

# Blogging for fun and profit

- *or at least access and potential profit*

# Where are you at?



or


<http://goo.gl/w9yt6>

# Hope attendees didn't take profit too seriously...more about:

- Profit of promotion (importance, loyalty)
- Use of resources generates income
- SROI (social return on investment - business lingo!)

# Collections Up Close - the blog

## COLLECTIONS



collections  
**UP CLOSE**  
podcast and blog

Search for:

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Recent Entries

- Marcia on What a Picture is Worth: The Sadie and Emma Ray Photography Collection
- Minnesota Architect on: Frank Lloyd Wright Arrested in Minnesota!
- Eric M on What a Picture is Worth: The Sadie and Emma Ray Photography Collection
- Vicki on Tim Telet, The Executive Executive!
- Sequined black satin and lace evening gown in on Sequined black satin and lace evening gown


Recent Books

- Longfellow birthday book
- "Desperate Rebels," and "Our War Correspondence," Taylor Falls Reporter - March 13, 1862
- Garrison Keller's autograph
- "Evacuation of Columbus!" Rochester Republican - March 12, 1862


**What's New** - [view all](#)

 **New Library Home Page!** - March 5th, 2012  
We have a new Library homepage! [www.mnhs.org/library](http://www.mnhs.org/library) We got rid of some out-of-date things, added some new how-tos to empower users, and cleaned up the layout. Access to our tools and ...


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 **Introducing Collections Online** - March 9th, 2012  
Have you been wondering how to use our fabulous new search tool, Collections Online? Take a look at this video for helpful hints to get started finding photographs, objects, artwork, oral histories, m...


**Our Favorite Things** - [view all](#)

 **Purple Rain Document** - November 28th, 2011 - [1 Comment](#)  
Anyone that knows anything about Prince's Purple Rain (1984 film) or the First Avenue & 7th Street Entry music club knows that the latter features prominently in the former. Here we find an it...


**Item of the Day** - [view all](#)

 **Longfellow birthday book** - March 13th, 2012  
Longfellow Birthday Book printed in 1881 and used by the family of James J. Hill. The book is bound in leather and its pages are edged in gold leaf. Each page matches a set of verses by the p...

**Civil War Daybook** - [view all](#)

 **"Desperate Rebels," and "Our War Correspondence," Taylor Falls Reporter** - March 13, 1862 - March 13th, 2012

**150 Best Minnesota Books** - [view all](#)

 **The Planet's Gone to the Dogs** - February 16th, 2012 - [2 Comments](#)  
Our list of the best 150 Minnesota books dipped into genre fiction a while back with the anointing of a couple of mystery novels. It is now time to take another courageous step and delve into the ...

# Blogging old news?

Maybe...but this presentation is meant to:

- Codify why an organization should want to do it
- Consider it an anchor for other new technologies
  - QR codes
  - Video podcasts
  - Screen casts
  - Digitization projects
- Remind people that it is direct access to the public



# NEED TO KNOW - THE BIG THREE

## 1. Have a goal

- What do you want?
- Who is the audience?

## 2. Plan for execution

- How will you accomplish?
- What tools?

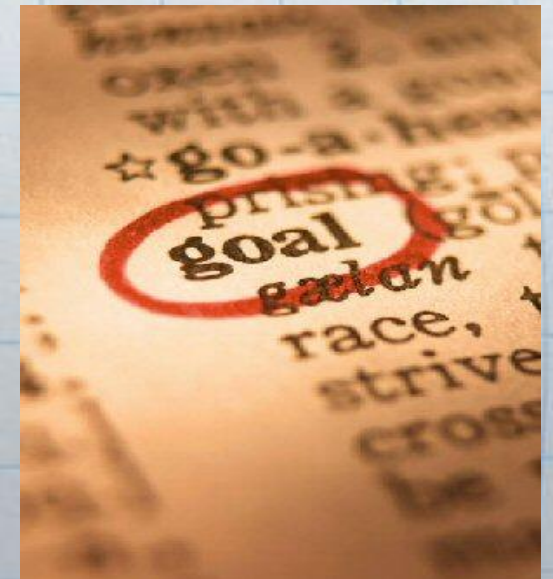
## 3. Plan for evaluation

- How will you know if you succeeded?
- How will you communicate to others?



