PROMOTING A DIGITAL HUMANITIES PROJECT
IDENTIFY YOUR GOALS
What are you trying to accomplish?

- Recognition?
- Interact?
- Learn?
- Publicize?
IDENTIFY YOUR ALLIES

Who will help you succeed? Who is interested in your services?

- @NEHgov
- @CDCgov
- @M_Publishing
- @umich
- Medical libraries
- Public health agencies
IDENTIFY YOUR STRENGTHS

What is your audience interested in? What is unique about your services?

- National audience
- Human interest
- Interesting documents
- Dynamic period of history
IDENTIFY LEADERS
Major libraries, change makers, discussion starters

- Medical libraries
- Medical historians
- DH projects
- DH practitioners
PAY ATTENTION

What strategies are others using? What can you steal?

• Who are they following?
• How often do they tweet?
• Who are they interacting with?
• What hashtags are they using?
INTERACT
Compliment, ask questions, engage in conversations

- Show your interest & knowledge
- Learn by crowdsourcing
- Widen base of support
A FEW POINTERS
AVOID LONG SILENCES
Borrow content and pre-schedule to make sure your feed doesn’t go dead.

• Re-tweet interesting content
• Pre-schedule

Retweeted by 1918-19 Flu Archive
Slate Vault @SlateVault · Sep 24
How literate are you, by 1918 standards? Take this oddly poetic test, administered to US Army recruits in WWI buff.ly/18neV1Z
PLAY TO YOUR STRENGTHS
Contribute to the conversation by showcasing your content.

• This Day In History
• “Live” tweeting of Boston experience
• Human interest stories
MAKE USE OF HASHTAGS

Showcase your content and connect with others.
GET CREATIVE

Catch people's attention by doing something new.

#alaleftbehind? You can still browse our collection of #Chicago related materials! ow.ly/mr8UI @alaannual #ala13 #histmed

1918-19 Flu Archive @1918FluArchive · 28 Jun 2013

Official Report of the Proceedings of #Chicago Board of Education (1918 - 1919) ow.ly/hnzSp #histmed #archive @alaannual

1918-19 Flu Archive @1918FluArchive · 28 Jun 2013

Traveling to @alaannual & bored at the gate? Learn how #Chicago fared in the 1918 flu #epidemic! ow.ly/mriU #ala13

1918-19 Flu Archive @1918FluArchive · 28 Jun 2013
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@1918FluArchive Thanks for the link! I’ll put your site on the resources page of a website I’m launching for the novel this week.
ABOVE ALL, DON’T BE AFRAID TO EXPERIMENT!