Beyond Puppy Pics
social media at the LBJ Library
STARRING
From LBJ’s birth
To his death: and beyond
Who we are

Presidential Library (Archives) and Museum

National Archives and LBJ Foundation
The idea: an online exhibit, telling the story of LBJ and the LBJ Library via multimedia archival materials.
But why do we need MORE social media????
Our mission: the story of our time with the bark off

Our new mandate: open government

“This Library will show the facts, not just the joy and triumphs, but the sorrow and failures, too.”

Transparency, participation, and collaboration

David S. Ferriero
“Collector in Chief”
Tumblr Numbers: The Rapid Rise of Social Blogging

Globally, Tumblr has grown 900%, from 10 million monthly unique visits to 90 million monthly unique visits in the last year alone.

Top Countries using Tumblr (with percentage of Unique Visits):
- United States: 42.31%
- Brazil: 9.46%
- United Kingdom: 5.97%
- Canada: 4.16%
- Germany: 3.37%
- Japan: 2.79%
- Australia: 2.60%
- Philippines: 2.57%
- France: 1.89%
- Mexico: 1.45%

Other: 15%

Tumblr has an international bent
Archivists? Really? Yes.
Online there are no limits (kind of)

We can create new narratives...
In 1913, the Johnson family moved to Johnson City, about 16 miles from Stonewall. Both places are today within a pleasant hour’s drive from where we are now: the LBJ Presidential Library.
INCOMING TELEGRAM Department of State

84
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JOINT STATE/DEFENSE MESSAGE

REGRET REPORT SITUATION DETERIORATING RAPIDLY. SAN ISIDRO PILOTS WHO HAVE BEEN PRINCIPAL ELEMENT IN JUNTA FORCES TIRED AND DISCOURAGED. ARMY LEADERSHIP DISORGANIZED ALTHOUGH MONTAS JUST NAMED COMMANDER IN CHIEF ARMED FORCES. IN EFFORT MOBILIZE ARMY EFFORT. POLICE CHIEF DESPRADEL INFORMS HIS MOPPING UP OPERATIONS HAVE MET SUCH VIOLENT RESISTANCE HE CAN NO LONGER CONTINUE AND THAT HIS MAXIMUM CAPABILITY NOW IS DEFENSE OF FEW KEY INSTALLATIONS. WESSIN STILL EXPRESS CONFIDENCE, BUT OBVIOUSLY WEARY AND SPEAKING OF NEED FOR MORE MEN. RIVERA CAMINERO WORRIED AND DISCOURAGED. DE LOS SANTOS AND MONTAS STILL FULL OF FIGHT.

CHIEF MAAG JUST RETURNED FROM SAN ISIDRO WHERE MOST ABOVE OFFICERS NOW GATHERED FOUND GENERAL ATMOSPHERE DEJECTED AND EMOTIONAL, WITH NUMBER OF OFFICER WEEPING. BELISARIO PEGUERO THERE ALSO IN HYSTERICAL MOOD URGIN "RETRACT."

BENOIT OF JUNTA SENT FORMAL REQUEST U.S. SUPPLY TROOPS. TOLD MAAG CHIEF THAT WITHOUT HELP THEY WOULD "HAVE TO QUIT." IN VIEW THIS REPORT AND RECENT MESSAGES THROUGH CAS, COUNTRY TEAM UNANIMOUSLY OF OPINION THAT, NOW THAT WE HAVE REQUEST FROM MILITARY JUNTA FOR ASSISTANCE, TIME HAS COME TO LAND THE MARINES.

AMERICAN LIVES ARE IN DANGER. WE SUGGEST, SUBJECT CONDITIONS AT MOMENT. MARINES ESTABLISH BEACH HEAD IN HOTEL EMBAJADOR.

