

The Social Web

Utilizing social media to expose and provide access to
the UNLV Libraries Digital collections

Why use Social Media?

Exposure

Access points

Promotion

Establish relationships

Promote discourse



Within our collections: dmBridge

[Boomtown: Goldfield Hotel](#)

[Portrait painting of Howard Hughes](#)

[Menus: Joe Pignatello's Villa D'Este menu](#)

Outside of our collections

[Wikipedia](#)

[Flickr](#)

Which Collections?

Dino at the Sands- Yes



**Nevada Test Site Oral
History Project- No**



Showgirls?

Yes and No



dmBridge vs. Flickr

dmBridge Stats

- No. of collections with commenting enabled: 5
- No. of comments in all collections: 175
- No. of unique items commented on: 115
 - Howard Hughes (35 total)

Flickr Stats

- No. of collections with commenting enabled: 2
- No. of comments in all collections: 19
- No. of unique items commented on: 13
 - Howard Hughes (10 total)
- Views of all Hughes photos
2,705
- Views of all UNLV Flickr images
22,266

Areas for future research

Collection Work

- Inclusion in the Flickr Commons:
<http://www.flickr.com/commons/>
- Enhancing projects in the model of Citizen Archivist:
<http://www.archives.gov/citizen-archivist/>

Research

- Article analyzing pros/cons of in-house development versus use of external social sites like Flickr
- Case study of impact of social media for UNLV Digital Collections

Questions?

Thank You!

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