

digital storytelling

expanding the life cycle of a story



the storytellers

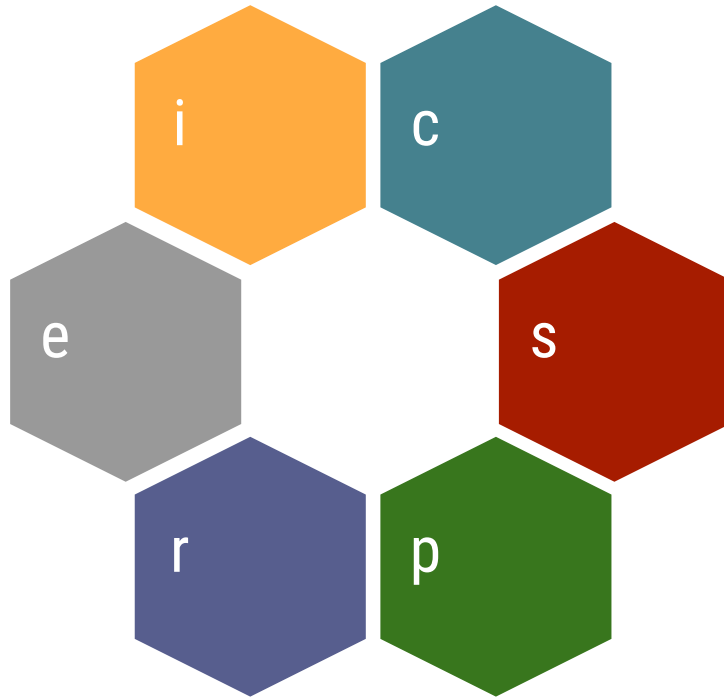


Rachel



Erinn

the life cycle of a story



ideate

create

share

preserve

reuse

evaluate

where we began

Started with a request + general interest

Two staff at .30 FTE total

Monthly news stories + Facebook



Beyond books: The real life of a Veterinary Medical Librarian

how we've grown

Guiding principle: make VISIBLE the work of our library

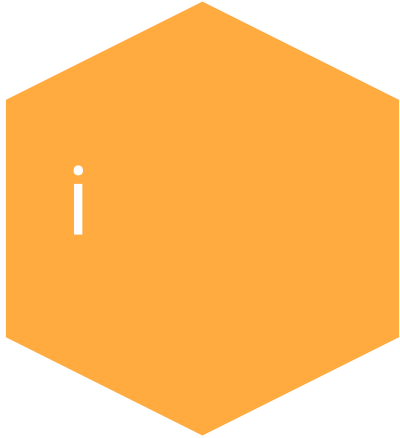
Well-rounded communications presence

Wider audience



Librarian plays key role in patient care

life cycle: ideate



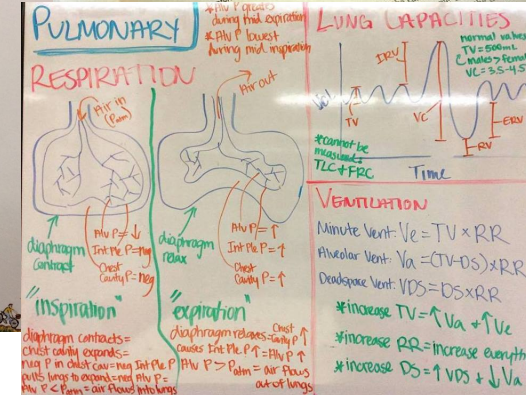
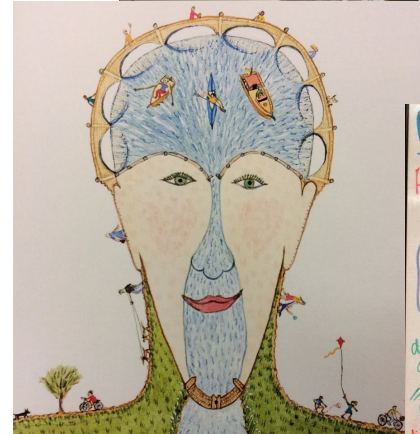
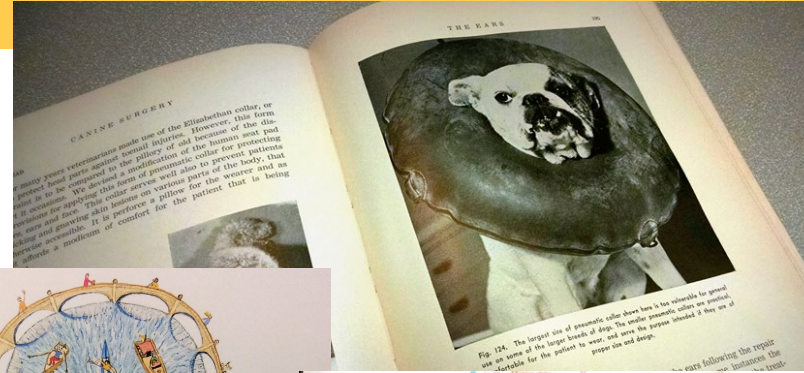
ideate - what is your story and why does it matter?

