



# **23 Things for Archivists**

Training for  
Web 2.0 Tools  
Social Media  
Cloud Applications

# Why 23 Things for Archivists

- How many of us are using—and how well are we using—the array of social media and other Web 2.0 tools for public relations and to attract new users?
- Is it because you don't know about, or don't know how to use, some of the new tools?
- Or you don't have the time to use social media and other Web 2.0 tools for your archives given everything else we all have to do?
- What are the trade-offs we have to make if we use them?
- Or don't you have an interest in using these tools?
- If you don't know about these tools, do you know about [23 Things for Archivists program](#) and choose not to use it?
- Don't you even know about it?
- Is there a future for the 23 Things program?
- If so, what should that future look like?

# The 23 Things Program

## RAO's Web 2.0 Learning Program

- o Beginning Things
- o Intermediate Things
- o Advanced Things

RAO

## 23 Things for Archivists

ABOUT PARTICIPANT BLOGS BEGINNING: THINGS 1-23 INTERMEDIATE: THINGS 24-46 ADVANCED: THINGS 47-66 MENTORS

ARCHIVES RSS FEED

**Beginning: Things 1-23**  
*In Beginning Things on August 17, 2011 at 2:41 pm*

### What is 23 Things for Archivists?

This is a self-discovery program that allows participants to take control of their own learning. You can do it at home or at work, alone or in a group, at your own pace as you have time. The 23 "Things" are Web 2.0 tools for you to explore and experiment with to learn about the new and emerging technologies that are changing how information is used and created on the Internet today. Some of the "Things" might be useful in helping you work better, some for sharing work, and some for promoting your archives.

The normal "side" bar is at the bottom of each page. There you will find the Meebo chat box to contact a **mentor** and a list of the mentors, the most recently posted comments, buttons to subscribe to the RSS feeds, and links to blogs you might want to use as resources.

**Intermediate: Things 24-46**  
*In Intermediate Things on August 17, 2011 at 2:40 pm*

### What if I Want More Things?

Finished with the first 23 Things for Archivists? Already knew about those 23? Here's your opportunity to learn about more Things!

Like the first 23 Things, this is a self-discovery program that allows participants to take control of their own learning. These are 23 more Web 2.0 "Things" for you to explore and experiment with to learn about the new and emerging technologies that are changing how information is used and created on the Internet today.

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**A Different Kind of Web**  
*In Advanced Things: Web 2.0 on August 17, 2011 at 2:38 pm*

This posting is not itself a "Thing," but rather introduces you to a whole book about "Things." *A Different Kind of Web: New Connections Between Archives and Our Users* is now available from the *Society of American Archivists* (SAA member price is \$49.95, non-member is \$69.95). You will probably recognize some of the contributors, especially the editor, Kate Theimer, who was a contributor to the 23 Things for Archivists' Beginning Things.

Table of Contents

Here is just a small selection of the chapter titles; for the full Table of Contents see the SAA Bookstore. (Links added by 23 Things for Archivists.)

- A View to a View to Hugh: Reflections on the Creation of a Processing Blog, by Stephen Fletcher ([A View to Hugh blog](#))

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- o Beginning Things
- o Intermediate Things
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## Beginning: Things 1-23

In *Beginning Things* on 08/17/2011 at 14:41

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Please go to the [Beginning](#) page for more detailed titles and examples of the Things.

[Thing 1: Blogging](#)  
[Thing 2: Online Chat/Instant Messaging](#)  
[Thing 3: What is Web 2.0?](#)  
[Thing 4: RSS and RSS Feedreaders](#)  
[Thing 5: Online Presentation Sharing](#)  
[Thing 6: Social Networking \(Facebook, etc.\)](#)  
[Thing 7: Professional/Career Networking](#)  
[Thing 8: Microblogging \(Twitter\)](#)  
[Thing 9: URL Shorteners](#)  
[Thing 10: Photo Sharing \(Flickr\)](#)  
[Thing 11: Geotagging](#)  
[Thing 12: Creative Commons](#)  
[Thing 13: Image Generators/Mashups](#)  
[Thing 14: Facebook Apps](#)  
[Thing 15: Widgets](#)  
[Thing 16: Podcasting/Vodcasting](#)  
[Thing 17: Video Slideshows \(Animoto\)](#)  
[Thing 18: Video Sharing \(YouTube, Vimeo\)](#)  
[Thing 19: Online Timelines](#)  
[Thing 20: Social Bookmarking](#)  
[Thing 21: Wikis](#)  
[Thing 22: Google Docs](#)  
[Thing 23: Online Surveys](#)

## Intermediate: Things 24-46

In *Intermediate Things* on 08/17/2011 at 14:40

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Please go to the [Intermediate](#) page for more detailed titles and examples of the Things.

