



STRATEGY AND COLLABORATION

The Keys to BHL Outreach Success

Grace Costantino
2013 BHL Institutional Council Meeting
May 6, 2013 | Woods Hole, Massachusetts

 **BHL**
Biodiversity Heritage Library

Let's Talk OUTREACH

GOAL FOR PRESENTATION

**Discuss strategy for outreach,
demonstrate how you can help with BHL
outreach and why it's to your
benefit to do so!**

Outline for Presentation:

- Introduction to the new Communication and Outreach Plan
- Benefits of Contributing
- How can you help?

FACETS OF BHL OUTREACH



Communication & Outreach PLAN

BEFORE

OUTDATED PLAN, GENERAL GOALS, LITTLE ALIGNMENT

Plan from 2010

Foster Dialogue

Promote Advocacy

- * Outdated and general...
- * Outreach is more than social media...
- * What about overall BHL program goals?
- * Who is our audience?
- * Who's responsible for what?
- * What's best practice for locating and developing content?
- * How do we organize our efforts?
- * Are we keeping the right metrics, or just random numbers?

AFTER

STRATEGIC GOALS

Goal One: Increase awareness about BHL and grow our audience.

Goal Two: Keep people informed about project developments, services, and how to use them.


Goal Three: Raise awareness and foster dialogue about biodiversity topics and corpus publications


Communication & Outreach PLAN


BHL AUDIENCES



Scientists




Citizen Scientists




Bibliophiles




Taxonomists




Artists






Educators




Librarians




Techies



Communication & Outreach PLAN

FOR EACH PLATFORM...

- 1) Definition
- 2) Types of Posts or Content
- 3) Schedule
- 4) Responsible Parties
- 5) Guidelines for Choosing Content
- 6) Goals reached and metrics to measure success towards those goals

STRATEGIES



BHL Calendar



Organizational System

CAMPAIGNS

↑ 68%
TRAFFIC TO BHL

DARWIN

SHARK WEEK

2012 ELECTION



Collaborations




BHL Awareness Program

I NEED YOU TO HELP TELL THE BIODIVERSITY HERITAGE STORY!



CONTRIBUTED BLOG POSTS

COLLABORATED ON CAMPAIGNS




PRESENTED AT/FACILITATED CONFERENCE PARTICIPATION



BENEFITS OF PARTICIPATION

Benefit One: More exposure to your content and programs!

Benefit Two: Expose your content around popular topics with large existing audiences!

Benefit Three: Great great publicity for funders!

Benefit Four: Reach new audiences and allows those audiences to help you spread the word!

Social Media BENEFITS

Benefit One: More exposure to your content and programs!

HIGHLIGHT EVENTS AT YOUR INSTITUTION

ORCHIDS

NYBG



The New York Botanical Garden Annual Orchid Show opens tomorrow! Thousands of orchids will be on display, including species in the genus pictured here. This species is *Vanda coerulea*, and the juice from its flowers is used for medicinal purposes, including to treat afflictions with which part of your face?

Find this image in BHL:
<http://biodiversitylibrary.org/page/35713916>



Like Comment Share 43 1 12
2,217 views

2,217

PEOPLE SAW THE FACEBOOK POST

MBG



10,907 FOLLOWERS

mobotnews

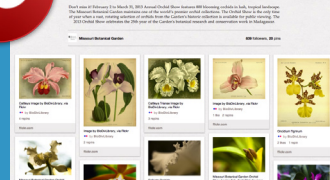
Jan 31, 12:34pm via HootSuite

@BioDivLibrary We are going to pin some of these to our Orchid #Pinterest board! Thank you for sharing, beautiful! ow.ly/hHZJ ##



1,265 FOLLOWERS

Orchids at Missouri Botanical Garden



Missouri Botanical Garden

February 3

We aren't the only ones excited about orchids this week. Visit the Biodiversity Heritage Library's page to see some beautiful botanical illustrations and learn more about the world's many orchid species.

