

## Outreach and Marketing

- Enhancing wedigbio.org's ease of click-through to platforms and events, social media strategy targeted at outreach, FAQs, engagement of dispersed contributors, onsite and dispersed contributor marketing and engagement, crowdfunding
- Paul Kimberly and Paul Flemons (leads)

Group members: PK, PF, Meghan Ferriter, Deb Paul and on Day 2 add Adam Wall

## Resources:

- WeDigBio 2015 Communications/Outreach Doc (for Smithsonian Transcription Center):  
[https://docs.google.com/document/d/1p4JYh2iWehWsngWhl7zJpBjO-s8Kfpo60ScWJ\\_2A1Oo/edit](https://docs.google.com/document/d/1p4JYh2iWehWsngWhl7zJpBjO-s8Kfpo60ScWJ_2A1Oo/edit)  
EXAMPLE FROM ABOVE 2015 DOC

## AMPLIFIERS: People, Organizations, & Listservs to boost WeDigBio

*Please add to this list of potential advocates for a CitizenScience event - recommend communicating to contacts on Monday AND on Thursday once event has begun*

Twitter:

@WhiteHouseOSTP

@CoopSciScoop

@KarenJames

@SciStarter

@SciCheer

@GeoDataPolicy

@JennGustetic

@benwbrum (who reaches the genealogical and humanities community)

@TheBugChicks (who now have an international commercial on TV)

@phil\_torres (reaches the TechKnow community)

@NEONInc

@scifri

@EntCollNtwrk

@taxonbytes

@Ehmee (this is Emily Graslie from The Brain Scoop)

@andreawiggins

@FedCitSci

@natgeo

Amplifier Ideas

[instagram.com/phil\\_torres](https://www.instagram.com/phil_torres)

[@LeoDiCaprio](https://twitter.com/LeoDiCaprio) (his twitter description: Actor and Environmentalist)

[Matt Simon @mrMattSimon](https://twitter.com/mrMattSimon)

I do [@wired](https://twitter.com/wired)'s Absurd Creatures and other stuff. Author of The Wasp That Brainwashed the Caterpillar <http://amzn.to/1SZGQFh>, Oct. 2016....

[Matt Simon @mrMattSimon](https://twitter.com/mrMattSimon)

I do [@wired](https://twitter.com/wired)'s Absurd Creatures and other stuff. Author of The Wasp That Brainwashed the Caterpillar <http://amzn.to/1SZGQFh>, Oct. 2016....

[Science Channel @ScienceChannel](https://www.youtube.com/user/sciencechannel) Thought-provoking updates, [#inSClder](https://twitter.com/inSClder) news, [#SCI2](https://twitter.com/SCI2) videos, and more from Science Channel. Question everything!

[AsapSCIENCE @AsapSCIENCE](https://www.youtube.com/user/asapscience)

Your daily dose of fascinating science. Created by [@mitchellmoffit](https://twitter.com/mitchellmoffit) and [@whalewatchmeplz](https://twitter.com/whalewatchmeplz).

[Kirsty Duncan @KirstyDuncanMP](https://twitter.com/KirstyDuncan) Minister of Science. Liberal MP for Etobicoke North. Professor, scientist, Highland dancer, gymnast. Ministre des Sciences. Députée libérale de...

[Anna Rothschild @Anna\\_Rothschild](https://twitter.com/Anna_Rothschild) Host and creator of [@Gross\\_Science](https://twitter.com/Gross_Science) for [@novapbs](https://twitter.com/novapbs) and [@PBSDS](https://twitter.com/PBSDS). Also, a skeleton, surrounded by fluids, wrapped in a thin layer of skin.

[@inaturalist](https://twitter.com/inaturalist)

<http://www.ispotnature.org/communities/global>

<https://twitter.com/iSpotnature> @iSpotnature

(and many other followers of [@phil\\_torres](https://twitter.com/phil_torres)!) [https://twitter.com/phil\\_torres/following?lang=en](https://twitter.com/phil_torres/following?lang=en)

[Siobhan\\_Leachman@yahoo.co.nz](mailto:Siobhan_Leachman@yahoo.co.nz) [@siobhanleachman](https://twitter.com/siobhanleachman)