[Thing 24: More Blogging \(Tumblr\)](#)  
[Thing 25: Cloud Computing](#)  
[Thing 26: Tagging/Folksonomies](#)  
[Thing 27: Tag Clouds and Word Clouds](#)  
[Thing 28: More Online Presentation Sharing](#)  
[Thing 29: More Social Networking \(Google+\)](#)  
[Thing 30: E-newsletters](#)  
[Thing 31: Online Meeting Schedulers](#)  
[Thing 32: Customized Home Pages](#)  
[Thing 33: More Photo Sharing](#)  
[Thing 34: Google Maps/Mashups](#)  
[Thing 35: Screencasting](#)  
[Thing 36: LibraryThing](#)  
[Thing 37: Foursquare](#)  
[Thing 38: Pinterest](#)  
[Thing 39: Online Media Editing](#)  
[Thing 40: Directory 2.0](#)  
[Thing 41: Analytics](#)  
[Thing 42: QR Codes](#)  
[Thing 43: More Social Bookmarking](#)  
[Thing 44: Organize Your Research Online](#)  
[Thing 45: Print On Demand](#)  
[Thing 46: Using Blogging Software for Website Development](#)

## Advanced: Things 47-

In *Advanced Things: Meebo, Web 2.0* on 08/17/2011 at 14:38

### Thing 49: More Social Networking (RockMelt)

At this point, you've learned how to engage with social media like [Facebook](#), microblog with [Twitter](#), and [keep up with the latest news](#) and you Now there's a keep up with an open-source Chromium, the Chrome is based on the latest integrate social browsing by to leave the updates.

When you log your Facebook can integrate networking screen, a tool you how many RSS feed post

[Read more ...](#)

[Previous "A](#)

[Thing 48: A I](#)  
[Thing 47: As](#)  
[A humorous](#)

[Edit this entry](#)

detailed titles and examples of the Things.

[Thing 1: Blogging](#)  
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[Thing 4: RSS and RSS Feedreaders](#)  
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[Thing 22: Google Docs](#)  
[Thing 23: Online Surveys](#)

# The Things

[Thing 24: More Blogging \(Tumblr\)](#)  
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[Thing 43: More Social Bookmarking](#)  
[Thing 44: Organize Your Research Online](#)  
[Thing 45: Print On Demand](#)  
[Thing 46: Using Blogging Software for Website Development](#)

# What a “Thing” Looks Like

- o Explanation of the “Thing”
- o Tasks to do
- o Possibly advanced tasks
- o Blog prompts
- o Resources

## Thing 11: Geotagging

By Amy Schindler

Geotagging is the adding of geographical identification data to images, videos, websites, Twitter tweets, and other media. Geotagging allows users to find location-specific information including news, images, and other content. Using geotagging with tools like Flickr will also allow you to find others in your geographic area using the site who you may wish to share content with, add as a contact, or just learn more about.



### Tasks

1. If you have added images to Flickr, return to the images and add a location: click Organize & Create > Most recent upload > Location > Add items to the map. There are also directions from a [Flickr Help Screencast video](#).
2. After adding locations to your images, it is time to explore who and what is nearby: click Organize & Create > Your Map > Zoom in & out as needed clicking on others' images. As you view the images added to the map near your own, consider adding the creators as contacts.

### Advanced

- Turn on geotagging for your Twitter account (at least temporarily): go to Settings > Enable geotagging. Tweet.

### Blog Prompts

- In what ways could geotagging be useful to your repository and potential users of your collections?