# Why did we start a blog? - GOALS

- Bring attention to our work
  - promote what we do
- Let people know about resources
  - access
- How to use them
  - education

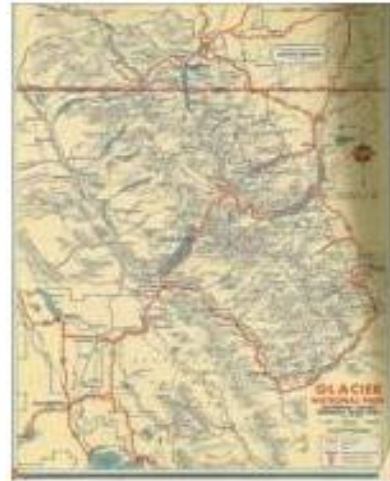
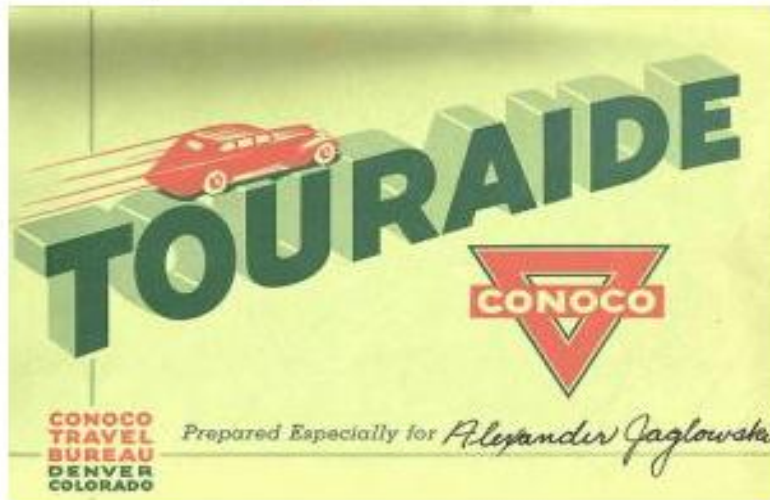


# Promotion of our work

November 2, 2011

## WHEN THE WELFARE OF THE TRAVELER CAME FIRST

Filed under: [What's New](#) — Pat Coleman @ 3:14 pm



Remember when auto travel was romantic? Neither do we; so it was nice last month when a donor walked into the library with a reminder. Glenn Jaglowski brought us a pamphlet prepared by the Conoco Company in 1936 especially for his father, Alexander. The Jaglowski family lived in Hibbing, Minnesota and wanted to take a car camping trip to Glacier and Yellowstone Parks. Having a membership in the Conoco Travel Club allowed the Jaglowskis to request Conoco's Travel Bureau to create a "Touraide," an itinerary that included every piece of information they would need along the way. This included maps with highlighted routes, mileage charts, accommodations, narrative and photographic descriptions of the states the Jaglowskis would be traveling through, and perhaps most importantly, the locations of the Conoco gas stations along the way. Rubber stamped updates were added to the maps to warn the family that, for example, certain mountain passes are usually open by May 15th but it would be wise to call ahead and check. Fabulously, the donated Touraide included the triangular car window sticker identifying the Jaglowskis as Conoco Travel Club members. I have no doubt that they received an extra big smile from the gas station attendant while their gas was being pumped for them.

*Patrick Coleman, Acquisitions Librarian*



# Advertise resources - access

## CONTACT AT A DISTANCE: 3D MODELS OF COLLECTIONS

Filed under: [What's New](#) — Lizzie Ehrenhalt @ 12:10 pm

There's nothing quite like handling a historic artifact. Turning over an object in your hands, tracing its shape and testing its weight, you're free to focus on any detail that grabs your interest, from the lace on a debutante's glove to the rust on a blacksmith's tongs. You can hold it out at arm's length to see how it reflects light at different angles, then pull it in close to examine surface details. Handling an object offers an immediate sense of how it was used by its owners, and of its function (or lack of function) in everyday life. Above all, it creates intimacy—a kind of communion between person and thing that can inspire curiosity, empathy, and awe.

Connecting people and things in an intimate way is one of the core duties of history museums. But for most institutions, letting visitors handle more than a carefully-chosen sliver of their artifact collections isn't practical. Frequent handling can damage an object in a matter of days. And even the sturdiest relics are out of reach for would-be handlers who live too far away to visit them.

What, then, can museums do to recreate the miracle of contact at a distance? To encourage handling without the wear-and-tear? Digital photographs in online catalogs do a great deal, but they have limits. Take this picture of a Dakota tobacco pouch, for example.



3D models of each of these objects are now available via [Collections Online](#), a searchable database of MHS artifacts. Opening a model on your computer is easy and requires no special software—just a standard PDF viewer like Adobe Reader. Here's what to do.

