<https://www.tumblr.com/docs/en/posting>
 - how to schedule posts in advance
https://www.tumblr.com/docs/en/advanced_post_options
 - using hashtags
https://www.tumblr.com/docs/en/using_tags

Posting Ideas

- National Day Calendar: <http://www.nationaldaycalendar.com/>
- Today in History (AP):
<http://hosted.ap.org/dynamic/files/specials/today-in-history/index.html?SITE=AP>

- Today in History (LoC): <https://www.loc.gov/collections/today-in-history/>
- Tumblr Staff Picks: <https://www.tumblr.com/explore/staff-picks>
- Tumblr Trending: <https://www.tumblr.com/explore/trending>

Articles relating to Tumblr, social media, and libraries

- Union Metrics: best times to post on Tumblr
<http://unionmetrics.tumblr.com/image/55614818502>
- The Digital Shift (Library Journal): Tumblrarian 101: Tumblr for Libraries and Librarians
<http://www.thedigitalshift.com/2012/08/social-media/tumblrarian-101-tumblr-for-libraries-and-librarians/>
- ALA Tech Source webinar slides: Tumblr for Special Collections and Archives
<http://www.slideshare.net/ALATechSource/tumblr-for-special-collections-workshop>
- Wynken de Worde: How to Destroy Special Collections with Social Media
<http://sarahwerner.net/blog/2015/07/how-to-destroy-special-collections-with-social-media/>
- Allana Mayer: Failing Miserably at Social Media for Special Collections
<http://allanamayer.tumblr.com/post/128186101701/failing-miserably-at-social-media-for-special>
- Welch, A. (2014). Tumblr: Extending the reach of library websites. *Computers in Libraries*, 34(7), 6-10.
- Anderson, Katie Elson (2015). Libraries and Tumblr: A quantitative analysis. *Reference Services Review*, 43(2), -. Retrieved from <http://dx.doi.org/doi:10.7282/T3M61N00>

- King, D. L. (2015). Landscape of social media for libraries. *Library Technology Reports*, 51(1), 10-15,2.