

The Online Place to Be: How Libraries Can Use Videos & Social Media to Promote Indiana/Local History & Genealogy

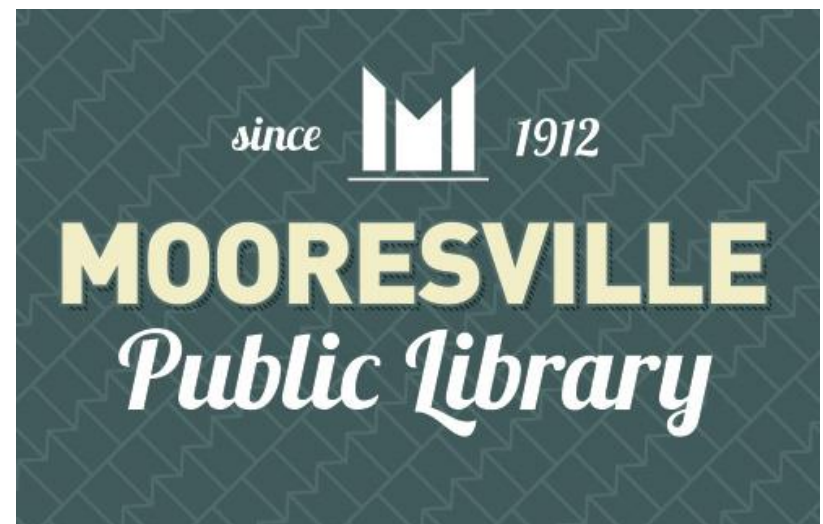
William R. Buckley

**Director of Adult Information
Services**

[Mooreville \(Indiana\) Public Library](#)



*Grandpa Billy Bob's
Moonesville History
Super Fun Quiz #6*





WANT EXTRAS?



- View an **extended** version of this slideshow (in PDF format) at:

<https://moorevillelib.org/wp-content/uploads/2022/03/Buckley-2022-ILF-Slideshow.pdf>

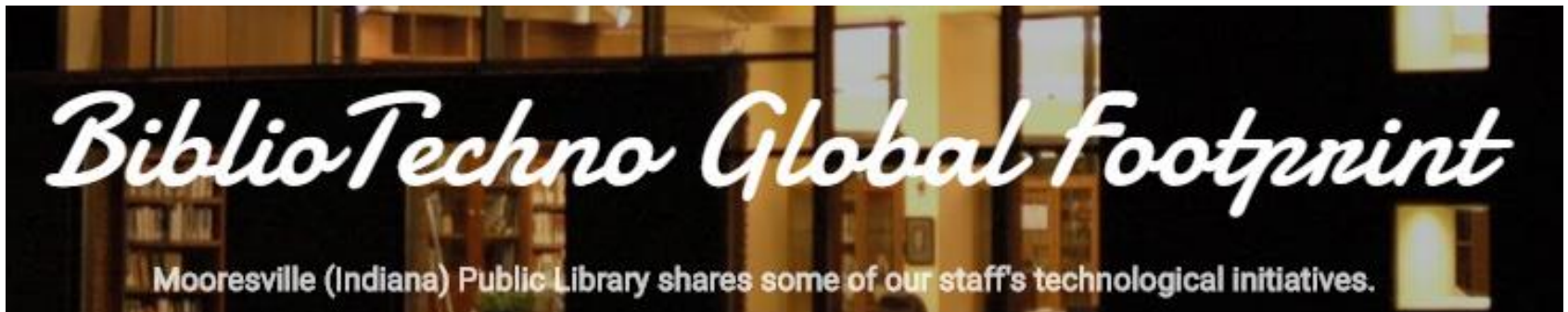
- View **THIS** slideshow (in PDF format) at:

<https://mplindianaroom.blogspot.com/2022/04/enhancing-digital-footprints-of-library.html>

- Or email me at billb@moorevillepublic.lib.in.us, and I'll email you PDF attachments

SHARING SOME IDEAS

- Visit my [technology blog](#) for more information about using videos (or other technologies) to promote your library.
- <https://bibliotechnoglobalfootprint.blogspot.com/>



“SURVEY SAYS ...”

