Digital Initiatives and Metadata Education (DIME) Unit 2021 Highlights

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Training and education for the DIME unit and MDL included workshops and conference presentations across disciplines such as collecting and preserving during the pandemic, cataloging & metadata updates, real life librarianship, Wikidata, digital preservation, rights statements, and metadata training. The reach of these 52 virtual sessions connected with over 550 participants across the US.

The collaborative 2020 Upper Midwest Digital Collection Conference + MDL Annual Meeting was the pinnacle of the year, held in November. The 2020 UMWDCC + MDL Annual Meeting had 622 people registered, representing 43 states and countries (195 registrants from Minnesota). 362 registrants were from academic libraries and increased attendance from public libraries (81), museums (49), and historical societies (37). The program Keynote included DeEtta Jones of DJA, and Plenary speakers from the Journal of the Plague Year and Urban Art Mapping Project, followed by 18 additional breakout sessions on inclusion and accessibility in digital collections, collection building in the time of COVID, curating indigenous digital collections, several collaborative projects, and more. With the virtual conference, it allowed several presenter collaborations across several states that likely would not have been possible at an in-person conference due to travel costs and limited budgets. Feedback gathered from attendees included comments that participants valued the virtual format and extra social events built into the conference, including a mentor/mentee match-up, an opening reception, and smaller Zoom rooms set up for digital library practitioners to discuss shared interests. The bottom line for this collaborative virtual conference effort – it was extremely successful, beyond expectations. We experienced a few technical glitches the first day early on, but once these were resolved – the conference went off without any other glitches.

MDL Phase 17 statistics included 19 new projects consisting of five new contributors to MDL, and 11 returning contributors of which three submitted 2 projects each. Throughout the year, 48 project conversations took place. The number of contributing organizations grew to 197 with 55,549 total records - materials made up of photographs, maps, text, audio, video, etc. that now total 290,505 digital items. MDL experienced web visits from 147,846 visitors.

Emphasis this year was on continuing Rights Statement work in the form of conducting education training and facilitating application/completion workshops, and implementing MDL diversity and marketing efforts. Rights work resulted in a total of eight virtual sessions, nearly 30% of contributing organizations implemented rights statements for respective collections, and nearly 50% of contributing organizations attended Rights training. MDL diversity effort highlights included welcoming Coventry Royster Cowens, Director-Minnesota African American Heritage Museum & Gallery; securing DEI expert, DeEtta Jones as Keynote speaker; and a MDL DEIA Symposium Enhancing DEIA in Digital Collections August 5th, 2021 with Keynote: Mark A. Puente (Purdue University Libraries/Assoc. Dean) and a panel consisting of speakers from a

variety of organizations, including Melanie Adams, Director, Anacostia Community Museum; Stephanie Johnson-Cunningham, Co-Founder, Museum Hue; Dr. Adriene Lim, Dean of Libraries, University of Maryland-College Park; Kristi Park, Executive Director, Texas Digital Library; and Dr. Anne Phibbs, Founder and President of Strategic Diversity Initiatives addressing how their work intersects with and incorporates diversity and inclusion. The MDL DEIA Symposium was attended by 115 participants from across the US.

Marketing efforts for MDL this year focused on implementing recommendations from Carlson School of Business students' marketing plans, and exploring TV ad pilots. Overall MDL marketing goals focused on 1) building awareness of MDL ("reach"), and 2) building and managing an engaged community ("engagement"). All five of the Carlson marketing plans recommended adding an MDL Instagram account. Social Media accounts for MDL now include:

- Facebook: @MinnesotaDigitalLibrary
  https://www.facebook.com/MinnesotaDigitalLibrary
- Twitter: @MnDigLib
  https://twitter.com/MnDigLib
- Instagram: @mndiglibrary
  https://www.instagram.com/mndiglibrary/ (created in Sept. 2020)

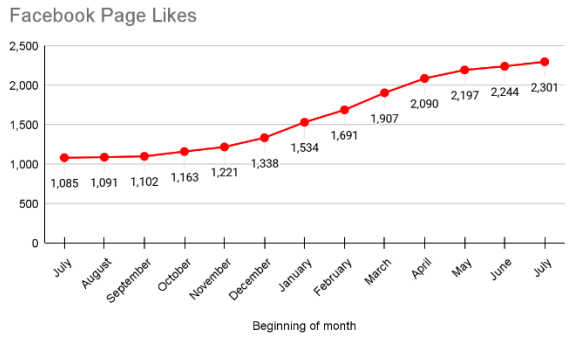
The year-end summary includes experimentation over the course of the year with many ways to reach and engage actual and potential audiences. The amount of posts were increased per week from one post to at least three posts, and boosting (marketing tactic of paid fees that increases number of people viewing MDL posts) on multiple platforms. These efforts led to a greater than 100% increase in followers and major increases in both post reach and engagement. MDL saw the most success at increasing awareness – focus for the coming year will be increasing content engagement on social media platforms and the MDL website.

