PURPOSEFUL GAMING

OUTREACH & COMMUNICATION PLAN

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Outline

1. **GOALS**
2. Outreach Goal One: Enlist public in transcription via [FromThePage](http://beta.fromthepage.com/) and [DigiVol](http://volunteer.ala.org.au/) and publicize addition of new horticultural material to BHL and IA
3. Outreach Goal Two: Increase awareness of project and generate interest in game
4. Outreach Goal Three: Promote project partners: BHL, MOBOT, NYBG, Cornell, Harvard & Tiltfactor
5. **AUDIENCE**
6. Citizen scientists
7. Gamers/Techies
8. Scientists/Researchers
9. Librarians
10. **PLATFORMS**
11. Social Media

* Facebook
* Twitter
* BHL/MCZ Blog

1. News Stories
2. Partner Websites/Newsletters
3. Digital Exhibit
4. Conferences

* WebWise 2015
* TDWG: Biodiversity Information Standards

1. **MARKETING SCHEDULE & RESPONSIBLE PARTIES**

Goals

1. **Outreach Goal One**: Enlist public in transcription via FromThePage & DigiVol and publicize addition of new horticultural material to BHL and IA.

* Tactic 1: Provide links to transcription sites (especially FromThePage) in social media posts
* Tactic 2: Post updates on transcription/upload progress via Facebook and Twitter
* Tactic 3: Publish dedicated post about seed catalogs on BHL and MCZ blog
* Tactic 4: Publicize transcription efforts to special interest communities online:
  + [American Ornithologists’ Union](http://www.aou.org)
  + [BirdForum](http://www.birdforum.net)
  + [Agricultural History Society](http://www.aghistorysociety.org)
  + [Council of Botanical and Horticultural Librarians](http://www.cbhl.net/)
  + [US Agricultural Information Network](http://usain.org/)
  + [Special Libraries Association – Food, Agriculture & Nutrition Division](http://fan.sla.org/)
  + [Society for the History of Natural History](http://shnh.org.uk/)

1. **Outreach Goal Two**: Increase awareness of project and generate interest in game

* Tactic 1: Obtain pre-release updates on game development from MOBOT for use in blog and social media posts
* Tactic 2: Coordinate with Harvard Public Affairs & Communications and the Communications Officer for Harvard Libraries to pitch news stories focusing on gaming
* Tactic 3: Distribute publicity material to partners for repurposing and redistribution to wider audience

1. **Outreach Goal Three**: Promote project partners: BHL, MOBOT, NYBG, Cornell, Harvard & Tiltfactor

* Tactic 1: Highlight the specific contributions of each partner institution in social media posts
* Tactic 2: Share/retweet project-related content from partners to increase visibility

Audience

1. **Citizen Scientists**

As the largest target audience for outreach--and the bulk of those already contributing to BHL, FromThePage, and DigiVol--this group has the potential to produce the most transcriptions in the shortest amount of time. Citizen scientists, therefore, will be the focus of social media content that emphasizes active participation and highlights user contributions. Citizen scientists will also be engaged through outreach to niche interest groups like BirdForum and the Agricultural History Society.

1. **Gamers/Techies**

Because Tiltfactor is conducting its own marketing activities and game testing, pre-release publicity aimed at gamers and techies will serve primarily to drum up hype for the game’s release and solicit participation in transcription. By maintaining continuity across all phases of the project, pre- and post-game release, outreach will keep these individuals engaged and invested in the final product.

1. **Scientists/Researchers**

This demographic includes ornithologists, botanists, agricultural historians, and those interested in academic and scientific applications of gaming. In order to engage this diverse population, outreach will highlight factoids of academic interest. Facebook posts, tweets, and blog posts will include images of BHL content that represent unique or especially relevant products of transcription.

1. **Librarians**

Press releases, conferences, and institution-specific newsletters and listservs will reach this audience. The Council of Botanical and Horticultural Librarians is a primary audience for such outreach. While many other librarians may not have a specific interest in the subject matter of the project, their awareness and understanding of its goals position them as educators who can direct individuals from the first three groups to the BHL and its resources.