### Resources:

- Geotagging and Facebook: Facebook Community Page about “Geotagging”.
- Geotagging and Flickr: [“Flickr Geo Tagging Now Live”](#) on Tech Crunch.

# Practicing What We Preach



**23 Things for Archivists**  
Closed Group

Share: [Post](#) [Link](#) [Photo](#) [Video](#) [Question](#)

Write something...

**Kathy Marquis and Kathryn Otto** added photos of Archives Reading Rooms.

**Archives Reading Rooms**

June 30 at 9:10am · Like · Comment · Unsubscribe

**Kathryn Otto** Add photos of your favorite reading room(s)  
June 30 at 9:13am · Like

Write a comment...

**Angelina Merritt** was added by Kathryn Otto.  
June 30 at 9:32am · Like · Comment · Unsubscribe

**Kathryn Otto** created a doc.  
**Thing 6: Social Networking**  
June 27 at 10:21am · Like · Comment · Unsubscribe

**Kathryn Otto** changed the group profile picture.  
June 27 at 9:59am · Like · Comment · Unsubscribe

**Kathryn Otto** changed the group description to "23 Things for Archivists is a self-discovery program that allows participants to take control of their own learning. You can do it at home or at work, alone or in a group, at your own pace as you have time. The 23 "Things" are Web 2.0 tools for you to explore and experiment with to learn about the new and emerging technologies that are changing how information is used and created on the Internet today.  
<http://23thingsforarchivists.wordpress.com/>"  
June 27 at 9:28am · Like · Comment · Unsubscribe



**23Things4Archivists**  
[@things4archivists](#)  
23 Things for Archivists is a self-discovery program sponsored by the Reference, Access and Outreach (RAO) section of SAA.  
<http://23thingsforarchivists.wordpress.com/>

Follow

Text follow things4archivists to your carrier's shortcode

Tweets · Favorites · Following · Followers · Lists

**things4archivists** [@things4archivists](#)  
Week 8 brings us to Thing 15: Widgets ([tinyurl.com/3e3aezv](#)) and Thing 16: Podcasts ([tinyurl.com/3nnh3m2](#)). Enjoy!  
49 seconds ago

**things4archivists** [@things4archivists](#)  
New "Thing" added to 23 Things for Archivists - this one is all about Tumblr: ([tinyurl.com/4a38va](#))  
10 Aug

**things4archivists** [@things4archivists](#)  
Week 7 of 23 Things for Archivists covers Thing 13: Image Generators ([tinyurl.com/4y6am6k](#)) & Thing 14: Facebook Apps ([tinyurl.com/3u4n4u5](#)).  
1 Aug

**things4archivists** [@things4archivists](#)  
Week 6 of 23 Things for Archivists covers Thing 11: Geotagging ([tinyurl.com/45damp](#)) and Thing 12: Creative Commons ([tinyurl.com/42z8py](#)).  
30 Jul

**things4archivists** [@things4archivists](#)  
Week 5 of 23 Things for Archivists included URL Shorteners ([tinyurl.com/4xk8p44](#)) and Photo Sharing ([tinyurl.com/430tajf](#)).  
24 Jul

**things4archivists** [@things4archivists](#)  
It's Week 4 of 23 Things for Archivists. That means Thing 7: Professional Networking (LinkedIn). [preview tinyurl.com/6hm1oq](#)  
6 Jul

**Follow 23Things4Archivists on Twitter**  
Don't miss any updates from 23Things4Archivists. Sign up today and follow your interests!

[Sign up >](#)