life cycle: ideate

Get help with ideas and content

Scan internal communication for ideas

Look around you



life cycle: ideate

Think in MPUs: Minimally Publishable Units

Build off the work of others

- #ColorOurCollections
- #NMLM (National Medical Librarians Month)

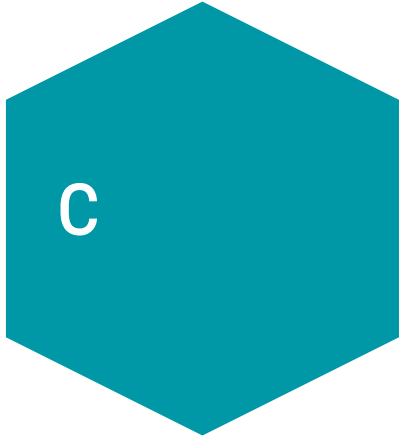
Put it on a calendar



Color our collections



life cycle: create



create - how do you transform your idea into a story?

life cycle: create

Writing

- Send a list of questions to the expert
- Draft quotes for approval
- Work with co-workers/students who express an interest
- Use sharable documents to promote collaboration during the writing process (Google Docs)



Turning 21 in the land of 10,000 lakes and almost as many breweries

life cycle: create

Writing guidelines

- Keep it short (300 words +/-)
- Use subheadings to break text and highlight important thoughts
- Use short paragraphs
- Include a quote, if possible
- Use newspaper article style and tone



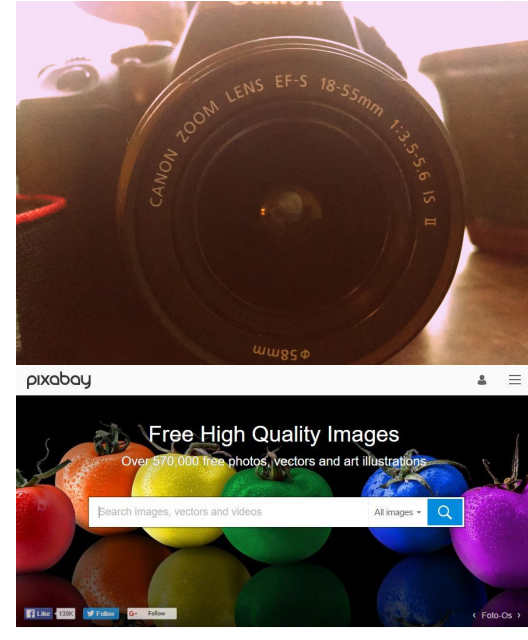
Nurse-midwifery collaboration comes full circle