To promote library or museum local history or genealogy collections, how many of you have used...

- Social Media?
- Videos?
- Interactive Forums?
 - (e.g., Zoom Meetings)



Door Count Fallacy vs. Digital Footprint

- True or False: Door count is the most important indicator of who is, and how many are, using the library
- PROBLEM: Decreasing numbers of “physical” visitors to library Indiana Rooms/Genealogy Departments
 - REASON: Increasing number of genealogy/history resources are available online
- QUERY: How do you reach patrons who are not physically visiting the library?
 - CONSIDER: What is your library’s DIGITAL FOOTPRINT? Does your library Indiana Room or Genealogy Department have an online presence?

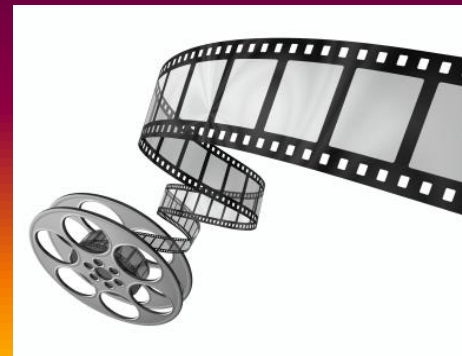


What You Need (See Handout)

- **Video Editing Software**
- **Audio Editing Software**
- **Soundtrack Music/Sound Clips**
- **Images & Video Clips**
- **Video Hosting Websites**
- **Social Media Accounts**
- **Podcast Hosting Websites**
- **Blog Hosting Websites**

Types of Library Videos You Can Make for Local/IN History & Genealogy

- **Local history videos;**
- **Book trailers**, which promote particular books;
- **Program trailers**, which showcase specific library programs;
- **Promo trailers**, which feature certain library events, services, collections, technologies, or other resources;
- **Instructional videos;**
- **Readers' advisories.**



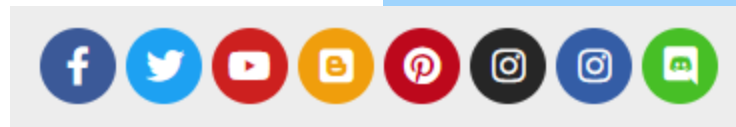
Equipment @ MPL

- **Digital Camera**
 - Canon EOS Rebel
 - \$450 range
 - MPL has T3 & T7
 - iPhone or Android
- **Laptop Computers**
 - (or desktop computers)
- **Microphones**
 - (built-in condenser or inexpensive portable or lapel mics)



CROSS-POLLINATION

- **Cross-post content (or videos) across various social media platforms (as well as the library's website) to increase audience reach.**



The Power of _____
Crossposting
_____ on Social Media



Local/Indiana History & Genealogy on Social Media Sites

- Facebook
- Twitter
- Pinterest
- Instagram
- Can upload videos directly to these sites or link from URL

Examples:

- [Indiana Room at PGTPL \(Facebook\)](#)
- [Center For Local History at Arlington VA Library \(Twitter\)](#)
- [Genealogy & Local History Display Case \(Pinterest\)](#)
- [Bryant Library \(Roslyn, NY\) Local History \(Instagram\)](#)

The screenshot shows the Facebook profile for 'Indiana Room at PGTPL'. The profile picture is a stylized tree with colorful circles. The name is 'Indiana Room at PGTPL' and the handle is '@IndianaRoomatPGTPL · Library'. There is a 'Send message' button and a bio that says 'Hi! Please let us know how we can help.' Below the profile information are navigation tabs for 'Home', 'Photos', 'Videos', 'Community', and 'More'. There are also buttons for 'Liked', search, and a menu. The 'About' section is visible, showing a description: 'The Indiana Room at PGTPL is the perfect place for historians, researchers, and curious minds. The Indiana Room has a wealth of knowledge ready to be ... See more'. It also lists 378 likes, 399 followers, a website link 'http://plainfieldlibrary.net/', a phone number '(317) 839-6602', a 'Send message' button, an email 'askindiana@plainfieldlibrary.net', a price range of 'Not Applicable', and a category of 'Library · Government Organization · Performance & Event Venues'. A post from March 24 at 9:00 AM is shown, featuring a newspaper clipping about a contest for 'The Ideal Home' in 1890, won by Miss Ida Albertson. The clipping text reads: 'In 1890, the Indianapolis News newspaper ran a feature asking for articles on the subject of "The Ideal Home,". They would be offering a cash prize of \$25 for the best contribution. The contest brought in thousands of entries and aroused the attention of the whole state. The winner? Miss Ida Albertson, of Plainfield, Indiana. Ida was born in 1857, in Canton, Indiana, Washington County, to Dr. and Mrs. Edmund Albertson. Sadly, her parents both died while she was a small ... See more'. A small image of the newspaper clipping is visible at the bottom right of the post.