# How to use - education

Minnesota Historical Society

Home / Collections / Podcast & Blog / Introducing Collections Online

## COLLECTIONS

### collections UP CLOSE

podcast and blog

March 9, 2012

#### INTRODUCING COLLECTIONS ONLINE

Filed under: [Podcasts and Slideshows](#) — [Lori Williamson](#) @ 4:33 pm [Edit This](#)

Have you been wondering how to use our fabulous new search tool, [Collections Online](#)? Take a look at this video for helpful hints to get started finding photographs, objects, artwork, oral histories, moving images, maps, and more! You control the search; you have the power to make it as wide or narrow as need be, so have fun searching!



Music credit: [Sometimes \(Michael Chapman\) / CC BY 3.0](#)

[Podcast Video \(6:31m\)](#) | [Play Now](#) | [Play in Pocus](#) | [Download](#)  
[Ebook](#) | [Download](#)

Learn More:

- [Collections Online](#)

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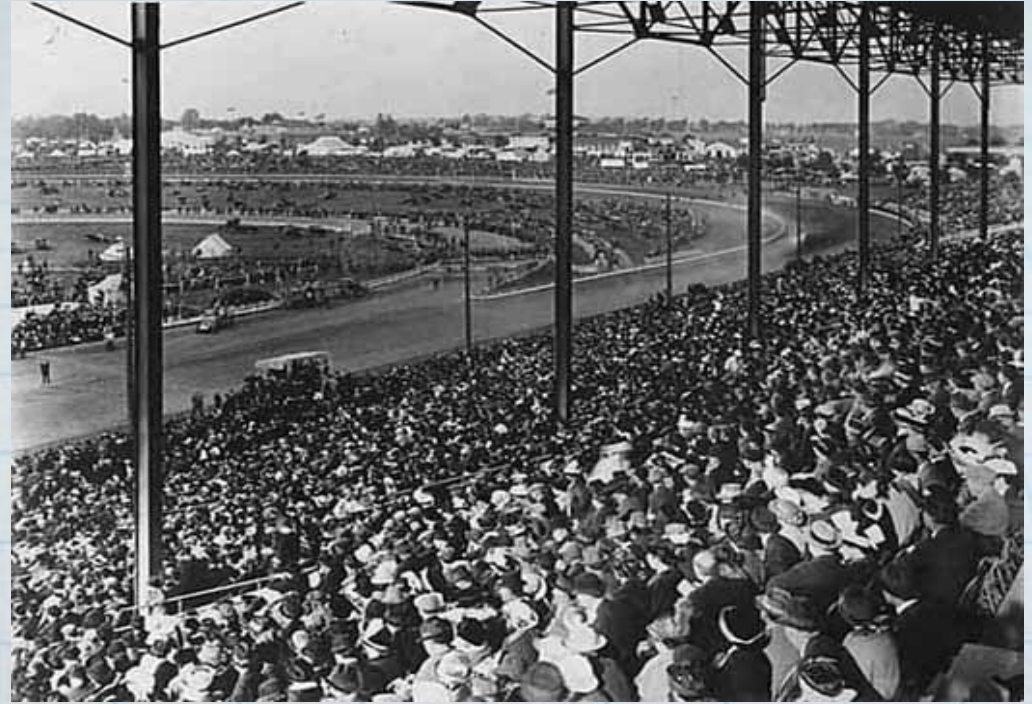
Recent Posts

- [Langfellow birthday book](#)
- ["Minnesota Sells" and "Dodge"](#)

# AUDIENCE!

Think of your audience as you develop:

- Site
  - Layout
  - Tools - WordPress
- Topics and individual posts
  - What do they want to know? What is of interest?
- Voice
  - Style - authoritative, chatty, serious, fun?





# Create Logic Model

- Inputs
  - Collections – books, papers, objects, art, photographs
  - Curators - knowledge, writing, research abilities
  - Photos or scans of item
  - Posting – place, know-how, regularity
- Activities
  - Come up with idea to share on web site
  - Write
  - Photograph or scan
  - Edit
  - Post
  - Promote – social media, regular media, Wikipedia, to interested groups

# Create - Logic Model - continued

- Output
  - How many get posted per month
  - How many views in a given time/over time
  - How shared
- Outcomes
  - Increase knowledge of collection
  - Increase knowledge of MN history
  - Increase knowledge of what we do/how/why
  - Increase access and use of materials

# Finding audience - PROMOTE

Now that it exists, how do you get them to come?

