Instagram in Art Librarianship: Sharing a Snapshot and Taking a Shot at Using Instagram as a New Librarian

Stacy R. Williams | Head, Architecture & Fine Arts Library | University of Southern California
Stacy + Instagram

A whole new environment
NYC to LA

#yikes
<table>
<thead>
<tr>
<th>Museums &amp; Galleries</th>
<th>Artists</th>
<th>Journals</th>
<th>Art Libraries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Craft &amp; Folk Art Museum</td>
<td>![Image](19 September 2014)</td>
<td>![Image](9 September 2014)</td>
<td>uclaartslibrary</td>
</tr>
<tr>
<td>Papillon</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Musuem & Galleries: CRAFT & FOLK ART MUSEUM, PAPILLION
- Artists: Images with likes and comments
- Journals: Image of a circular logo
- Art Libraries: uclaartslibrary
How are artists, galleries, museums, librarians, and libraries using Instagram?

What could I learn from the Instagram community in the context of librarianship?
Museums + Instagram

- Exhibits and other events
- Creating “conversations”
- Hidden collections

Opportunities

- Professional development
  - LA Art Book Fair
  - LA Zine Fest
  - Meeting authors & distributors
Local Art Galleries + Instagram

- Community engagement
- Emerging artists

Opportunities

- Outreach to local organizations
- Using hashtags to find out more about a neighborhood
  - #leimertparkrenaissance
I love art school libraries.
Now dig this! : art & Black Los Angeles, 1960-1980

Author: Jones, Kellie, 1959-
Publisher: Hammer Museum
Pub date: 2011.
Personal author: Jones, Kellie, 1959-
Portion of title: Art & Black Los Angeles, 1960-1980
Personal author: Carby, Hazel V.
Corporate author: Getty Foundation.
Corporate author: Hammer Museum.
Conference author: Pacific Standard Time (Exhibition)
ISBN: 9783791351360
Item info: 1 copy available at Architecture and Fine Arts.
Permalink: http://library.usc.edu/uhtbin/cgisirsi/x/0/0/5? searchData1=3579792[CKEY]

The pioneering work of a group of black artists is documented in this companion volume to a groundbreaking exhibition. This comprehensive, lavishly illustrated catalogue offers the first in-depth survey of the incredibly vital but often overlooked legacy of Los Angeles's African American artists, featuring many never-before-seen works, some of ... (to read more see "A Look Inside")

ARCHITECTURE AND FINE ARTS

<table>
<thead>
<tr>
<th>Copy</th>
<th>Holds</th>
<th>Loan Period</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>N6538.N5J666 2011</td>
<td>1</td>
<td>NONE 4WK/SEMSTR</td>
<td>Due: 5/15/2015</td>
</tr>
<tr>
<td>2</td>
<td>NONE 4WK/SEMSTR</td>
<td>BOOKSTACKS: area containing books, periodicals, serials</td>
<td></td>
</tr>
</tbody>
</table>
Journals + Instagram

- @artnewsafrica
- @cprintjournal

Opportunities

- Art and social justice research
- The global art world
  - Exhibits
  - Museums
Art Libraries + Instagram

- Developing workshops/programs
- Feed takeover by other subject specialists
- Develop a community of followers
- Weekly or Monthly Features
- Promoting study spaces
- Databases/Digital Library/ Special Collections
- Highlighting services / Reference
What I’ve done:

- Hashtags/keywords
- #streetart #streetartla
- Instagram as a supplement
- Permissions
Images should be high res, you have to post frequently to get more followers and more likes (multiple times a day), the more hashtags the better.

Use often and mix things up.

We use a hashtag for our library so people can easily find all of our posts.

Update regularly and often.

Hello!
We've been using Instagram for a couple of years now (@ecuad_library). We have a social media best practices policy that I can send you by email.
Thank you!

Stacy R. Williams
Head, Architecture & Fine Arts
Library
University of Southern California

stacyw@usc.edu