

Crowdsourcing Cultural Heritage

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Welcome!

- Session 15: Thursday, 3:00 – 5:00 pm
- Talking about marketing and outreach
- Hands-on: develop an FAQ for your own project

Marketing and outreach

- Expand your call to action and tagline
- What's unique about your project?
 - Content, task, stories?
- What do people already love and share about your collections?
- Ways to generate or capture stories to share?
 - Updates, news to highlight values, achievements
 - PR and social media posts

Where are your communities?

- Where do people already talk about your collections?
- Where are your potential fans hanging out?
- What channels do they use?
- How can you make your content shareable?

What if your community is students?

- Over to you!

Doing It Wrong

Anti-patterns:

- <http://tinyurl.com/FAQingItWrong>
- TranscribeBentham Anecdote

Doing It Right

Class Exercise