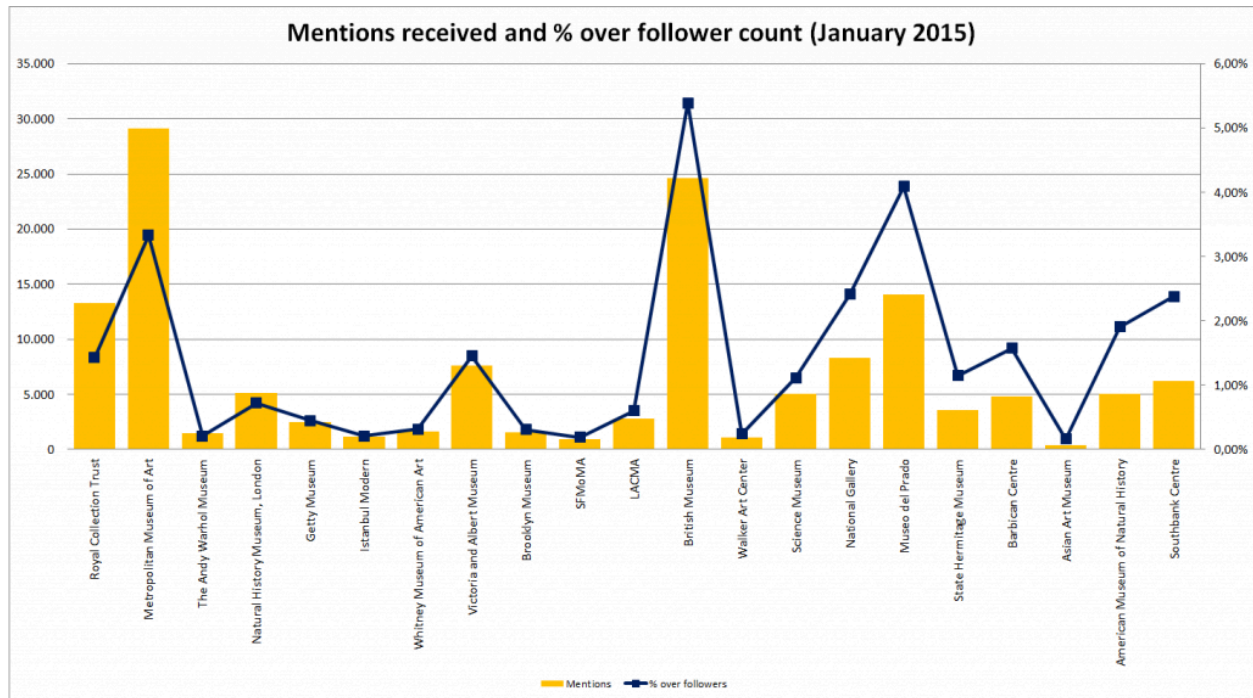
"Motivation for the greater good" now (was competitive at first).

(Can we ask her - would she like to participate at a higher level in the efforts?)

SEE:

<http://mw2015.museumsandtheweb.com/paper/museums-on-twitter-three-case-studies-of-the-relationship-between-a-museum-and-its-environment-museum-professionals-on-twitter/>

See screen shot below. Also for ideas about Metrics we might evaluate / visualize



Maybe we use #storify?

**What about adding the humanities community? Who can help (@benwbrum, ...)**

**What communications and information science groups can help? (ask Marcia Mardis, ...)**

Links to help transcription at Smithsonian Transcription Center

Smithsonian Transcription Center: <https://transcription.si.edu>

Botany: <https://transcription.si.edu/browse?filter=owner:6>

Botany Instructions: <https://transcription.si.edu/instructions-botany>

Entomology: <https://transcription.si.edu/browse?filter=owner:10>

Entomology Instructions: <https://transcription.si.edu/instructions-entomology>

Geonames: <http://www.geonames.org/>

Tools to help with Promotion

- [Tweetdeck](#) - to organize twitter experience - recommend making columns for @WeDigBio & #WeDigBio
- [Hootsuite](#) - to organize and schedule communications
- [GIFmaker.me](#) - combine images or turn video into GIFs
- [Canva.com](#) - desktop web-based tool for graphic design (free)

- [Pixelmator](#) - Mac graphic design tool \$29.99 with free trials available
- [IFTTT](#) - allows you to make “recipes” that help share information more easily (among other tasks, like setting your phone’s wallpaper to the NASA image of the day)

*\*disclaimer: I have not used this yet for SITC but plan to pilot during WeDigBio*

## NOTES:

2:15-3:15 planning

Discussion of how [Action Items](#) determined

Q: How selected?

A: At pre-planning meeting - discussion/review of list from last year

-this is starting point for us to make further decisions and priorities

~~1. People who signed up to host/participate in events - can we capture and contact to share information about this event?~~

Going through list?

No action items...

