



Making the Best Use of Social Media for your Society – Part II

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HISTORYPIN

- Post historical photographic images, videos, audio clips and descriptive and narrative text online
- Aim - to increase the participation of research into family and community history by individuals and organisations
- Photographic images can be pinned directly to a map of any location at any time in the past. Audio and video content can also be pinned to the location and date of where and when they were recorded.
- Give a date (within 30 years).
- Used to promote exhibitions, walking tours, sharing stories of a particular place.

The RAHS used Historypin to increase awareness of its Frank Walker Crossings collection:
<http://www.rahs.org.au/western-crossings/>

- Image requirements: Image files must be uploaded as JPG or PNG <5MB in size
- Every pin should include a live link e.g. website for more information/catalogue entry

HISTORYPIN 'Pin of the Day' – Australia Day, 2014



Peters Ice Cream Float: 'Australia's March to Nationhood', January 1938
[RAHS Collection]

Accompanying Blog post based on an interview between Historypin and the RAHS:
<http://blog.historypin.com/2014/01/25/spending-australia-day-with-the-royal-australian-historical-society/>



FLICKR AND FLICKR COMMONS

- Share photographs with the online community.
- Embed in blogs and other forms of social media.
- The free version of Flickr grants users 1 terabyte of storage and accounts can be upgraded to increase storage for a monthly fee.
- Cultural institutions, including the RAHS post images from their collections on it.
- Flickr has private and public settings but most members allow their photos to be viewed by anyone.
- Flickr Commons is a version of Flickr favoured by participating institutions around the world that allows these institution's public photography archives to be shared online.
- **Flickr Commons Copyrights on Photographs and Participating Institutions**

<https://www.flickr.com/commons/usage/>

- **Copyright – RAHS Copyright Statement linked from Flickr Commons**

<http://www.rahs.org.au/about-rahs/rahs-copyright-statement/>

FLICKR COMMONS STRUCTURE

Flickr Commons is structured in the following way:

Photostream - displays in order of the date posted to Flickr

Albums – as the name suggests, it is a collection of images adhering to a specific theme

Map – Geotagging images

Favourites – Images by others that you like

Galleries – a collection of images from other Flickr users that you 'curate'

FLICKR COMMONS AND THE RAHS

<http://blog.flickr.net/en/2013/10/11/welcome-the-royal-australian-historical-society-to-the-commons/>

The collections presented on Flickr by the RAHS have been compiled for a number of different reasons:

- To tie in with an upcoming RAHS event, whereby the images (and accompanying text) are used to publicise the event (links to website)
- To tie in with a particular project that the RAHS is working on (Western Crossings)
- To provide an historical perspective on a national holiday or annual event
- To introduce a collection of images to the public, previously unseen or to broaden exposure

Using accompanying text

- Link to a website or other image hosting site – use Flickr as a preview for image collections and put entire collections on Historypin or vice versa
- Mention news or events, again provide a link

Tags

- A tag is a keyword or term assigned to a piece of information such as a digital image, in this case. This kind of metadata helps describe an item and allows it to be found again by browsing or searching. Tags are generally chosen informally and personally by the item's creator and can also be added by viewers of a Flickr channel.
- RAHS Flickr channel viewers – 41,270 views for the 10 most viewed images since September 2013.

CULTURAL/HERITAGE GRANT RECIPIENTS



Collaboration – after Adel’s book *Cast in Iron: NSW Letter Receivers* was published, we began to collaborate by posting images from the book on Flickr Commons and adding them to Historypin – pinning them to the Historypin map so they revealed each letter receiver’s precise location

As a result of this publicity, which included this kind of linking between the RAHS’ Flickr and Historypin channels, a number of Adel’s books were sold both here and in the UK.



Facebook – Profile, Page or Group?

PROFILE

Your Facebook profile is a home base on Facebook for you as an individual, not as an organisation.

Best for:

- Sharing photos, videos, and links
- Adding friends
- Posting comments
- Communicating with your friends
- Connecting with causes
- Viewing a log of your Facebook activity

PAGE

Your Facebook Page is basically a Timeline for your organisation. Set one up so that your customers can “like” your organisation on Facebook.

Best for:

- Promoting your organisation
- Showcasing your work
- Posting announcements
- Sharing photos, videos, and links
- Encouraging people to like your organisation
- Getting people to sign up to a newsletter

GROUP

Think of Groups like discussion forums that can be either public or private.

