UBC THE UNIVERSITY OF BRITISH COLUMBIA iSchool (Library, Archival & Information Studies) Faculty of Arts	LIBR 548X Social Media and Digital Outreach

We acknowledge that we are on the traditional, ancestral and unceded territory of the hən̓q̓əmin̓əm̓ speaking Musqueam people.

The mission of UBC iSchool is to enhance humanity's capacity to engage information in effective, creative and diverse ways, through innovative research, education, and design.

Prerequisites
- MLIS and Dual MAS/MLIS: Completion of MLIS Core or permission of iSchool Graduate Advisor
- MAS: completion of MAS core and permission of the iSchool Graduate Adviser

General information
Program: MLIS
Year: Winter Session II 2018-2019
Time: Mon, 2-4.45 pm
Location: Terrace Lab and RBSC seminar room
Instructor: Dr. Erik Kwakkel
Office location: 496
Office phone: 604 822 4448
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Learning management website: http://canvas.ubc.ca

Course goals and rationale
This course prepares students to use social media and other digital tools for the purpose of professional outreach. The aim is threefold: (i) To show, through a critical analysis, how digital outreach is currently undertaken by libraries and archives; (ii) To provide students with the tools to use social media effectively for professional use, both with respect to written communication and the use of images, the choice of subject matter, and customizing posts to the interests and needs of specific audiences; (iii) To give students first-hand experience of undertaking outreach activities themselves and to reflect on this experience. The course will have a two-tiered approach:

(1) Students will analyze a selection of real-world outreach projects and platforms curated by libraries and archives, gauging how each is designed (content, format, tone), how specific audiences are targeted, how the activities are received among users (retweets, comments, statistics), and how the activities relate to the mission of the host institutions. The following dynamics are explored to capture the breadth of current online outreach practices: Web exhibitions: substantial yet convoluted narratives made for long-term use, often created through collaborative initiatives, with a specific focus, and over a long period of term; Twitter, which facilitates short bursts of (usually current) information with a short half-life across a broad range of topics, either communicated on an individual basis or collaboratively; Blogs: semi-long narratives devoted to a broad range of topics, often firmly connected to the holdings or activities of the host institution, and maintained on an

individual or institutional basis; <u>Visual social media</u>, which are primarily focused on presenting images and that commonly draw from the institutions' holdings. Two assignments are related to this analytical component of the course: **Assignment 1** assesses the twitter feed of a library or archives professional (librarian, archivist, curator), while **Assignment 2** analyzes a blog.

(2) At the same time, students are working on their own outreach activities. At the heart of these activities is one particular book or document from UBC's Rare Books and Special Collections (RBSC), which students choose themselves. When picking this item students are encouraged to stay close to their interests and specialization. Having thoroughly studied the RBSC item, students will create an outreach project dossier related to the book or document (**Assignment 3**). The dossier consists of an entry for a virtual exhibition, a researched blog post and a series of tweets. A selection of items and descriptions will be put on display from April 2019 in RBSC. Moreover, it is the aim to turn a selection of descriptions and blog posts into a real digital exhibition after the course is completed.

Course objectives
Upon completion of the course, students will be able to:
- Understand the role of social media in outreach programs [1.1, 1.4];
- Understand how outreach contributes to the mission of libraries and archives [1.1, 4.1];
- Undertake effective professional social media activities [1.1, 1.2, 1.3, 2.2, 4.2];
- Communicate specialized information to an audience of non-experts [1.1, 2.2];
- Take part in a collaborative outreach project [3.1, 4.2, 5.2];
- Reflect on outreach activities in various communication modes [2.1, 4.1].

Course topics
- Outreach and advocacy;
- Social media as professional tools;
- Written communication skills;
- Communication aimed at non-expert audiences.

Course Assignments / Grade Distribution

Due date	Assignment	Weight	Competencies
Entire term	Participation in class: presence, discussion	10%	2.1, 4.1, 5.1
Feb 11	Assignment 1: analyse Twitter feed	25%	1.1, 2.2
Mar 5	Assignment 2: analyze blog	25%	1.1, 2.2
Apr 8	Assignment 3: outreach project dossier	40%	1.4, 2.1, 5.1, 5.2, 5.3

Assignment 1 – Analyze the twitter feed of a library or archive (institutional account) or of a library or archive professional (personal account). In your assessment, focus on content, format, tone, clarity, connection to the institution's events and activities, connection to the institution's holdings, the use of images and weblinks, how the message is tailored to the audience, whether and how a personal connection is made, and how the balance professional-personal is managed. A list of suggested accounts will be provided. Your analysis should be 1000-1500 words in length.

Assignment 2 – Analyze the blog of a library or archive (institutional blog) or of a library or archives professional (personal account). In your assessment, focus on content, format, tone, length, connection to the institution's events and activities, connection to the institution's holdings, the use of images and weblinks, how the message is tailored to the audience. A list of suggested blogs will be provided. Your analysis should be 1000-1500 words in length.

Assignment 3 – Create an outreach project consisting of the following components: 1) Entry for a digital exhibition. The entry introduces the artifact to a non-expert audience; is factual and descriptive; 250-300 words in length; contains two relevant images with captions (take these yourself as you study the artifacts in RBSC); and, if available, includes a small selection of secondary sources pertaining to the text, edition, or material object. 2) Researched blog post devoted to your item. The post is 800-1200 words in length and is written for a non-expert audience. The post is to promote the items, peek the reader's interest, and contain up to three relevant images with captions. 3) Ten tweets in which various aspects of your item are considered and promoted (include images, or links to relevant websites).

A more detailed clarification of each assignment will be made available on Canvas.

Note on copyright and licensing: while photographs taken of artifacts in UBC's Rare Books and Special Collections are free of copyright, many images online are not. During the course the proper (i.e. legal and ethical) use of online images will be discussed so that students know what they can and cannot use for their assignments.

Course Schedule (preliminary)

Date	Topic	Description
Part 1: Outreach & objects of outreach		
Jan 7	Introduction / Outreach activities	Introducing course and notion of outreach
Jan 14	Objects of outreach (1)	Materials available in libraries & archives
Jan 21	Objects of outreach (2)	Materials available in libraries & archives
Part 2: Social Media		
Jan 28	Twitter (1): Institutional use	What/how do libraries/archives tweet?
Feb 4	Twitter (2): Individual use	What/how do libr/arch professionals tweet?
Feb 11	Image-based social media	Use of Flickr, Instagram, Tumblr in libraries
Feb 25	Blogs (1): Institutional use	What/how do libraries/archives blog?
Mar 4	Blogs (2): Individual use	What/how do libr/arch professionals blog?
Part 3: Online exhibitions and their promotion		
Mar 11	Current practices, trends, models	Current practices in libraries and archives
Mar 18	Exhibits as tools of outreach	Relation to mission and outreach policies
Mar 25	How to write a good exhibition entry...	Tone, contents, connection to theme
Apr 1	... and how to blog & tweet about them	Tone, contents, connection to theme

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