Local/Indiana History & Genealogy on Social Media (con't.)

- **Blogs**

- E.g., [Mooreville \(IN\) Local History Treasure Trove](#)
- Can upload videos directly to blog or link from YouTube



The image shows a screenshot of a Blogger blog page. The main header is orange with the text "Mooreville (Indiana) Local History Treasure Trove" in white. Below the header, it says "Exploring the local history of Mooreville, Morgan County, Indiana." The date "Wednesday, August 21, 2019" is displayed. The main content area features the title "Mooreville, Indiana Local History Links" and a section titled "LOCAL HISTORY QUIZ". The quiz text reads: "How well do you know your Mooreville history? Find out by taking our local history quiz. Click the graphic (below) to begin. Then impress your family and friends with all your hometown knowledge. Answers are at the end of the digital handout." Below the text is a graphic for the "Local History Quiz" with the text "Click Here to Start" and an image of a building labeled "LINDLEY BLOCK MOOREVILLE, IND." To the right of the main content is a sidebar with a "Translate" section (powered by Google Translate), "Total Pageviews" of "240,049", and a "Followers" section showing 19 followers with a "Follow" button. A large blue "Blogger" logo is overlaid on the right side of the page. The background of the page is a historical photograph of a group of people standing in front of a building with a horse-drawn carriage.

PODCASTS

- Audio recordings online devoted to genealogy or history
- Examples: List of Genealogy Podcasts on ConferenceKeeper.org



Library Mascots (“Spokescritters”)

- Library pets (or puppets, stuffed animals, animations, make-believe animals, etc.) can promote library’s local history/IN Rm & genealogy resources, programs, or activities
- E.g., [Cat’s Eye View @ MPL](#), by Cauli Le Chat, MPL Feline Roving Reporter
- Can be used in videos & social media



Local History Video

- **Monrovia Moments: “The Old Gym” (2021),**
 - By Steve Reeder & Faith Nagel, Monrovia (IN) High School
 - [Click here to watch video](#)



**MONROVIA
BULLDOGS**



Local History Video

- **Mooreville Moments 17: “John Dillinger’s Funeral” (2019)**
 - [Click here to watch video](#)



since  1912
MOORESVILLE
Public Library

Program Trailer (Still-Pan)

- **MPL Program Trailer 6: Self-Guided Walking Tour of Historic Downtown Mooresville (2010)**
 - [Click here to watch video](#)



