



# Digitisation Toolkit

## Making your collections accessible – engagement and networking

### Why make your heritage content available online?

Many of us have Queensland heritage material that is one-of-a-kind and priceless to our communities. The material tells the story of our past, showing how our communities were formed and the day-to-day details that create Queensland's unique story.

Because of the fragile nature of these items, much of Queensland's heritage is stored and made accessible only upon occasion with greatest care. Digitised surrogates make this heritage available to all, while safely putting away the originals.

At State Library of Queensland, reducing barriers to access about our unique heritage is one of the underpinning pillars of our [Strategic Plan](#) with the value of our collections being accessible and in the use of the content. With access via digital surrogates, new knowledge can be realised in unprecedented ways.

### How to make digitised materials accessible:

Based on your strategic plan and your annual Digitisation Plan, how do you make your content accessible?

- In Person – programs, exhibitions, reports, publicity
- Marketing – teasers can be used to draw attention to upcoming events, anniversaries
- Online – an image from a collection is one of the best ways to draw attention to your organisation and your unique Queensland content
- Push traffic to your organisation, walk-in and virtual – one image will raise curiosity about what else you may have

### Use social media to share, invite, explore, network

- Connect with the distributed collection of Queensland memory as a guest contributor to the [enewsletter](#)
- Set up social media accounts for your organisation in order to share your collections:
  - Facebook
  - Flickr
  - Historypin
  - Twitter
- Find out how Trove can harvest your metadata about your collections from Flickr and other social media sites by joining [Australia Pictures in Trove](#)

### Use best practices to ensure proper access in person and online

- Ensure that you have [appropriate permissions – copyright, moral and cultural](#)

- Provide attribution for all digitised content
- Use your website, blogs, portals to tell your story
- Engage with councils, heritage community groups and libraries to share your information
- Try to stay away from stand-alone computers that have limited access

### **How to evaluate access, use and reuse of your digitised content**

- Based on your digitisation plan, how did you make your digitised content accessible during the year?
- Were you able to document use in your programs, exhibitions, publications?
- How did you share online?
- Use Google Analytics and social media statistics from your accounts to track likes and re-postings
- How did you share in the community, local heritage organisations, world-wide heritage organisations?
- Are you able to demonstrate creation of new knowledge, new research, new ideas based on your digitised content?
- Include all in your organisation when sharing digitised content –many will have ideas for use and re-use
- Report your findings to your board and organisation

### **Additional resources:**

- [Social Media at State Library of Queensland](#)
- How Australian Consumers use social media [Yellow Social Media Report 2014](#)
- [Trove](#)

---

### **Need further information?**

(07) 3840 7666 | [gldmemory@slq.qld.gov.au](mailto:gldmemory@slq.qld.gov.au)



This guide is licensed under a Creative Commons Attribution 3.0 Australia licence. You are free to copy, communicate and adapt this work, so long as you attribute State Library of Queensland. For more information see <http://creativecommons.org/licenses/by/3.0/au>