life cycle: create

Visuals

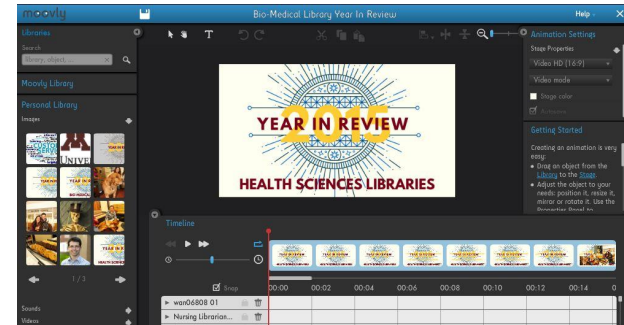
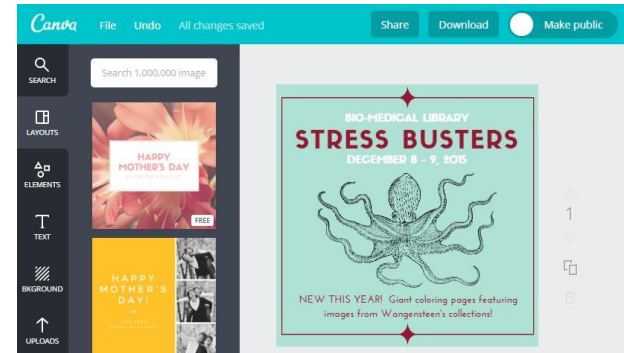
- Take your own - capture events as they happen
- Edit with free photo tools
 - Picasa, Fotor, Pixlr
- Use an image repository
 - Pixabay
 - Flickr



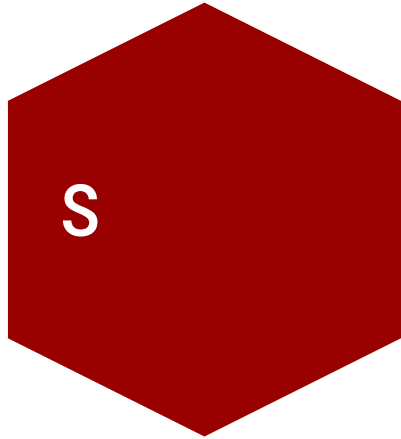
life cycle: create

Visuals: Tools

- Graphic design
 - Canva
- Movies
 - Moovly



life cycle: share



share - what media outlets work for your story?

life cycle: share

Consider the best media outlet

Distribute the story in multiple ways

Cross promote

Share social media logins (it's okay)



Health information on a stick: outreach at the Health Sciences Libraries

life cycle: share

Boost reach with paid advertisement

Content Management Tools

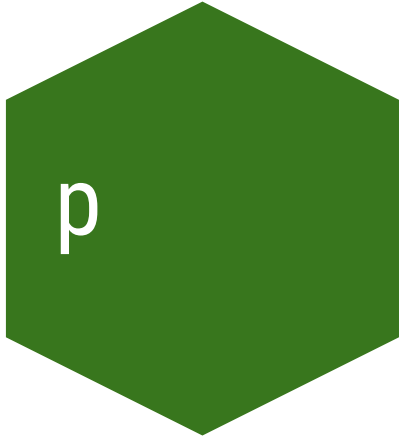
- IFTTT
- HootSuite
- TweetDeck
- Facebook Schedule



If new photo by anyone tagged #umnbiomedlib, then post a tweet with image to @umnbiomedlib