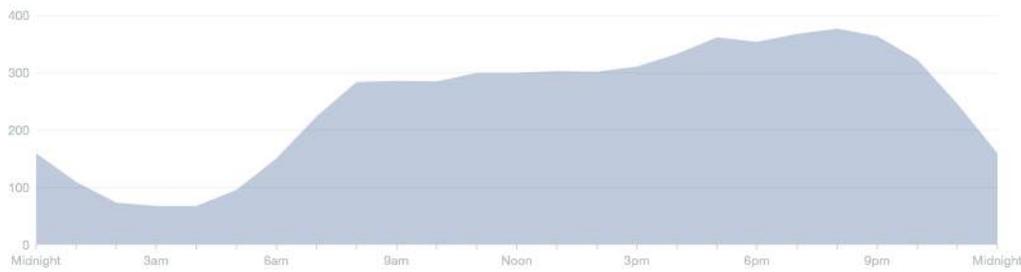
Best for:

- Sending messages to all group members
- Following discussions about topics you care about
- Asking and answering questions
- Inviting new members to join the conversation
- Posting links

How the RAHS uses Facebook

- Daily posts on RAHS events and other RAHS news
- Roughly 1 hour spent on this each day
- Directing traffic to the RAHS website
- Usually posts are structured so that a summary or introductory paragraph is included and then a link provided to the RAHS website or website of other organisation
- Post 'teaser' text and upload PDFs to website where viewers are directed to
- We take note of peak viewing times to maximise reach (3pm – 9pm), however this is not always possible or practical

Example of RAHS Facebook Page viewing times 12am – 12am



FACEBOOK BENEFITS

- Raises the RAHS' profile and expands our potential reach. We are regularly making contact with people overseas.
- Membership – we now ask on our membership form where applicants heard the about the RAHS – Facebook is often mentioned.
- Increase in event numbers.

HOW THE RAHS USES FACEBOOK

- Take a screen shot of images instead of posting an original JPEG image – these are often too large for image size limits.
- Facebook file size max. 25MB and Twitter max. 5MB.
- Link to website – handy when posting PDFs – if the PDF is not too text heavy (eg. event flyer), you can always screen shot this too and turn it into an image file which Facebook supports (Facebook does not support the uploading of PDFs).
- Standard, consistent structure for posts of the same nature. (e.g. events) will include a block of text listing:
 - Date and Time
 - Venue
 - Cost
 - How to book

HOW THE RAHS USES TWITTER

- Not as often used as Facebook, but we still have 200+ followers
- 140 character limit
- Hashtags and @ to mention individuals or organisations in your post
- Talk about links – condense using something like *tinyurl*
- Images but with no captions

THINGS TO CONSIDER

Ask Questions

- The right questions typically result in lots of interaction from viewers and could generate questions.

Comments, 'Likes' and 'Retweets'

- Make commenting on your Facebook profile or mentioning you on Twitter an enjoyable experience for those interested in your project, and thank them for doing so with a simple 'Like' or 'Retweet'.

Ask for Opinions

- Make your viewers feel like their opinion matters, so ask them what they think.

Commitment

- Daily monitoring of followers posting to our page (we can share these on our main timeline if we choose and we have complete control over this)
- Regular updating of cover image

PODCASTING - <http://www.rahs.org.au/podcasts/>

Introduction and Background

Podcasting perfect tool to promote history – it gives more depth of analysis than social media tools

- We have many regional members and we want them to be connected to what is happening at History House
- It is an opportunity for us to support historians as RAHS staff manage all the recording and editing
- Speakers who we podcast often promote us by sharing the link to talks through their media networks

RECORDING PROCESS

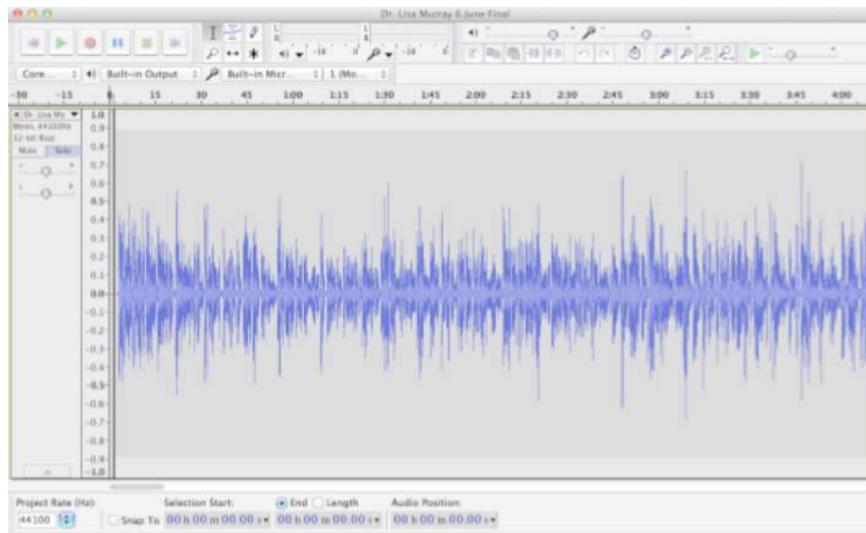
Lectures are recorded using the Rode Podcaster Microphone (left below) that connects via USB to a laptop. The software used is *Audacity*. *Audacity* can be downloaded for free for at the *Audacity* website - <http://audacity.sourceforge.net/>