Biodiversity Heritage Library

The Biodiversity Heritage Library (BHL) is a consortium of natural history and botanical libraries that cooperate to digitize and make accessible the legacy literature of biodiversity held in their collections and to make that literature available for open access and responsible use as a part of a g...
Page: 5,269 likes

42
LIKES

67,840 FOLLOWERS



Orchid Flickr Collection

SI GARDENS



1,508 FOLLOWERS



Smithsonian Gardens @SIGardens

29 Jan

MT @biodivlibrary: Christmas Orchid is nat. flower of Colombia, its coloring matches Colombian flag ow.ly/hehIU #bhlib #Orchids2013

Expand



BHL @BioDivLibrary

30 Jan

What species can you see this week in @SIGardens #Orchids2013 exhibit? ow.ly/h40Lp Explore orchids in #bhlib ow.ly/h40NZ

Retweeted by Smithsonian Gardens

View summary



BHL @BioDivLibrary

31 Jan

Stunning photos from @SIGardens #Orchids2013 exhibit ow.ly/hieVq (via @Smithsonianmag) More images in #bhlib ow.ly/hieVK

View summary

Social Media BENEFITS

Benefit One: More exposure to your content and programs!

HIGHLIGHT YOUR RESEARCHERS

Harvard Botany

DR. KANCHI GANDHI

BHL and Our Users: Dr. Kanchi Gandhi



This week, we feature a colleague who combs the botanical literature for new plant names, determines their validity and contributes them to the [International Plant Name Index \(IPNI\)](#). Meet Dr. Kanchi Gandhi, who has been recognized by the [American Association of Plant Taxonomists \(ASPT\)](#) for his countless pieces of nomenclatural advice provided to taxonomists worldwide and for keeping classical expertise in the practice of taxonomy alive.

What is your title, institutional affiliation, and area of interest?

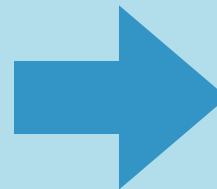
I have been the Senior Nomenclatural Registrar at the Harvard University

Herbaria (HUH) in Cambridge, MA since 1995. I compile New World plant names for the IPNI and manage the [HUH authority files](#) for generic names, authors' names, and publication titles.

My interests are in the areas of plant nomenclature, plant morphology, and plant taxonomy.

How long have you been in your field of study?

I began my first botanical project in 1970 as a scientific assistant at St. J. College in Bangalore, India, working on a survey of local flora in collaboration with the Smithsonian Institution. That is how I met Smithsonian botanist, Dan Soltis, with whom I continued to work with for nearly 40 years. I taught plant taxonomy at The National College, Bangalore. I was awarded a Ph.D. from Texas A&M in 1989.



~1,000
VIEWS

4 comments:

Dr. M.K. Pathak said...

There are thousands in India who are using the BHL. Similarly there are thousands in India approaching Dr. Kanchi Gandhi for Taxonomic advice. Dr. Gandhi is an asset of present time.

January 21, 2012 at 4:14 AM

BKS said...

While going through the contents of the interview of Dr. Kanchi N Gandhi by BHL, my memory went back to late 1970s when I received timely help from him by way of identifying wild plant specimens of my collection from Indian Flora in connection with my research project in the field of Cytotaxonomic evaluation of LILIALES. Dr. KNG and I were colleagues in The National College, Dept. of BOTANY, Bangalore, teaching under-graduate students, during that period. His genius and tenacity of duty has paid him rich dividends.

DR. B.K.S. SINGH.

January 21, 2012 at 11:00 AM

T.K.Paul said...

I use BHL for my work on Flora of India since long time. I met Dr. Gandhi in the Central National Herbarium (CAL) last year where he delivered a lecture on plant nomenclature, a subject on which he is a 'Master'. Many of my colleagues are getting his constant advice for solving nomenclatural problems.

Dr. T.K.Paul

January 23, 2012 at 5:45 AM

Biodiversity Heritage Library said...

It is so wonderful to hear from so many people who know Dr. Gandhi well and have such great first-hand experience with his expertise. We are lucky to have him as a regular user, and to have had the opportunity to hear about him, his work, and how our project supports that work!

January 23, 2012 at 9:09 AM

Social Media BENEFITS

Benefit One: More exposure to your content and programs!

EXPOSE HIDDEN CONTENT

TOP FLICKR IMAGES



2,689
VIEWS



1,750
VIEWS



1,033
VIEWS



2,170
VIEWS



Smithsonian Libraries

1,746
VIEWS



Social Media BENEFITS

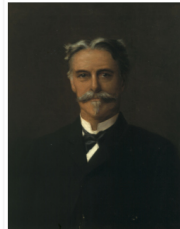
CAMPAIGNS

Benefit Two: Expose your content around popular topics with large existing audiences!

BONE WARS!



