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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