Find Synergies

Q: Blog - written to WeDigBio - post to anywhere, everywhere

Content Management System that will consume RSS feeds -

If you have blog that

(Meghan shares about campaigns with Biodiversity Heritage Library & Field Book Project)

Cyberinfrastructure - who to send RSS feeds

Google spreadsheets - metadata to each project for WeDigBio - self register

Checking with registrants that they have completed that content

Q: Quotables - delete

Q: Video vignettes - lot of return on investment - curated content on Vimeo - carousel on bottom of WeDigBio - YouTube videos can be shared? iDigBio has pro account

A: Instagram - #WeDigBio

Questions - asked “What’s the first word that comes to mind when we say “pollination”?”

Q: Social media aggregator #WeDigBio

A: Add event contact information - social media accounts/properties to add for amplification

Q: Want e-mail to go to participants (automated)

A: But... what will it be? Wiki? E-mail include things based on what you did enter for the event

Q: Resources added to “Media Releases”

Q: Live Video Streaming -

A: iDigBio uses AdobeConnect - for just video, may move to different provider, iDigBio is investing in technologies to deliver content  
Create calendar of events and who is having events at the same time - connected through AdobeConnect - but hiccups with timing and connections occurred  
Plan local events for people to come in to give talk -  
Reserve 10 min of every hour for programming  
OR Forum - add content - idea... what's the best cyberinfrastructure for that slack ? Reddit ?

Q: Stickers directly from website?

A: yes, and someone mails it... Or should someone else mail it...

Cafepress - BHL is doing it - Deb to ask BHL about it

Q: Homepage that is split to draw attention - contextual clues of what you'll do at WeDigBio.org

A: Drupal - developer gone... doable - Drupal theme - GitHub repo for dashboard

Q: Optimize Google Analytics ... ability to combine marketing efforts - OBJECTIVE: to measure impact/target whether resources invested have had impact

A: Have ability - make it easy -

Marketing - HOW to add parameters - make traversing easier - build specific referral links

"You got to DigiVol by a reddit link on WeDigBio homepage" - "Was it worth boosted post on FB?"

Better handle on targeted outcomes - target xx - with specific Q in mind - impact of boosted post

Q: Language translation - "Worldwide event..." but one language

A: Deb - will ask to translate into French

Getting more events will get more people in the door ← repeat for all.

---- BREAK ----

Amplification

Some amplification "ask" can be done this week. Sending out a ping to last year's participant hosts.

Ask them if they plan to participate again.

Ask if they can help advertise this event (amplify).

Affiliates + Paul Kimberly -

NYBG - may start using DigiVol

Reach out to everyone -

How many participated last year?

U.S. Collections list - and may have collections from around the world

NHM London - plan to focus on mosquitoes - Zika issue  
Notes From Nature - NHM  
Paul K & Holly Little -  
CalBug - mosquito collection

→ reach out to as many collections as we can

Get directors and admins on board - see values of collections and connection to research and education and outreach

Outreach -

Zika + Malaria (and other mosquito vectored animal diseases) and human health issues

Video to demonstrate value or GAPS in knowledge

1. Reaching out to collections

GR Bio - Non-US

Entomological collections - craft email that goes out to collections on list

Contact other collections - non-entomological collections too

Vectors hosts - mosquitoes bite more than us

Post: Key Challenges

Pollinators

Herbaria

Moth research - moths changing color - don't get eaten... change color

Natural History Museum in Cardiff... but not digitized

Invitation - being asked by international effort - interested in our data -

We can do enough to support the infrastructure

Not sure what database used

For Call:

Mosquitoes + Herbaria (host plants??)

Any other collections - small collections

Dear \_\_\_\_\_

Worldwide Digitization for Biocollections ([WeDigBio](#)) is a coalition of museums and institutions with the goal of organizing transcription events to facilitate the mobilization of biodiversity collections data. The first annual four-day global transcription blitz in October 2015, coordinated five transcription platforms (see list below). All around the globe, thousands of participants from more than 50 countries completed more than 50,000 transcription tasks. The

WeDigBio team is currently planning the second transcription blitz event, October 20-23, 2016, and would like to invite your collection to participate.

There is more than one way to get involved. You can:

- [Host an on-site event](#)
- [Transcribe at an on-site event](#)
- [Transcribe on your own during the event](#)
- Share your digital images on one of the transcription platforms to be transcribed. Notes from Nature and [DigiVol](#) can provide infrastructure for the transcription of your labels if you can provide suitable images of your collections prior to September 1, 2016.

We encourage a wide spectrum of biodiversity collections for transcription during the event with this year's themes being mosquitoes, their host plants, and invasive species. A secondary goal is the mobilization of a rich dataset for researchers studying related scientific questions. The [wedigbio.org](http://wedigbio.org) website contains details to help you get started.

