



Using Socialbookmarking Sites for Outreach and Publicity

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Project Goal

UCSF has an extensive collection of tobacco industry documents as well as audio and video recordings that are 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 social bookmarking sites (SBSs) to promote the use and sharing of our digital resources to a wider variety of disciplines.

Project timeline: April-August 2008.

Legacy Tobacco Documents Library

The Legacy Tobacco Documents Library (LTDL) contains more than 9.7 million documents (50+ million pages) created by major tobacco companies related to their advertising, manufacturing, marketing, sales, and scientific research activities. The LTDL Multimedia Collection contains more than 7,500 tobacco industry video and audio recordings.



LTDL Home Page

Social Bookmarking

"Social bookmarking is a method for Internet users to store, organize, search, and manage bookmarks of web pages on the Internet with the help of metadata."

http://en.wikipedia.org/wiki/Social_bookmarking (Accessed July 16, 2008).

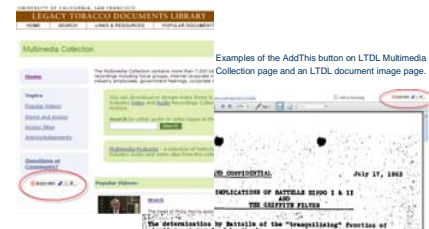
Choosing Social Bookmarking Sites

- Created a list of widely known SBSs using Wikipedia, D-Lib Magazine, and various library, archives and technology blogs.
- Analyzed sites by:
 - audience, usage, features, reputation, and goals
- Selected 15 sites that:
 - Target research/educational communities & the general public
 - Have a long-standing (in digital age) reputation
 - Have a stable interface and moderate to high traffic

del.icio.us, Netvrouz, Mister Wong, Connotea, Mobiseer, Ask.com, Spurl, Yahoo Bookmarks, Ma.gnolia, Simpy, Faves, SNIPITRON, Yuxt, Google Bookmarks, BibSonomy

Submitting URLs and Bookmarking Buttons

- Registered as users for 10 SBSs. During April 9-14, 2008 we submitted the following URLs
 - LTDL Home Page [<http://legacy.library.ucsf.edu>]
 - LTDL Multimedia Collection page [<http://legacy.library.ucsf.edu/about/multimedia.jsp>]
- Registered with AddThis.com and installed their bookmarking and sharing button on these two LTDL pages
- Installed the bookmarking and sharing button to all pages displaying the documents in PDF format



Methodology for Choosing Tags and Description

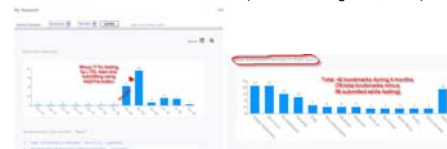
- Keyword searches within the social bookmarking sites, analysis of audio-visual materials & tobacco thesauri
- Created list of 17 standardized tags: *tobacco; cigarette; advertising; marketing; documents; lawsuit; research; library; smoking; health; digital; multimedia; video; audio; lawsuit; archive; settlement; tobacco-industry*
- Used short descriptions from the home pages of the LTDL and LTDL Multimedia Collection
- On SBSs where these URLs were already saved, checked for correct URL and title and added/updated tags and descriptive information.



Del.icio.us provides stats on who has saved the LTDL home page, how many times and using what tags (Accessed August 6, 2008).

Results:

We analyzed how our submissions were used on SBSs and monitored the usage of the button through a free statistics feature on the AddThis.com site (Accessed August 5, 2008):



Results (continued)

After we saw that very few SBS users were adding our URLs to their lists, we updated the site description to provide additional info and phrases to attract students and the general public.



We analyzed traffic with Google Analytics and believe that our submissions may have influenced the direct traffic source for our site, allowing the users to click on our saved links, as well as the overall number of visitors to the site which has steadily increased since the project's start.

We believe this project also increased the number of users and visits from foreign countries (South Korea, UK, Canada, Germany, India, Japan, Australia, and China).

Not as many users as we expected use the AddThis button for bookmarking/sharing - this may be partly due to the fact that many bookmarking sites now provide browser-based toolbars for saving pages, allowing users to bypass the AddThis button.

Conclusion

- Increased visibility for minimal amount of staff effort
- Added outreach to a diverse audience that would not otherwise know of or use LTDL
- Facilitated the research process: users can easily bookmark and share documents and web pages
- We will continue monitoring the Library's presence on bookmarking sites, update tags/descriptions when new documents/info are added to the LTDL

