

# Using Socialbookmarking Sites for Outreach and Publicity

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**Abstract:** UCSF has an extensive collection of tobacco industry documents as well as audio and video recordings that can be used by researchers in fields such as public health, tobacco control, economics, and history. The main objective of this project is to provide more visibility to our digital library by leveraging the popularity, mobility and accessibility of selected socialbookmarking sites to promote and encourage the use and sharing of our digital resources.

We created a list of widely known socialbookmarking sites and analyzed them by audience, usage, and goals. From that list we selected 15 sites that target research/educational communities and the general public, have a long-standing (in digital age) reputation, stable interface, and moderate to high traffic. Based upon keyword searches within the bookmarking sites combined with the archival thesaurus, we decided upon 17 standardized tags to be used for our own submissions. For each site, we registered as users and bookmarked links to two pages: the LTDL home page and Multimedia Collectionpage. In the case where a particular site already had a link to one or both of the LTDL pages, our submissions included a check for correct URL and title, additional tags, and more descriptive information to let users know that these materials cover a wide range of topics, not just tobacco-control.

Finally, we added a bookmarking widget to these two LTDL pages, as well as every document/resource in the digital library, to facilitate bookmarking and sharing of the collections and to collect statistics about activity. At the end of the project we analyzed usage statistics for these pages.

## About the authors:

*Polina E. Ilieva* is currently a Project Archivist at UCSF Library and CKM responsible for multimedia collection of the Legacy Tobacco Documents Library that includes more than 7,500 tobacco industry video and audio recordings. She selects, orders, and processes multimedia materials from Tobacco Documents Depositories in the US and UK for the Tobacco industry videos and audio recordings collection. She also indexes and creates standardized metadata for the recordings that are later ingested into LTDL. She also uploads audio and video recordings to UCSF collections on the Internet Archive: currently there are more than 900 items available for users worldwide. Prior to joining UCSF she was an Archival Specialist working on the Radio Free Europe/Radio Liberty Records at the Hoover Institution Archives where she was also in charge of the archival web projects. She holds an MA in International Relations and a PhD in History (Philippine Studies) from the Moscow State Institute of International Relations (Russia).

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