Although October seems a long way off, we found that preparing collections for transcription and navigating through the logistics of an on-site event require organization many months in advance. Now is the time ... don't wait!

For further information please contact [wedigbio@gmail.com](mailto:wedigbio@gmail.com).

Sincerely,

WeDigBio Core Team

Libby Ellwood, Paul Kimberly, Rob Guralnick, Paul Flemons, Kevin Love, and Austin Mast.

[Digivol](#)

[Les Herbonautes](#)

[Notes from Nature](#)

[Smithsonian Transcription Center](#)

[Symbiota](#)

(From Deb) **QUESTION:** Do any of the transcription sites lend themselves to being useful via phone / ipad / tablet (capitalizing on touch screen technology)? Plans? Not yet (is the answer). Next question, is anyone working on it or planning to work on it? From PaulK.... No, not yet.

FAQ UPDATE:

WeDigBio

[\*\*What is WeDigBio?\*\*](#)

[\*\*What is a Transcription Platform?\*\*](#)

[\*\*Who is WeDigBio?\*\*](#)

[\*\*Why is the transcription of collections data important?\*\*](#)

[\*\*How can I get involved?\*\*](#)

[\*\*Who can participate?\*\*](#)

[\*\*Do I need to log in?\*\*](#)

[\*\*How can I find an on-site event close to me?\*\*](#)

[\*\*What is "citizen science"?\*\*](#)

[\*\*How can I contact someone at WeDigBio?\*\*](#)

[\*\*When is the next event?\*\*](#)

[\*\*What is WeDigBio?\*\*](#)

Worldwide Engagement for Digitizing Biocollections, or WeDigBio, is a 4-day event that engages participants online and onsite in digitizing natural history collections.

Onsite events are hosted by museums, herbaria, universities, and other institutions and enable face to face meetups where participants engage with local collections.

Online events engage volunteers from around the world, facilitating the transcribing of specimen information from images hosted by transcription platforms, no matter where in the world the volunteers may be.

[\*\*Transcription Platforms\*\*](#)

A transcription platform is an online software interface volunteers use to transcribe data from a physical specimen (i.e. reading directly from a physical specimen or from a digital image of a specimen label) with the end goal of turning that physical information into digitized, online data.



## **Who is WeDigBio?**

WeDigBio was initiated by a group of institutions with an interest in public engagement in digitizing collections at a meeting hosted by iDigBio in 2014 in Gainesville Florida. That group included the Australian Museum, the Smithsonian Institution, Florida State University, University of Florida, iDigBio, and Les Herbonautes.

The transcription platforms involved and their affiliate institutions:

Notes from Nature - University of Florida, Florida State University, Zooniverse

DigiVol - Australian Museum and Atlas of Living Australia

Smithsonian Transcription Center - Smithsonian Institution

Les Herbonautes - Paris Herbarium

Symbiota - South East Regional Network of Expertise in Collections (SERNEC)

## **Why is the transcription of collections data important?**

Transcription involves the conversion of written and typed labels into digital form. It enables the data to be publicly accessed via computers and the internet. Transcription is the key to unlocking the data of historical collections - information critical to research questions today and in the future. Thousands of label transcriptions from this four-day event enhance the span of biodiversity research and knowledge across time, taxa, and geographies.

Numerous organizations and institutions share a mission to liberate museum specimen data. Individually, these organizations are working on various aspects of digitizing museum specimens and are now excited to involve the public, as citizen scientists, in expanding digitization activities on a global scale.

## **How can I get involved?**

We have created and compiled [information](#) for volunteer participants, institutions interested in hosting an event, and others who want to support the event but are unable to attend.

From October 20-23, we will join forces around the world. Sign up for one of our participating institutions or online platforms and you'll see how your work to record each specimen contributes to a map of global biodiversity.

If you are interested in participating as a citizen scientist, you can sign up in person or online and choose where you take part and what you transcribe.

## **Who can participate?**

Anyone of high school age or older who is interested in advancing scientific research by transcribing the labels of museum specimens.

### [Do I need to log in?](#)

Nope! No need to log in to WeDigBio. If you are interested in participating in a project online, find one in the Get Involved menu. The WeDigBio website is simply a directory that lists the activities you can be involved in. You may, however, be required to log in to whichever transcription platform you choose to engage with.

### [How can I find an on-site event close to me?](#)

All on-site events that are associated with WeDigBio are listed on the [Find and Event](#) page.