**Curious how 23Things4Archivists uses Twitter?**  
[Discover who @things4archivists follows](#)

**About @things4archivists**

11	2	0	0
Tweets	Following	Followers	Listed

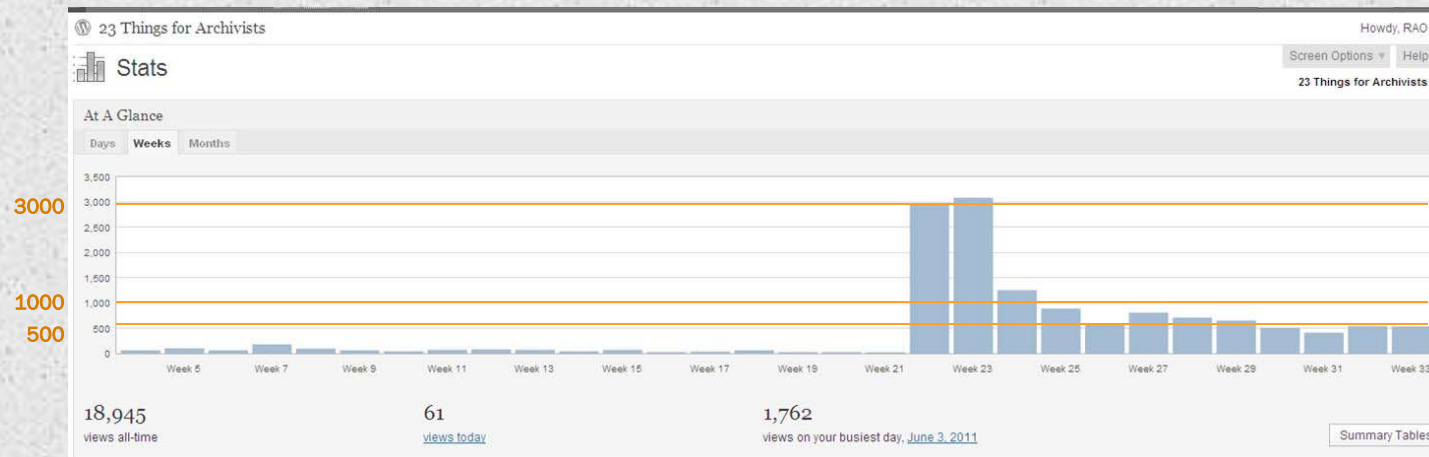
[About](#) [Help](#) [Blog](#) [Web](#) [Status](#) [Jobs](#) [Terms](#) [Privacy](#)  
[Advertise](#) [Businesses](#) [Media](#) [Developers](#) [Resources](#)  
© 2011 Twitter

Facebook Group

Twitter

# Statistics

- o HUGE jump in use once site went live, naturally
- o Announcement in SAA's "In the Loop" & on Facebook



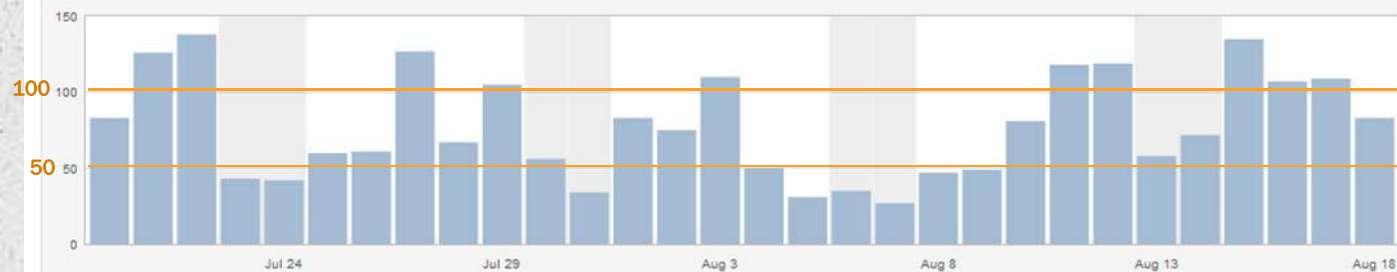
 Stats

Screen Options ▾ Help ▾

23 Things for Archivists

## At A Glance

Days Weeks Months



18,842

views all-time

83

[views today](#)

1,762

views on your busiest day, [June 3, 2011](#)[Summary Tables](#)

## Referrers

Today Yesterday

[This week](#)

No data.