life cycle: preserve

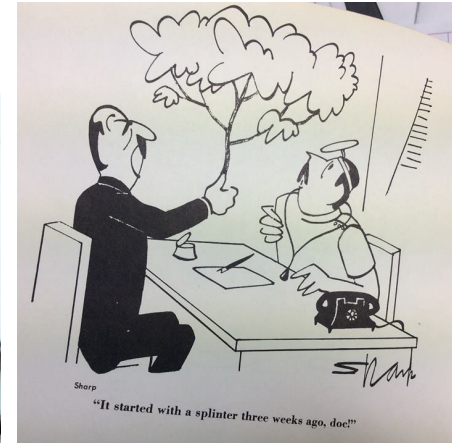
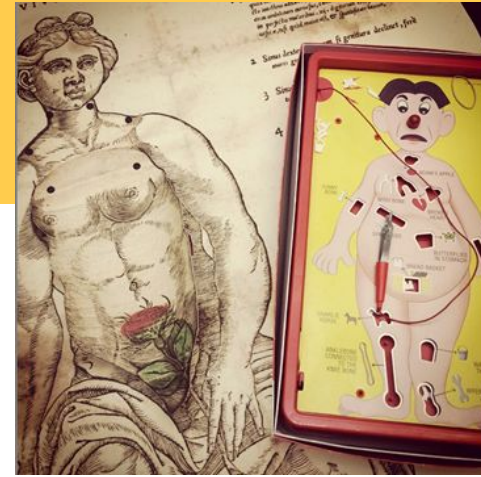


preserve - how will you save your story for future use?

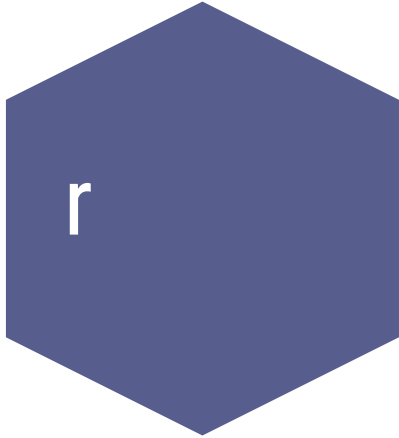
life cycle: preserve

Build a collection of images

Publish your work so you can promote it
again in the future



life cycle: reuse



reuse - how do you maximize your work for the greatest impact?

life cycle: reuse

Reuse content however and whenever you possibly can

- Social media (again)
- Year in review videos
- Annual/Bi-annual reports
- Digital signage
- Print marketing
- Promoting annual events



life cycle: reuse

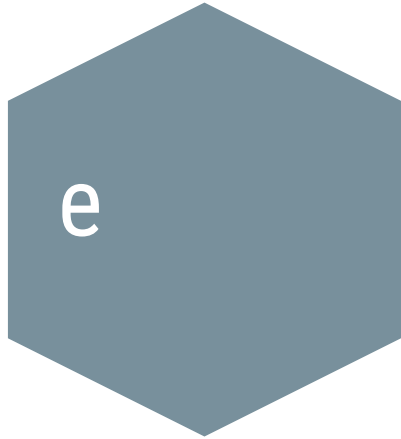
Repetition is okay!

- Reinforces message
- Just about when you are getting tired of your story, people are starting to hear your message



Support growing for the Minnesota Electronic Health Library

life cycle: evaluate



evaluate - what worked, what didn't work?

