Effective Online Outreach: Tools & Tactics for Connecting Communities and Collections

Kenn Bicknell
Metro Transportation Library
June 29, 2017
Things are not always what they appear to be.
Myth vs. Reality
Metro Library serves...

9,000 employees, plus:

Contractors
Consultants
Educators
Students
Transportation agencies & libraries
Transit advocacy organizations
Journalists & other media
History enthusiasts

with...

2 full-time librarians!
The traditional service model will not work!

But how can we align resources with expectations of a diverse audience and increasingly sophisticated audience?
Challenges Breed Opportunities
"BETTER THAN FREE"

GENERATIVE VALUES

1. Immediacy
2. Personalization
3. Interpretation
4. Embodiment
5. Authenticity
6. Accessibility
7. Findability
8. Patronage
IMMEDIACY

❖ We live in an “expectation economy”

❖ We should embody several time-sensitive values
PERSONALISATION

❖ Customised information delivery tailored for needs and proficiency

❖ Your relationship with the Internet is not a conversation
INTERPRETATION

- Providing information is not enough!

- The value of expertise + evaluation + context is “better than free”
AUTHENTICITY

- Libraries are committed to accuracy

- Free information is great, but even more valuable from a trusted source
ACCESSIBILITY

❖ Ownership & maintenance are diminishing in value

❖ “24/7” access and portability are increasing in value
Access is worthless without the ability to locate.

Focusing on discovery increases value exponentially.
EMBODIMENT

❖ Preservation is more important than ever

❖ But what is “permanent”?
Money can’t buy patrons that market your products and services

Usage that amplifies the importance of other values
Assessment: What do we have?

High-interest collection!
High-level skills!
Interdisciplinary focus!
Strong professional network!
OUR STRATEGIC DIRECTIONS

News Aggregation & Dissemination

Community Curation

Strategic Collaboration
News Aggregation & Dissemination
Disruption of news access
MetroLibrary Twitter Daily

Published by MetroLibrary – 30 contributors today

Next update in about 18 hours

HEADLINES
BUSINESS  ENVIRONMENT  EDUCATION  TRAFFIC  ART & ENTERTAINMENT  LIVING  NISR  SMART

ASHLEY SWEARENGIN: Five big-city mayors back highOpinions in The Bee

Case for high-speed rail grows only stronger - Sacramento Opinion - Sacramento Editorial

Streetsblog Los Angeles » NYC’s Plaza Program, An Open Space Model for L.A.?
Customized Content Each Day

http://headlines.metroprimaryresources.info/#/
Unintended consequences
Community Curation
Local history advocacy
New media partnerships
Telling our stories (1904)
Telling our stories (1924)
Interactive timelines

Interactive family trees

http://www.peopleplotr.com/plot.entry/10814/Los-Angeles-Transit-Agencies/
Timelines & the Exo-Library
Unintended consequences

WOW!
Strategic Collaboration
Historypin
Augmented reality
Leveraging local history

DECEMBER 14.

1811—Noah Porter, noted lexicographer and president of Yale College, born in Farmington, Conn. Died in New Haven, March 4, 1892.
1819—Alabama admitted to the union.
1836—Opening of the London and Greenwich railway, the first railway out of London.
1861—The prince consort, husband of Queen Victoria, died. Born Aug. 26, 1819.
1883—The Standard theater in New York city was destroyed by fire.
1891—Sir Oliver Mowat, premier of Ontario, issued an address declaring vigorously against American assimilation.
1894—The Mexican government adopted severe measures against dueling.
Online calendar
Storytelling opportunity
Local history goes viral

Arizona highway signs in metric units may change bigstory.ap.org/article/fc546d

Metro Library @MetroLibrary · Oct 8
All of SoCal's transit & transportation news from this feed, published daily in our online newspaper: headlines.metroprimaryresources.info Subscribe now!

LAhistory @LAhistory · Oct 8
RT @MetroLibrary Oct 8: This Date in Los Angeles TransportationHistory (1885: cable car service arrives in L.A.!) metroprimaryresources.info/this-date-in-l...
Collaborative digitization

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## Los Angeles Transit And Transportation Studies, 1911-1957

The following documents are the key resources in Los Angeles transit and transportation planning history prior to the LAMTA publicly-governed era. The Library and Archive has begun digitizing them to provide full-text access online:

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
</tr>
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<tbody>
<tr>
<td>1911</td>
<td>Preliminary Report Upon The Transportation Problem of Los Angeles</td>
</tr>
<tr>
<td>1914</td>
<td>Rail Transit</td>
</tr>
<tr>
<td>1915</td>
<td>Study of Street Traffic Conditions in the City of Los Angeles and the Practicability of Subsurface or Elevated Construction for Urban and Interurban Transit Facilities</td>
</tr>
<tr>
<td>1920</td>
<td>Report on Railroad Grade Crossings Elimination and Passenger Freight Terminals in Los Angeles</td>
</tr>
<tr>
<td>1922</td>
<td>The Los Angeles Plan: A Selected Traffic Program</td>
</tr>
<tr>
<td>1922</td>
<td>Study and Plan of Relief of the Street Traffic Congestion in the City of Los Angeles, Calif.</td>
</tr>
<tr>
<td>1924</td>
<td>A Major Traffic Street Plan for Los Angeles</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Prepared By:</th>
<th>Commissioned By:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bion J. Arnold</td>
<td>Los Angeles City Council</td>
</tr>
<tr>
<td>George A. Damon, W. L. Newton</td>
<td>City Planning Association</td>
</tr>
<tr>
<td>E. W. Bannister</td>
<td>Los Angeles Railways?</td>
</tr>
<tr>
<td>California Railroad Commission, Richard Sachse, Chief Engineer</td>
<td>California Railroad Commission</td>
</tr>
<tr>
<td>Los Angeles Traffic Commission</td>
<td>Los Angeles Traffic Commission</td>
</tr>
<tr>
<td>John M. Terrass</td>
<td>University of California, Berkeley</td>
</tr>
<tr>
<td>Olmsted, Bartholomew, Cheney</td>
<td>Traffic Commission of City and County</td>
</tr>
</tbody>
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**More Information**

- Past Visions of L.A.'s Transportation Future
- Los Angeles Transit And Transportation Studies, 1911-1957

**Search Tools**

- Library Catalog
- Board Archives
- TRIS
- TLCat

**Also On Our Site**

- View the library's site categories
- Archives
- Our historic legacy of photographs, manuscripts, and other items document the important and unique role of transportation in Southern California history and culture
  - Click here to view Archives
- Library Research
- Records Services
- Social Media / Web 2.0
Exploit embedded resources
Lasting partnerships
One resource goes a long way
Unintended consequences
Getty Museum...and beyond

OVERDRIVE
L.A. CONSTRUCTS THE FUTURE
1940-1990

THE GETTY CENTER
EXHIBITIONS PAVILION
APRIL 9-JULY 21, 2013
U.S. National Building Museum
Learning from mistakes and failure

→ Second Life (augmented reality)
→ WikiSpaces (knowledge base)
→ MySpace (social networking)
SO: What can we do together to increase our IMPACT?
FROM INNOVATION to RELEVANCE...

LIBRARIES

ARCHIVES

MUSEUMS

...and beyond!
Thank you!

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@StrategicLibries