DECLASSIFIED
E.O. 12356, Sec. 3.4
NII 74-57, State/CR 10/17/74
By 221-21, NARA, Date 2/21/71
Pull material from different parts of our holdings...
THE WHITE HOUSE
PRESIDENT LYNDON B. JOHNSON
DAILY DIARY

The President began his day at (Place)
Manila Hotel, Manila, Philippine Islands

Day Monday

Date: October 24, 1966

Expenditure Code

<table>
<thead>
<tr>
<th>Entry No</th>
<th>Time</th>
<th>Telephone</th>
<th>Activity (include visited by)</th>
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<tbody>
<tr>
<td></td>
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<tr>
<td>12:07a</td>
<td>t</td>
<td>Mary Slater</td>
<td></td>
</tr>
<tr>
<td>7:02a</td>
<td>f</td>
<td>Bill Moyers</td>
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<td>7:04a</td>
<td>c</td>
<td>Bill Moyers</td>
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7:00a
The President awakened and got up and shaved immediately. He then had breakfast of chipped beef, melon balls, and tea. (The President was alone in his room this morning, Mrs. Johnson did not join him)

At about 8:00a, Jake Jacobsen came to the President’s suite. He did not go into the President’s room because the President was asleep—he was reading the papers, and had fallen asleep. Paul Glyn and Jake Jacbosen left him sleep until about 8:30a

Then Paul waked the President, and the President asked for Jake and Marvin. They went with and then visited the President some Lady Hamilton watches, cigarette and cigarettes (small and large), and then some of the President’s friends in his suite at about 7:00p for drinks and Mrs. Johnson had agreed to meet with the Thai group in the suite, to see them also. The President seems rather tired—peaceful; he was talking about him. Paul Glyn

4:30a

At 11:00p, the President visited Mrs. Johnson’s suite at the Philippines Building.
Highlight other communities and lesser-known narratives
Integrate with other platforms

<table>
<thead>
<tr>
<th>Lady Bird Johnson's Home Movies</th>
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<tbody>
<tr>
<td>by LBJ Presidential Library</td>
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<table>
<thead>
<tr>
<th>Title</th>
<th>Views</th>
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<tbody>
<tr>
<td>Lady Bird Johnson's Home Movie # 19: 1940's 1950's in Washington, Austin, LBJ...</td>
<td>147</td>
</tr>
<tr>
<td>Lady Bird Johnson's Home Movie #28: 1958-1960 in Austin, Johnson City, LBJ R...</td>
<td>158</td>
</tr>
<tr>
<td>Lady Bird Johnson's Home Movie #3: Senate Campaign, 1941</td>
<td>155</td>
</tr>
<tr>
<td>Lady Bird Johnson's Home Movie #39: Asian Trip, October-November 1966.</td>
<td>98</td>
</tr>
<tr>
<td>Lady Bird Johnson Home Movie #10: 1943-1944 Kathleen Connolly</td>
<td>705</td>
</tr>
</tbody>
</table>

Some Lady Bird Johnson home movies are available online, including footage from presidential trips and events. However, it's important to note that some of this footage was originally copyrighted and may not be freely distributed. The Library of Congress (LBJ Library) provides access to some of this footage, but viewers should be aware of the copyright status and permissions associated with it.

When using this footage, it is important to respect the rights of the copyright holders. Some of the footage is from a time when copyright law was not as strict as it is today, and there may be questions about the origins of the footage. If you are unsure about the legal status of the footage, it is best to consult with a legal expert or seek permission from the copyright holder before using it.

In summary, while integrating Lady Bird Johnson's Home Movies with other platforms can be a valuable resource, it is important to handle the footage with care and respect the copyright laws and permissions associated with it.
Process

- Beginning: started with volunteers, tried to get input from staff

- Now: Myself, 1 foreign policy archives tech, review by 1 senior foreign policy archivist

- Write, edit, proof, queue

- 1 per day, weekdays only
NOW: 100 K followers

VIA REBLOGGING

- Political organizations, hobbyists
- NARA
- International followers
Lessons

- Small team is better?
- Can’t fake enthusiasm!
- Play to your strengths.
- Be nerdy. (See: Long Tail of the Internet)
Benefits!

Integration with other SM accounts: Repurpose the work!
Showcase our continued relevance
New sources to draw on to tell familiar stories: like the LoC
Flickr (Creative) Commons
Local institutions

TAMI!
Austin History Center!
Where from here?

- We may be maxed out on LBJ aficionados…
- But materials can continue to be reused – they have a life of their own
- Content will be moved to new location for “permanent” display: Omeka
- We’re OK with being
Also, we totally still occasionally post photos of puppies.