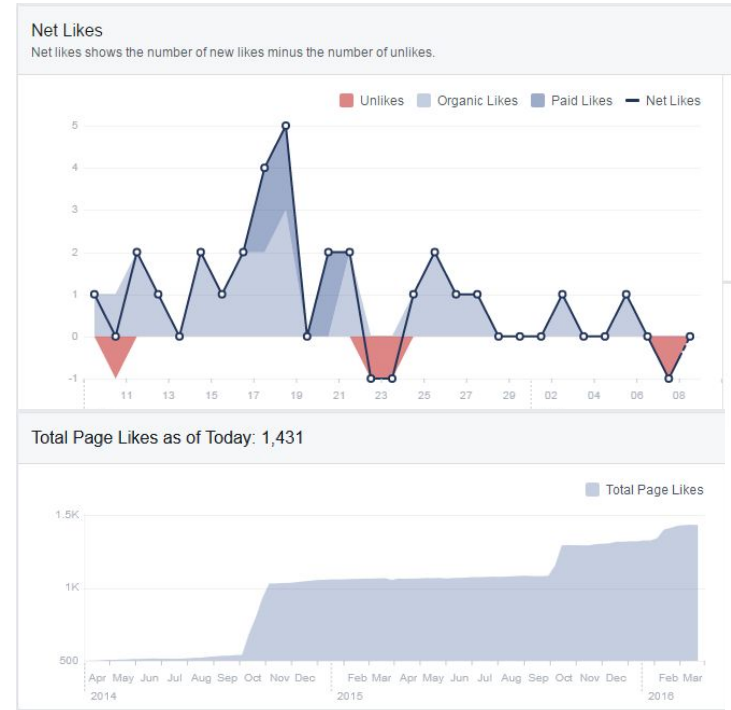
life cycle: evaluate

Consider communications an ongoing evolution

Watch to see what works and what doesn't

Content monitoring tools

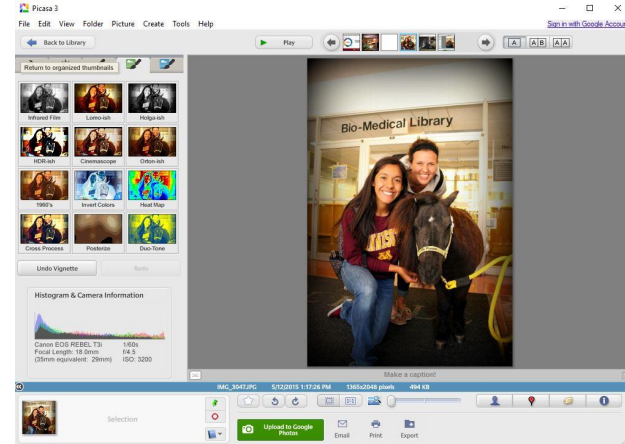
- TweetDeck
- Built-in tools
 - Facebook Insights
 - Twitter Analytics



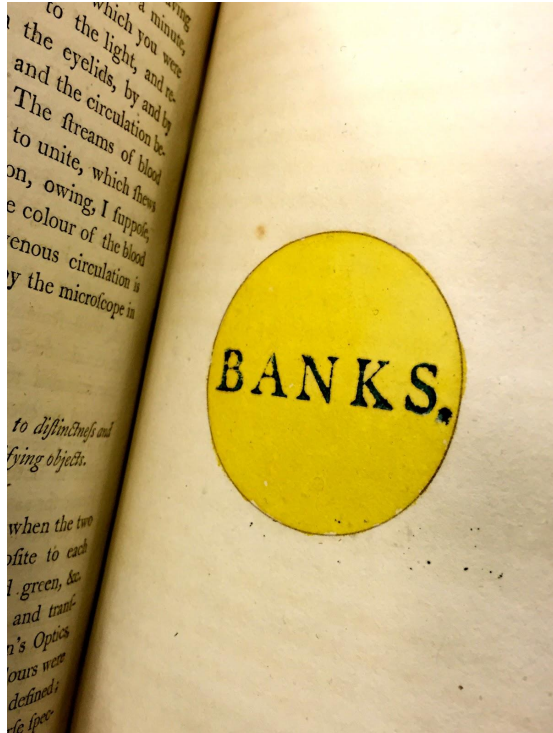
life cycle: evaluate

What we're trying

- MailChimp for email/internal newsletter
- Twitter cards for increased engagement
- Templates for print marketing
- Style guides for branding (beyond fonts... think image filters)



example one: drawing hearts in lattes



Primary sources and the digital generation

Emmie Miller, graduate student in the History of Science, Technology, and Medicine at the University of Minnesota, knows this first-hand.

In a recent post in her departmental blog, she says, “One difficult thing about being an instructor today is the concern that students, distracted by their buzzing phones and binging Facebook apps, don’t care to learn because they’re preoccupied with what’s trending.”

Miller took this challenge and used it to her benefit by asking her students in her Life on Earth: Perspectives on Biology class to bring primary sources into the digital age.