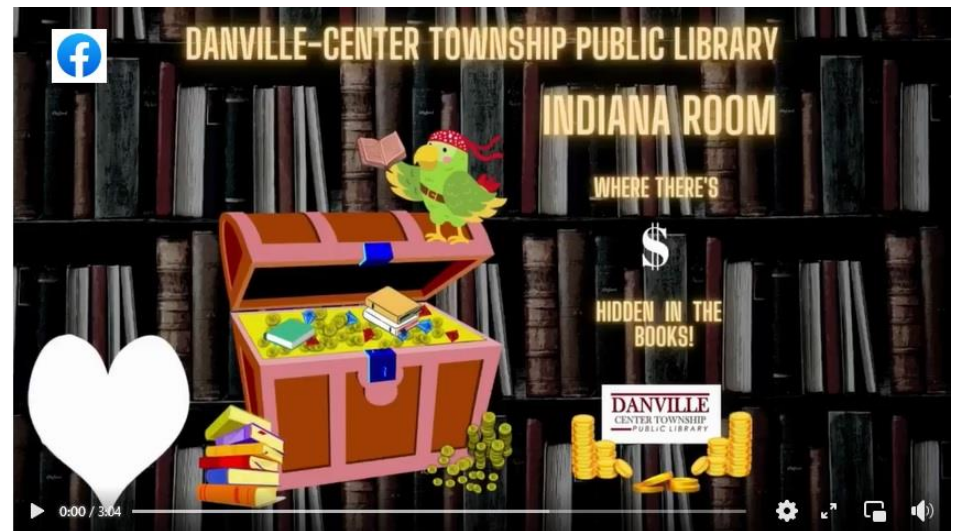
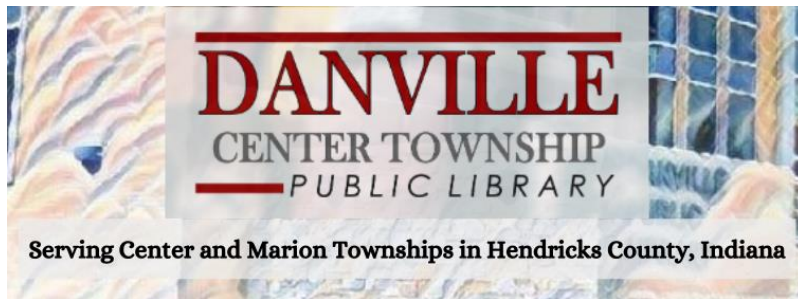
Promo Trailer (“Jump-Cut” Style)

- ***Alternate Take: Recollection, Photography Collections (30th Anniversary) (2010), By New York Public Library***
 - [Click here to watch video](#)



Promo Trailer (Live Action)

- ***Indiana Room Promo Trailer***, by Danville-Center Township Public Library (Facebook) (2022)
 - [Click here to watch video](#)



“Live Action” Local History Video

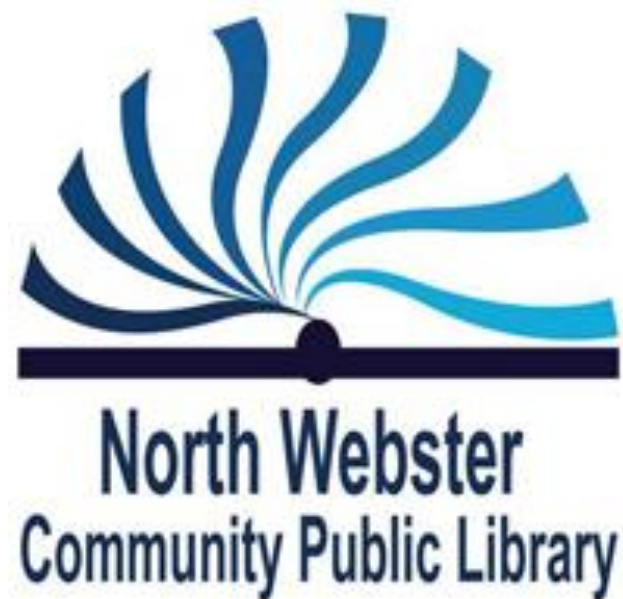
- Grandpa Billy Bob’s Mooresville History Super Fun Quiz 7 (2020)
 - [Click here to watch video](#)