## Search Engine Terms

Today Yesterday

[This week](#)

Search	Views
podcasts "23 things"	2
organize things using papers	2
zotero organize photos	1
google maps mashup twitter images	1
"directory of facebook apps"	1
zoomerang free what happens if go over 100	1
survey branching 20% branch one way zoomerang	1
how do you get to be a guest on meebo chat rooms	1
zotero photo archive manager	1

## Top Posts &amp; Pages

Today Yesterday

[This week](#)

Title	Views
Home page	24
Thing 2: Online Chat (Meebo)	7
Thing 44: Organize Your Research Online (Zotero)	5
Thing 16: Podcasting/Vodcasting	4
Intermediate: Things 24-46	3
Beginning: Things 1-23	3
Thing 19: Online Timelines	3
Thing 31: Online Meeting Schedulers	2
Beginning: Things 1-23	2
Thing 14: Facebook Apps	2
Other posts	28
Total views of posts on your blog	83

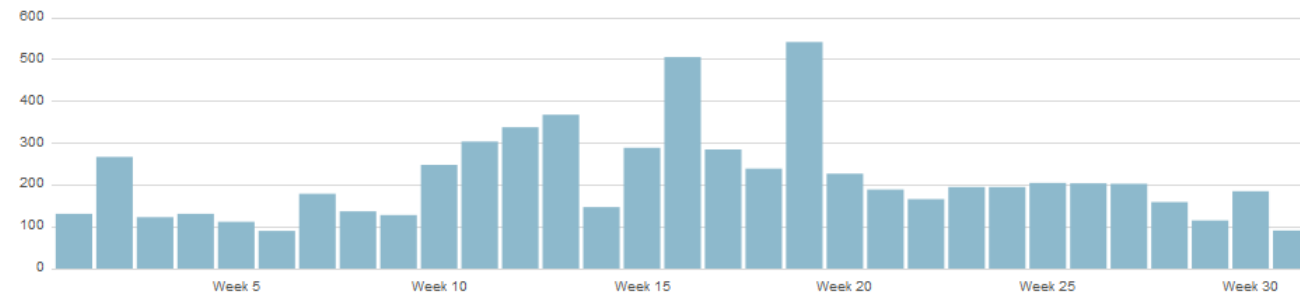
Clicks

Stats for August 3, 2012, 3:52 pm

23 Things for Archivists ([Dashboard](#))

At A Glance

[Days](#) [Weeks](#) [Months](#)



29,346  
views all-time

16  
views today

1,762  
views on your busiest day, June 3, 2011

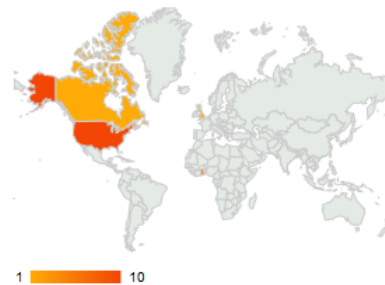
[Summary Tables](#)

Views by Country

[Today](#) [Yesterday](#)

[Summaries](#) →

Country	Views
United States	10
Ghana	4
Canada	1
United King...	1



Referrers

[Today](#) [Yesterday](#)

[Summaries](#) →

Top Posts & Pages




















[Today](#) [Yesterday](#)