Miller’s vision, “**instead of steamed-milk hearts in their lattes, their phones would be full of images of century-old texts, complete with a usable hashtag, #Wangensteen.**”

example one: drawing hearts in lattes



= Curator Lois & Graduate Student Emmie



= Erinn worked with Emmie to get content



= MPUs as a series of 3 stories

= Published story with Wordpress

= Shared story on social media

= Distributed to AHC Newsletters



= Published story with Wordpress

= Archived in Google Drive



= Reused with #NMLM

= Featured by UMatters Alumni Publication



= Learned how to link series of posts

example two: stress busters



Photo Credit: Lela Navdi, Star Tribune

Relax. It's finals time at the University of Minnesota: Libraries offering 'stress busters' to students in need of a study break

By Maura Lerner Star Tribune

Like many schools, the university has rolled out an expanding array of “stress busters” at its busiest time of year, when some of the libraries stay open 24/7 to accommodate last-minute cramming.

This year, students can get free chair massages at the Bio-Medical Library, pop bubble wrap and eat candy at the Natural Resources Library, take Star Wars-themed photos at Wilson Library and “stretch, meditate, pray, breathe, or listen to the sounds of nature” in Walter’s relaxation room – “No studying allowed!” says the library website.

example two: stress busters



= Edited stories from previous semesters



= Rachel designed digital signage, posters,
& social media posts
= MPUs as before/during/after stories



= Published story with Wordpress
= Shared story on social media
= Distributed to AHC Newsletters



= Published story with Wordpress
= Archived in Google Drive



= Reuse photos for promoting upcoming
events
= Featured by Star Tribune



= Learned that sharing story across
libraries increases visibility

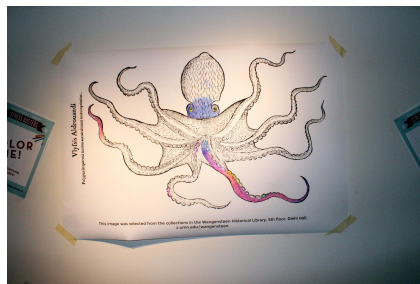
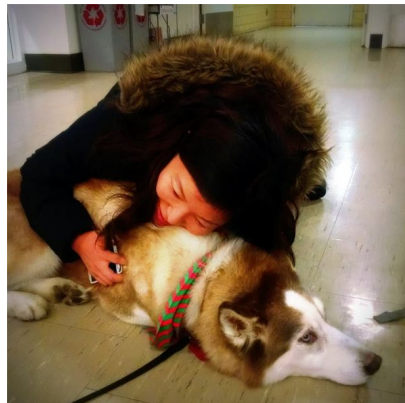
example two: stress busters



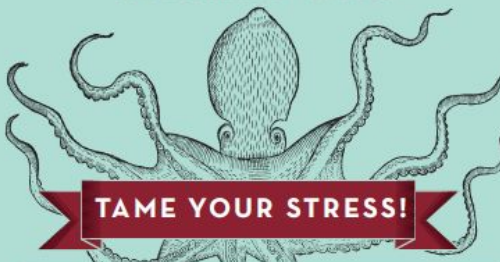
Stress Busters at the Bio-Medical Library (December 8 & 9)

December 2, 2015

On Tuesday, December 8 and Wednesday, December 9, 2015, the Bio-Medical Library will help you tame your stress before final exams begin. Enjoy free anti-stress kits, cookies and goldfish crackers, giant coloring pages from the Wangenstein Historical Library's collection, and crossword puzzles. Get positive thought cards from the DeStress student group, and don't miss free chair massages.




BIO-MEDICAL LIBRARY
STRESS BUSTERS
DECEMBER 8 - 9, 2015

**TAME YOUR STRESS!**

TUESDAY, DECEMBER 8th
9:00am - 1:00pm - DeStress students in the Library!
11:00am - 3:00pm - Cookies & Goldfish Crackers

WEDNESDAY, DECEMBER 9th
11:00am - 1:00pm - Chair Massages!
11:00am - 3:00pm - Cookies & Goldfish Crackers

BOTH DAYS...
Tame Your Stress Kits!
Giant **COLORING** pages!
Giant crossword puzzles!
Snacks!

