tumblr and Art Libraries’ Special Collections

- Our mind processes images in less than 1/10 of a second whereas, on average, we can read only 28% of text-based posts
- Images receive “likes” and “shares” on social media more than text
- tumblr is a microblog that merges blogging with social networking
- The interface is image-text conversant allowing for the combining of text with photo, video, chat, and quote posts.
- This social networking platform with “following”, “liking”, and “reblogging” as options, enables users to interact with art libraries’ special collections digitally.

Connecting with Peer Institutions

- Hashtags: “Libraries” “Librarians” “tumblarians” connect libraries
- Observe peer institution posts for: collections, engagement, and events
- Assess collections: how are they complementary, what are the differences, what are the commonalities, how are they unique?
- Join, share, interact: Liking and reblogging posts connects institutions

Opening the Vault: Special Collections Online

- Exposes visually rich materials in an enhanced digital socially charged environment
- Open vault policy on tumblr - doing away with the closed stacks barrier
- tumblr posts break the boundaries to using and engaging with special collections
- A library’s presence on tumblr increases awareness and demonstrates relevance of collections
- The exclusivity of the scholar’s reading room becomes an open door digital environment for anyone, anywhere, anytime

The Future of Art Special Collections on tumblr

- tumblr becomes a visual catalog for library collections as more collection items are featured
- Enrich and expand value of metadata by linking tumblr posts to item records
- Invite users of physical collections to create guest posts about their projects
- Team up with peer institutions to create themed posts
- Start using #ArtLibrarians to connect our institutions on tumblr!