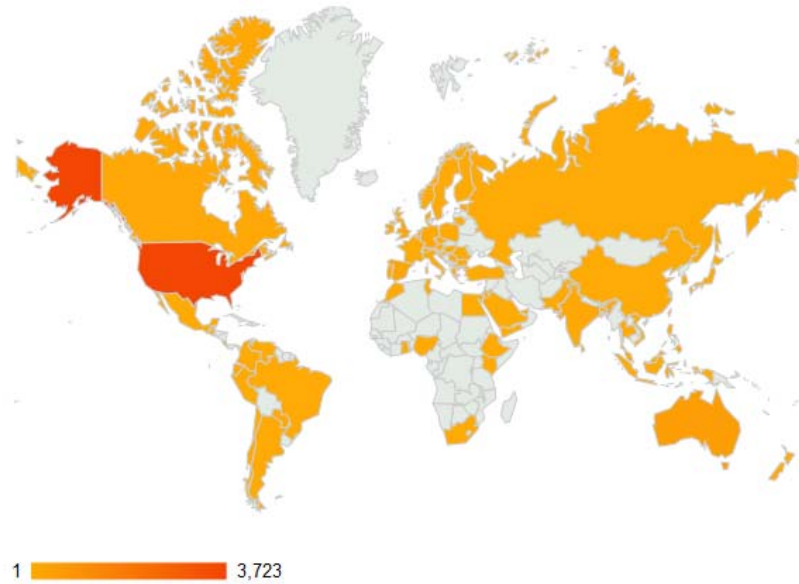
[Summaries](#) →

Title	Views
<a href="#">Home page / Archives</a>	5
<a href="#">Thing 35: Screencasting</a>	2
<a href="#">Thing 1: Blogging</a>	2
<a href="#">Advanced: Things 47-∞</a>	1
<a href="#">Thing 27: Tag Clouds and Word Clouds</a>	1
<a href="#">Thing 13: Image Generators/Mash-ups</a>	1
<a href="#">Mentors</a>	1
<a href="#">Participant Blogs</a>	1
<a href="#">Thing 48: A Different Kind of Web</a>	1
<a href="#">Thing 47: Ask Archivists Day, June 9</a>	1
<b>Total views of posts on your blog</b>	<b>16</b>

Top Views by Country for all days ending 2012-08-03 (Summarized)

[7 Days](#) | [30 Days](#) | [Quarter](#) | [Since February 25, 2012](#)

Country	Views
 United States	3723
 Australia	476
 United Kingdom	213
 Spain	181
 India	125
 Canada	124
 Netherlands	63
 Germany	61
 Singapore	45
 Philippines	42
 Belgium	36
 Bulgaria	32
 Indonesia	29
 Brazil	27
 Malaysia	21
 Poland	20
 Slovenia	19
 Ireland	17
 Republic of Korea	14
 France	13
 New Zealand	12
 Romania	12
 Argentina	11
 Thailand	10
 Pakistan	10
 Russian Federation	9
 Serbia	9
 Italy	8
 Ghana	7
 Denmark	7



# Top Post – All Time

Title	Views
<a href="#">Home page / Archives</a>	11,580
<a href="#">Beginning: Things 1-23</a>	2,374
<a href="#">About</a>	1,165
<a href="#">Thing 1: Blogging</a>	1,113
<a href="#">Intermediate: Things 24-46</a>	962
<a href="#">Thing 2: Online Chat / Instant Messaging</a>	638
<a href="#">Participant Blogs</a>	638
<a href="#">Advanced: Things 47-∞</a>	611
<a href="#">Thing 5: Online Presentation Sharing</a>	457
<a href="#">Thing 19: Online Timelines</a>	446
<a href="#">Thing 3: What Is Web 2.0?</a>	363
<a href="#">Thing 44: Organize Your Research Online (Zotero)</a>	349
<a href="#">Thing 35: Screencasting</a>	345
<a href="#">Mentors</a>	324
<a href="#">Thing 14: Facebook Apps</a>	316
<a href="#">#63 (deleted)</a>	305
<a href="#">#984 (deleted)</a>	295
<a href="#">Thing 23: Online Surveys</a>	286
<a href="#">Thing 25: Cloud Computing</a>	285
<a href="#">Thing 4: RSS and RSS Feedreaders</a>	274
<a href="#">Thing 10: Photo Sharing (Flickr)</a>	273
<a href="#">Thing 11: Geotagging</a>	256
<a href="#">Week One: Blogs and RSS Feeds</a>	254
<a href="#">Thing 12: Creative Commons</a>	235
<a href="#">Thing 6: Social Networking</a>	226
<a href="#">Thing 36: LibraryThing</a>	225
<a href="#">Thing 24: More Blogging (Tumblr)</a>	220
<a href="#">Thing 45: Print On Demand</a>	216
<a href="#">Thing 16: Podcasting/Vodcasting</a>	212
<a href="#">Thing 13: Image Generators/Mash-ups</a>	206
<a href="#">Thing 7: Professional Networking</a>	203
<a href="#">Thing 34: Google Maps and Mashups</a>	202

# Moving Forward

- o Continue the program? – Yes
- o Offer only as self-paced? – Yes
- o Offer guided programs? – Not now
  - o Mentors hard to find, and retain
  - o Takes a lot of the leader's time
  - o Option: guided programs only for pre-established groups
- o Move the program to a wiki? – Yes
  - o Anyone can add content
  - o Easier to update/keep up-to-date?