- Social Media
  - Facebook
  - Twitter
  - Flickr
  - YouTube
- Promote in like spaces
  - Younger Bros.
- Wikipedia??



# PROMOTE - Continued

- Importance of tagging, keywords
  - Downton Abbey shameless plug

Other plugs:

- [Frank Lloyd Wright](#)
- [Younger Bros.](#)
- [Lincoln](#)

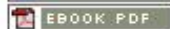
## The Hill House Servants: Life Downstairs

Posted by [Lori Williamson](#) on 06 Jan 2012 | Tagged as: [Podcasts and Slideshows](#) [Edit This](#)

Not unlike the divided household of Downton Abbey, we have a dramatic example of upstairs/downstairs life right here in Minnesota. The "Empire Builder" James J. Hill and his family were the primary occupants of 240 Summit Avenue but another, less familiar group of people lived there as well: the 10 to 12 live-in domestic servants who did the cleaning, cooking, laundry, and maintenance work at the house. In piecing together the stories of these servants, information is culled from a variety of sources that can be found in the collections of the Minnesota Historical Society.



Podcast Video [5:05m]: [Play Now](#) | [Play in Popup](#) | [Download](#) (54)



Ebook: [Download](#) (34)



# Longevity of posts

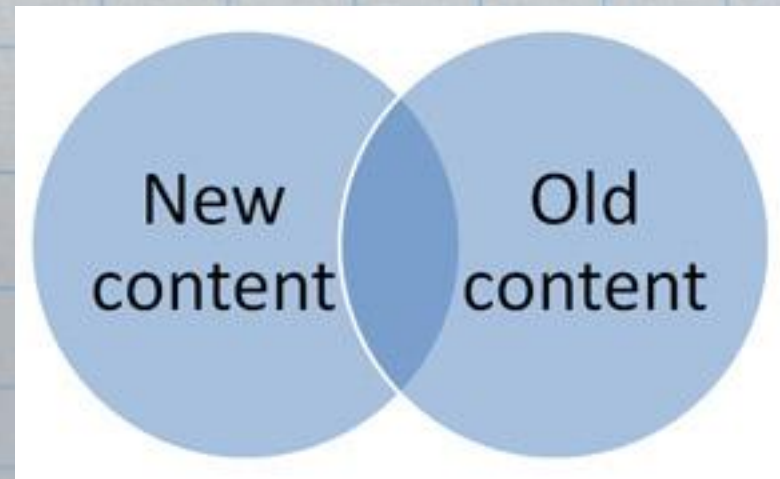
- Long Tail (business speak!)

"...strategy of selling a large number of unique items with relatively small quantities sold of each – usually in addition to selling fewer popular items in large quantities."



# Long tail - what it means for us

- Content will be found long after it's "New"
- Does not negate importance of new content
- New, fresh content will keep visitors coming back
- Legacy (or old) content will help new people find the site through search engines



# Long tail - example - Stats 03/05/2012

Home page	198
What a Picture is Worth: The Sadie and Emma Ray Photography Collection	18
28th Virginia Infantry Battle Flag Captured at Gettysburg	13
Images of the Edmund Fitzgerald	13
Girl Scout uniform	9
The Gun that Wounded John Dillinger	8
Frank Lloyd Wright Arrested in Minnesota!	8
'Trim Twist, The Executive Exerciser'	6
Nokomis vessels	6
1925 washing machine	6
Minnesota's First State Flag	5
US Army General's Hardee hat	5
Fergus Falls State Hospital Papers	5

....and so on with small numbers for a total of 612 on this day

# EVALUATE

- Proof of concept
- Build support by showing audience
- Understand what audience wants
- Numbers important, as comments not reliable
- Trends over raw numbers

# EVALUATE continue

Examples of growth over time



# PROFIT? PROFIT!



- Make actual money from orders
- Encourages Donations
  - know what we're interested in
  - credit
- Use – proving worth
- Loyalty
  - Engagement
  - Excitement
  - Trust
- All of this adds up to SROI - Social Return  
on Investment

# Dangers

- This is a social media space!
  - Always watch comments
  - Respond as needed
- Unintended/unsavory attention
  - Sites you might not want to associate with linking - remove link
- Copyright issues
- Time
  - Remember: this improves communication, but should not take all your time



# One last time - THE THREE

Goal

Execution  
Evaluation

PLUS, as always...

RE-EVALUATE when necessary!





# THANK YOU!

## QUESTIONS?

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[www.mnhs.org/collectionsupclose](http://www.mnhs.org/collectionsupclose)

