

# Welcome!

Session 16: Thursday, 2:45 – 4:30 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

Exercise: create an FAQ for your project

Think about:

- Feedback from class testing
- Comments from typical users
- Anticipate uncertainty and confusion
- Think about edge cases
- Avoid / explain jargon!

# Ending projects

Do it gracefully!