Grandpa Billy Bob's
Mooresville History
Super Fun Quiz #7



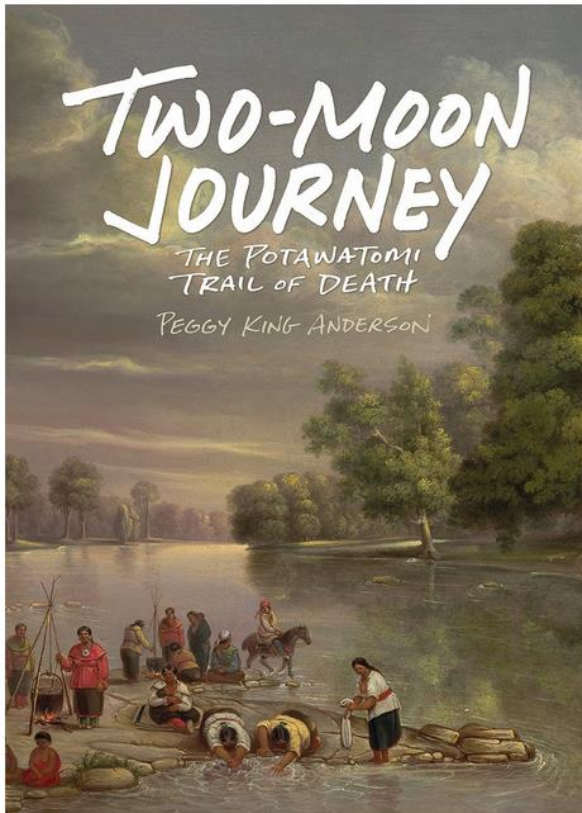
“Live Action” Local History Video

- **North Webster Community Public Library:**
[Cemetery Walk 2011](#)



Book Trailer

- *Two-Moon Journey*, by Peggy King Anderson (MPL Book Trailer 492) (2019)
 - [Click here to watch video](#)



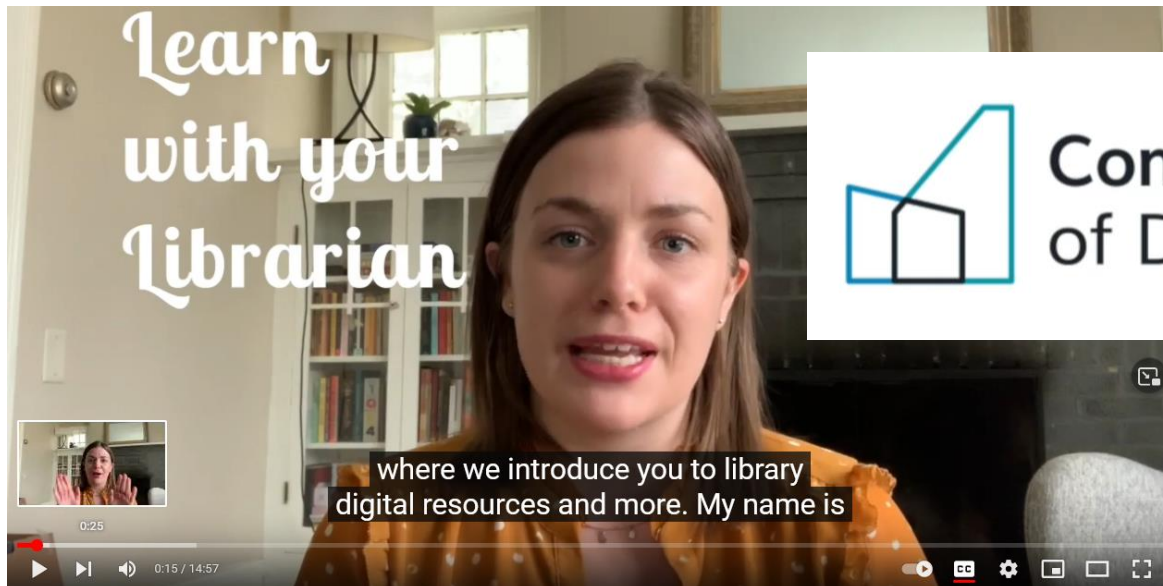
Promo Trailer

- **Indiana State Museum Library Pass Promo Trailer (2014)**
 - [Click here to watch video](#)



“How-To” Instructional Video

- **Learn with your Librarian: Ancestry.com Library Edition, by The Community Library of DeWitt & Jamesville (2020)**
 - [Click here to watch video](#)





QUESTIONS?

Cauli Le Chat, MPL Roving Reporter, [Cat's Eye View @ MPL](#)

Want the Extended PowerPoint Slideshow? Other Questions?

- Please email me at:
 - billb@moorevillepublic.lib.in.us



You're very welcome!™
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