This Means War! A History of the Bone Wars



Edward Drinker Cope

Here at the Academy of Natural Sciences of Drexel University in Philadelphia, the story of the so-called Bone Wars is well known.

In short, the Academy's Edward Drinker Cope (1840-1897), also affiliated with U. Penn. and Yale University's Othniel Charles Marsh (1831-1899), also affiliated with the United States Geological Survey, were both prolific, well respected paleontologists. Both unearthed, described, and published their finds of fossil fauna in the post-Civil War era when the discipline of vertebrate paleontology was quite young in the U.S.

Though the two initially enjoyed each others' company, a scientific rivalry kicked in whose results were protracted and nasty. Each scientist ridiculed the other's published works; each endeavored to damage the other's reputation; each supposedly sent thugs to the other's fossil-bone quarries to raid, if not destroy, what lay therein.

But why? Briefly, it was all about priority: who had the published privilege to name which species first. In the end, all this rushing and competitiveness resulted according to Jaffe (2000: 100) in, for example, at least 16 taxonomic names of some extinct mammal. Unsettlers. Quoting the current analysis of Walter W. Jaffee (ibid) reported, "Neither [Cope nor Marsh] paid any attention to the priority of the other's scientific names, and they both virtually ignored the priority of Leidy's. The result was nomenclatural chaos."

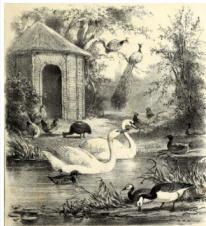


145%

TRAFFIC TO BHL FROM ALL SOCIAL MEDIA PLATFORMS

Everyone LOVES dinosaurs!

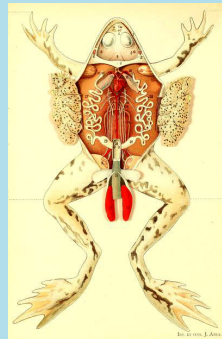
New Grant Helps The Field Museum Digitize Rare and Interesting Books!



Title Page Image, v. 3. Onze vogels in huis en tuin collections of the Mary W. Rummels Rare Book Room.

One of the BHL partner institutions, The Field Museum Library, was recently awarded a small grant from the Consortium of Academic and Research Libraries in Illinois (CARLI) to contribute titles to the growing BHL corpus. The proposal entitled "Empowering Biodiversity Research," allowed The Field Museum Library to contribute 34 new titles to the BHL.

Several titles chosen for digitization came from the Library's impressive Edward E. Ayer Ornithological Library, housed in the



Benefit Three: Great great publicity for funders!

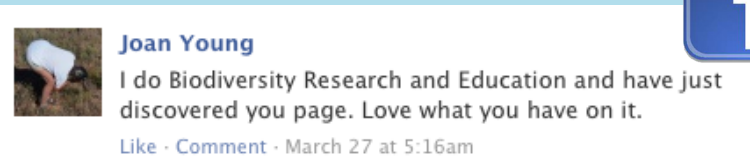
Blog post highlights CARLI grant and books digitized!



Social Media BENEFITS

Benefit Four: Reach new audiences and allows those audiences to help you spread the word!

USERS DISCOVER BHL VIA SOCIAL MEDIA



@Musepods: Just discovered @BioDivLibrary on #Flickr. I think I'm in love.

@Kimberly_Gerson: Why do I not know about this?! MT @BioDivLibrary: Love our 60,000 #free #biodiversity images?



USERS PROMOTE BHL FOR US!



Brainstorming POSSIBILITIES

HOW CAN YOU CONTRIBUTE?

- 1) Send me a list of your favorite contributions to BHL with a little bit of information about why they're important.
- 2) Write a short blog post about one of your favorite books or your recent scanning efforts
- 3) Take pictures of your scanning workflow process and send to me for tweets and Facebook posts
- 4) Give a BHL presentation or do a poster at a conference – lots of you are doing this already! Remember to put it on the BHL wiki!
- 5) Put our swag up all throughout your library (most of you, I'm sure, have already done this too!)
- 6) Put me in touch with the social media representatives at your institutions
- 7) Add events to the BHL calendar and, where you can, include links to relevant BHL material
- 8) Let me know about big events happening at your institution
- 9) Put me in touch with your rare book librarians and have them send some information about your rare books
- 10) Put me in touch with researchers or librarians at your institutions that use BHL so we can feature them on our blog.
- 11) Others?