### [What is "citizen science"?](#)

Citizen science refers to public participation in scientific research, a concept you may have heard of before in different terms - volunteer science, "crowdsourced" science, civic science, community-based research, among other terms. At its core, citizen science encompasses scientific activities conducted by nonprofessional scientists. Anyone can become a citizen scientist and WeDigBio encourages you to discover your inner scientist by participating in a transcription event near you! As a WeDigBio citizen scientist, you will be helping make data from thousands of specimens available to biodiversity researchers around the world. Your involvement is critical to these efforts--sign up for WeDigBio and bring a friend!

### [How can I contact someone at WeDigBio?](#)

For more information about WeDigBio, contact [wedigbio@gmail.com](mailto:wedigbio@gmail.com).

### [When is the next event?](#)

WeDigBio organizes a yearly 4-day event, but note that people and organizations can contribute to this effort all year long. Individuals can participate through local and online transcription sites. Organizations can organize [events](#) multiple times per year.

## **DAY 2 NOTES**

Q: Who to e-mail - good reason to contact

Q: Manage

Gather mailing list - registration - CRM? Google Forms? Eventbrite?

Data participation - collection - unique

Q: Press release - UPDATE -

Q: Augmented reality cards - Austin

Ideas:

NASA SpaceApps Challenge - this weekend! April 22 - 24th

<https://2016.spaceappschallenge.org/>

<https://www.facebook.com/spaceappschallenge>

A few potential ideas to explore or promote others to develop

- Talk to NASA SpaceApps organizers to add a challenge using our data with NASA data
- **Check out their Facebook and Website for ideas for our wedigbio comparable sites and for marketing**
- Look at what kinds of apps we might suggest people might develop (our wish list)
- Someone develop a prize (like Ebbe Nielsen prize from GBIF)
  - Corporate sponsorship?
- Data mining / visualization challenges?

**Use of Meetups to promote onsite events** (from Deb - what is a Meetup? Aha, a website, thanks Paul F.)

[www.meetup.com](http://www.meetup.com)

What about TECHKnow?

Radio Media (NPR local affiliates)

AllTechConsidered

Artists Involvement / Photographers. Cool stylized images drew in artists maybe better than realistic images.

Animated GIF for advertising

Reddit (Instagram, Facebook, Twitter, ...)

**Conferences - Booths?**

(Barcoding meeting in Canada - rapid barcoding experience for some 30 folks - BDJ publishing during event :: try to do analogous) PENSOFT would love that! Data mining / visualization challenges?

Amplifiers

Pay

Twitter handles to add to last years list?

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9 September 2016, Meghan and Deb meeting via phone. Purpose: update marketing strategies.

1. Meghan is reaching out to a relevant meeting at Smithsonian - to invite
2. Contact each event host, ask them to reach out to 5 amplifiers.
  - a. (Provide event host with sample tweets/press release/interesting graphic OR ideas of what would be appropriate to share)
  - b. 2015 WeDigBio in a nutshell
    - i. maybe one image - sample of labels transcribed, basic facts? Cool graphic
    - ii. example: tweet to NSF to see "how many volunteers does it take to reveal 44,000 bumble bees?" [put link to wdb2015nutshell]
    - iii. "How many entomological specimens can be transcribed in 4 days? See results of WeDigBio 2015 and sign up for 2016 events here"
3. Deb is taking flyers to Tallahassee Science Festival participants.
  - a. Florida Native Plant Society
  - b. Magnet Lab
  - c. ...
4. Deb will reach out to the FSU College of Communication and Information
5. See <https://www.wedigbio.org/>
  - a. Giving the event hosts a heads-up to tweet, amplifiers
6. This actual google doc needs to be divided up, removing notes to a separate doc, outcomes like sample twitter amplifiers to a different doc
7. Ask Libby about a 2016 folder or some plan to capture all these documents?
  - a. we need to separate internal conversations from outcomes for hosts (free form notes vs content for use)
  - b. we need a separate clean document that can be shared
    - i. content for use
8. This document is  
[https://drive.google.com/drive/u/0/folders/0B\\_u1Q3x4n6ekQmhlUngwcDRlcE0](https://drive.google.com/drive/u/0/folders/0B_u1Q3x4n6ekQmhlUngwcDRlcE0)

**Version for Museums (Meghan) / Universities (Deb)**

Sample message components:

In 2015, transcription platforms around the globe joined together for four days to transcribe as many

- For your social media staff

- For email outreach campaign

- For internal message

- For existing volunteer or education programs

Ongoing - storify - we need to plan to storify the 2016 event tweets. Someone could go back and create a storify for 2015 (which would showcase great tweets).