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
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
preserve - how will you save your story for future use?
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 sinage
- Print marketing
- Promoting annual events
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)
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
= Published story with Wordpress
= Archived in Google Drive
= Reused with NMLM
= Featured by UMatters Alumni Publication
= Learned how to link series of posts

= 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
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, plant coloring pages from the Weingarten Historical Library's collection, and crossword puzzles. Get positive thought cards from the DeStress student group, and don't miss free chair massages.
telling your stories

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

Exercise: identify local resources that can be leveraged for expanding the life cycles of your stories
what we aspire to...
what we aspire to...

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

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

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
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digital storytelling
expanding the life cycle of a story

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