Platforms

1. **Social Media**

* Facebook: Facebook is important for reaching each target audience and for publicizing project activity large and small. Topics will include:
* calls for transcribers
* transcription progress as a percentage
* content highlights from each institution
* project milestones
* factoids
* BHL images
* links to blog posts
* Twitter: Content will largely mirror that of Facebook posts, as well as retweets of content from project partners. Effort will be made to use images from BHL in each tweet, accompanied by appropriate hashtags.
* BHL/MCZ Blog: Bimonthly blog posts will focus on project milestones such as completed transcriptions and give detailed updates on each phase of the project. Posts may address specific topics, such as seed catalogs and the challenges of transcribing them. Each post will be accompanied by one Facebook post and two tweets highlighting the same content.

1. **News Stories**

Press releases will be distributed two or three times throughout the project to announce major milestones. They will be coordinated through the Communications Office of the Harvard Library with prior feedback from each project partner. They will also be distributed to partners for re-release.

1. **Partner Websites/Newsletters**

All content from blog posts, newsletters, and press releases will be shared with partner institutions for further dissemination and outreach. Prior coordination will take place during the monthly meeting.

1. **Digital Exhibit** [tentative]

Using Omeka/BHL-Europe exhibit architecture, a digital exhibit will be created to showcase the project. The exhibit will feature representative images of seed catalogs and ornithological journals taken from the transcription material. Social media posts use images from the exhibit and link to the exhibit itself.

1. **Conferences**

* WebWise 2015: Conference participants will represent partner institutions by attending the annual conference hosted by the Institute of Museum and Library Services (IMLS). This venue will be a major opportunity to reach the library and museum communities.
* TDWG: Biodiversity Information Standards

Marketing Schedule & Responsible Parties

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|  | **Frequency** | **Responsible Parties** |
| **BHL/MCZ Blog** | Bimonthly | Patrick Randall, Grace Costantino, Joe deVeer, Connie Rinaldo, Trish Rose-Sandler, Marty Schlabach, Susan Lynch |
| **Facebook** | Once per blog post, as needed in off months | Patrick Randall, Grace Costantino |
| **Twitter** | Twice per FB post, as needed in off months | Patrick Randall, Grace Costantino |
| **News Stories** | 2-3 over project duration | Patrick Randall, Trish Rose-Sandler, Connie Rinaldo, Joe deVeer, Marty Schlabach, Susan Lynch |

Description of Responsibilities

**BHL/MCZ Blog**

* Patrick Randall: Solicit updates and material from relevant parties, draft blog posts, submit to BHL for review, and redistribute material to partners
* Grace Costantino: Review drafts prior to Patrick posting on BHL blog
* Joe deVeer: Review drafts prior to Patrick posting on MCZ blog
* Connie Rinaldo: Review drafts prior to Patrick posting on MCZ blog
* Trish Rose-Sandler: Provide MOBOT-specific material on request
* Marty Schlabach: Provide Cornell-specific material on request
* Susan Lynch: Provide NYBG-specific material on request

**Facebook**

* Patrick Randall: Draft posts, submit to BHL for review, schedule posts
* Grace Costantino: Review drafts prior to Patrick posting to BHL FB page

**Twitter**

* Patrick Randall: Draft tweets, submit to BHL for review, schedule tweets
* Grace Costantino: Review tweets prior to Patrick posting to BHL Twitter

**News Stories**

* Patrick Randall: Solicit project updates, draft press releases, coordinate with Harvard Libraries Communications Office, redistribute to partners
* Trish Rose-Sandler: Provide game updates and milestones on request, review drafts
* Connie Rinaldo: Review drafts
* Joe deVeer: Review drafts
* Marty Schlabach: Provide Cornell-specific updates and milestones, review drafts
* Susan Lynch: Provide NYBG-specific updates and milestones, review drafts