The Rode Podcaster Microphone retails for around \$350 but can be purchased for as low as \$220. A more cost effective alternative to this microphone is the Zoom H1 (right above), which retails for around \$220 but can go as low as \$150.

The Editing Process

The lecture recording is edited so that content itself is left largely untouched, but lengthy pauses, 'ums' and 'ahs', and any unwanted background noises are removed.



The Audacity Interface

Once the lecture has been edited, it is exported as an mp3. As a general rule, for a roughly one-hour lecture, the resulting file size is approximately 50 - 60MB.

Incorporating PowerPoint slides into the podcast

PowerPoint presentations are exported as JPEGs, which are then imported into a new project in *iMovie*. A two-second cross-dissolve transition is applied between each slide, including a transition at the beginning and end of the lecture.



The iMovie '13 Interface

The edited version of the lecture recording is then imported into *iMovie*. It is then necessary to go back and listen to the lecture recording again in *iMovie* and apply specific durations to each slide so that the timing of the slides corresponds with how they were presented in the actual lecture. This is the most time-consuming part of the process but of course depends on the number of slides in the presentation. If no slides were used, the podcast is still produced in *iMovie*, but with a black background detailing the following information:

- Title of Speaker
- Speaker's Name
- Lecture Date

Once the necessary durations of each slide have been applied, the podcast is complete and ready for exporting. To minimise the resulting video file size while still maintaining quality, the video is exporting as 'Large' video file in *iMovie*.

The final file size depends on the number of slides used in the presentation, but to give an idea, a presentation with 11 slides results in a 127MB video file.

Uploading to Vimeo

- Open a free Vimeo account
- Upload video
- Add text, tags
- Link to finished podcast from Facebook, Twitter, website etc



Example of completed podcast on the RAHS' Vimeo channel

SAMPLE PODCAST PERMISSION FORM (overleaf)

Note: With presentations we ask speakers to either (i) use images that are out of copyright (ii) have appropriate copyright permissions that allow images to be shared for educational purposes. If there are any doubts about permissions we remove slides.



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Dear Lecturer,

Thank you for agreeing to provide your lecture for our series of podcasts. We will be using the recorded material to advance our mission (and yours), to stimulate and nurture a love of Australian History. We will not be seeking to sell your material, nor to trespass on your intellectual property. All recording will be made available in part or whole (your choice) on our website so that it might reach as wide an audience as possible, particularly our regional members who are not able to attend in person. We hope on your end, that your material will benefit as many people as possible. Do let us know what your 'boundaries' are, and what level of editorial control you would like. We will abide by this. You will be sent our version for your approval prior to uploading.

Name of Lecturer _____

Name of Lecture/Date _____

Please outline any editorial requests (time restrictions, web availability dates, etc)

I agree for the recording, broadcasts or digital media (including considerations above) to be uploaded to the RAHS website for educational and research purposes and I understand that there will be no sale of the recording by the RAHS in any way, shape or form.

I further agree and I do hereby release and discharge the RAHS, its employees, agents or assignees from all claims, demands, damages, actions of any nature whatsoever, arising or to arise by reason of the usage of any of the aforementioned recordings, broadcasts, digital media, or proceedings.

The RAHS will provide a copy of original and edited version of podcast. I agree to acknowledge the work of Graham Sciberras RAHS podcast editor if I provide access to the edited podcast on another website or digital forum

Signature: _____
Witnessed by: _____
DATED this _____ day of _____, 20____

Please return this form to History House, 133 Macquarie Street, Sydney NSW 2000
For all enquiries, contact executive@rahs.org.au

Useful Sites

Historypin

<http://www.historypin.com/faq/>

<http://www.historypin.com/community/howtos>

Flickr Guidelines

<https://www.flickr.com/help/guidelines>

Audacity Tutorial

<http://manual.audacityteam.org/o/>