**LIBRARIES**
UNIVERSITY OF MINNESOTA

z.umn.edu/stressbusters15

telling your stories

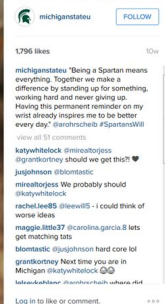
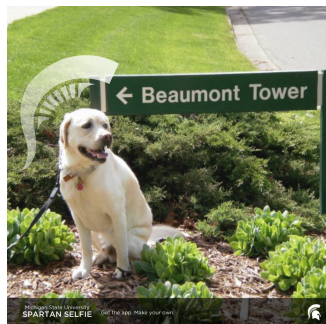
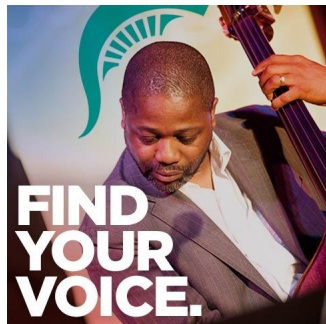
Think... Pair... Share...

Exercise: identify local resources that can be leveraged for expanding the life cycles of your stories



Systematic Review Service supports researchers

what we aspire to...

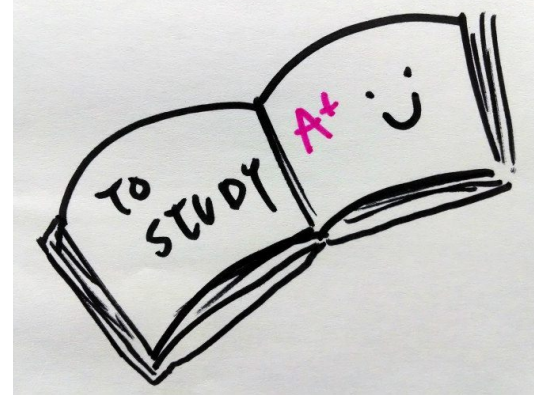


what we aspire to...



For the wonderful librarians, of course!

I came to the library to explore the past and converse with smart people!



Woodstock @TherapyChicken - Mar 3

It's #WorldBookDay I'm truly #grateful for the world-class libraries at #UMN
@umnlib @walterlibrary @umnwilson
@MagrathLibrary @umnbiomedlib



8



9



q&a



follow us



News blog

www.continuum.umn.edu/hsl

Websites

hsl.lib.umn.edu/biomed

hsl.lib.umn.edu/vetmed

hsl.lib.umn.edu/wangenstein



[instagram.com/umnlib](https://www.instagram.com/umnlib)



twitter.com/umnbiomedlib



facebook.com/umnbiomedlib

tools & resources

Social Media:

- facebook.com
- twitter.com
- instagram.com

Blogs:

- wordpress.com

Photo Editing:

- picasa.com
- fotor.com
- pixlr.com

Graphic Design & Movies:

- canva.com
- moovly.com

Newsletters/Email:

- mailchimp.com

Photo/Image Repositories:

- pixabay.com
- flickr.com

Social Media Scheduling:

- hootsuite.com (minimal fee)
- tweetdeck.com
- Facebook's schedule feature
- Shared calendar for editorial calendar

Analytics:

- analytics.twitter.com
- Facebook's analytics feature

Promotion:

- Facebook's ads & boosted posts
- Twitter cards

contact us



Erinn Aspinall
aspin005@umn.edu



Rachel Hawkins
rmhawk@umn.edu

digital storytelling
expanding the life cycle of a story

A logo consisting of six hexagons arranged in a circular pattern. The hexagons are colored: orange, teal, red, green, blue, and grey.

The logo for the University of Minnesota Libraries, featuring a red 'M' and the text "LIBRARIES UNIVERSITY OF MINNESOTA".

slides & handouts at: z.umn.edu/digitalstories