

SCLS

Local History Digitization Projects

Recollection Wisconsin and Digital Public Library of America (DPLA)

Marketing Suggestions

Now that the work has been done to create a local history collection for Recollection Wisconsin, it is important to make sure the collection gets promoted. It is recommended that you continually and regularly market and promote your collection.

Logos and website addresses for Recollection Wisconsin and DPLA should be added to your library's own website.

- They can be added to the websites of local historical societies, genealogy clubs, or other community organizations too.
- They can also be used on printed marketing materials.

Logos

Recollection Wisconsin and DPLA logo files are available. They can be added to any webpage or added to printed materials. Contact Tamara (tramski@scls.info) for logo files.



Website Addresses

- Digital Public Library of America: <https://dp.la/>
- Recollection Wisconsin homepage: <https://recollectionwisconsin.org/>
- Recollection Wisconsin partners page (a map and list of all contributing institutions): <https://recollectionwisconsin.org/browse-institutions>
- To share a library's own collection, use the link from the library's Recollection Wisconsin landing page. Use the **institutions**-level link:
<https://recollectionwisconsin.org/institutions/library name>
 - Example <https://recollectionwisconsin.org/institutions/angie-w-cox-library-pardeeville>

Handouts

Bookmark sized handouts (created by Deb!) with your library collection's web address are available for you to provide to patrons. Patrons can take the bookmark home and use it as a reminder to check-out your collection and to know how to easily find it from anywhere with internet access. Contact Tamara (tramski@scls.info) to receive the handouts.

A one-page flyer with information about Recollection Wisconsin and DPLA that shows a map and a list of all of the SCLS member libraries with collections in Recollection Wisconsin is available. It can be posted on entry-way bulletin boards, local history collection areas, or anywhere else in the library (or community) that would be useful. To receive printed copies or an image file, email Tamara (tramski@scls.info)

Social Media

Individual items in a collection can be shared directly to social media including Facebook, Twitter, and Pinterest. Items are shared from the CONTENTdm-level using "share" buttons. If sharing buttons are not available in your collection and you want them added, email Tamara (tramski@scls.info).

It is recommended to share items on a regular basis. It can be done weekly for Throw-Back-Thursday for example.

Crowdsourcing Metadata

Sharing items through social media, or other means, can be used as a way to (crowdsource) gather new information or additional details about items in a collection. If any new information comes to light as a result of sharing on social media, or through any other means, to have the information added to an item's metadata, email Tamara (tramski@scls.info).

Data Dashboard

A Tableau dashboard is updated monthly with data including item views (monthly and running totals) and number of records in a collection for every SCLS member library with a collection in Recollection Wisconsin. The data is generated by CONTENTdm. Data taken from the dashboard can be used in social media posts, press releases, and shared with library or village boards.

Dashboard link:

https://public.tableau.com/shared/F3DM5X2QQ?:display_count=n&:origin=viz_share_link

Sample Press Release Information

- About the library and collection (who/what/how/when/where):
 - The *Library Name* has a collection of local history materials available in the Recollection Wisconsin and the Digital Public Library of America (DPLA) websites. (Insert links)
 - The collection of materials focuses on (describe the scope of the collection).
 - The collection may be of interest to people interested in (students and teachers/lifelong learners genealogists) (people with interests in local history, genealogy, yearbooks, postcards, city directories, etc...).
 - Library staff (and/or volunteers or interns) worked on a local history digitization project that included project planning, scanning materials, and creating metadata to make the materials discoverable online.
 - Details about the history, condition, location, or access options to the physical items.
 - New materials will continue to be added to the online collections.
 - Data (from the Recollection Wisconsin data dashboard) about item views and number of items in a collection.
- About Recollection Wisconsin/DPLA
 - Recollection Wisconsin is a website that brings together digital cultural heritage resources from Wisconsin libraries, archives, museums and historical societies and shares them with the world in partnership with the Digital Public Library of America. Hundreds of thousands of photographs, maps, letters, diaries, oral histories, artifacts and other historical resources from more than 200 Wisconsin libraries, museums and other cultural heritage institutions of all sizes are shared through Recollection Wisconsin.
- About SCLS Support and funding sources
 - The library's project was done with support from the South Central Library System (SCLS). SCLS provides a variety of services to public libraries in five central Wisconsin counties. More than twenty of SCLS' member libraries have collections in Recollection Wisconsin. These collections include over 6,800 materials of historical and cultural significance to central Wisconsin.

- Funding (for equipment, set-up fees, and hosting fees) has been provided through grants from the Institute of Museum and Library Services (IMLS), Wisconsin Public Library Consortium (WPLC) funds, WiseLearn funds, and South Central Library System Foundation funds.

If you need assistance drafting or editing a press release, please contact [Mark Ibach](#) at 608-246-5612.