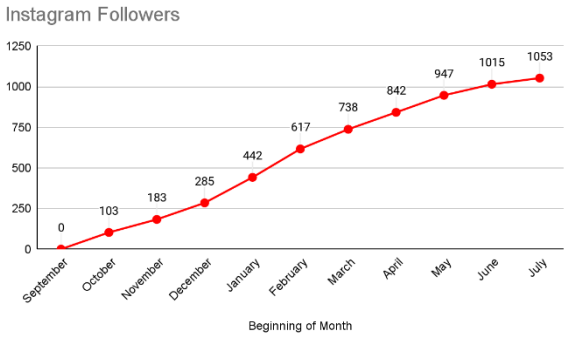
Facebook and Instagram performance was tracked from July 1, 2020 through June 30, 2021 to assess their performance using the following metrics: number of posts, account growth, page and post reach, engagement, and audience demographics. Data comparisons were run of FY 2021 data to FY 2020 comparisons when possible. See charts/graphs below:

Number of Posts FY2021
Facebook: 226
Instagram: 230

Number of Posts FY2020
Facebook: 52
Instagram: N/A (no account)

Social Media Growth, FY 2021				
	July 1, 2020	**June 30, 2021**	**Net Growth**	**Growth Rate**
Facebook	1,085	2,301	1,216	112.1%
Instagram	0	1,053	1,053	100%





MDL experimented with **boosted posts** for the first time in FY 2021, please note that these reach and engagement numbers do not include organic reach and engagement – only those that resulted from the paid promotion on either Facebook or Instagram.

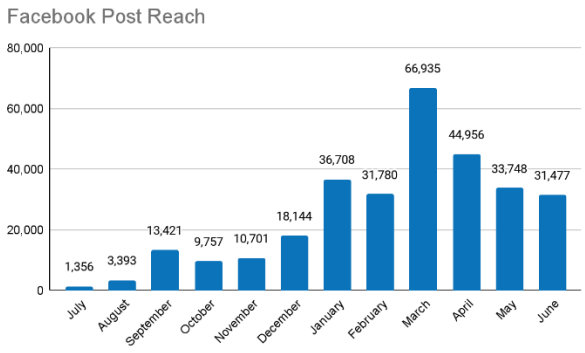
Facebook and Instagram Boosted Posts, FY2021								
	# of boosted posts	**Total amt. paid**	**Average amt. paid**	**Total ad reach**	**Average ad reach**	**Total engagement**	**Average engagement**	**Cost per engagement**
FB	38	$368.62	$9.70	70,418	1,853	9,408	294	$0.03
IG	37	$370.00	$10.00	69,165	1,869	5,355	144	$0.07

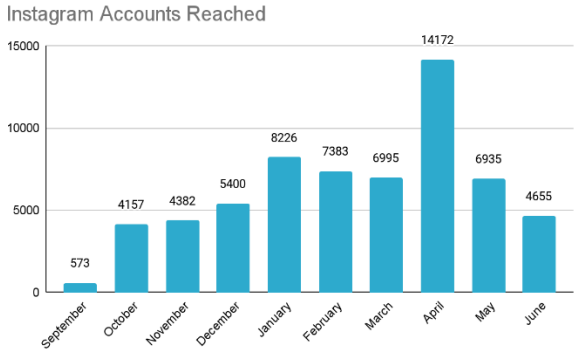
The "**reach**" was examined in terms of overall page reach and individual post reach

Total Page Reach				
	FY 2020	**FY 2021**	**Net Growth**	**Growth Rate**
Facebook*	25,465	208,779	183,316	719.9%
Instagram**	N/A	58,223	58,223	

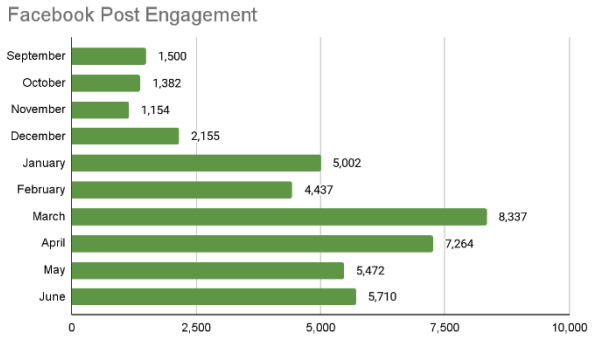
*Includes ads, page views, and other impressions not due to individual posts.

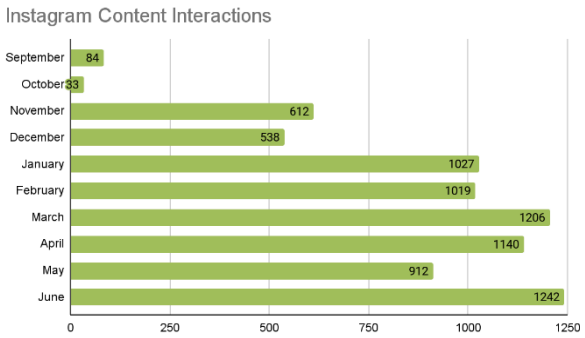
** No Instagram account in FY2020 for comparisons.





"**Engagement**", another social media metric, was also examined for the MDL Facebook and Instagram accounts. Facebook Total Post Engagement in FY 2021 was 42,413 and Instagram Total Content Interactions in FY 2021 was 6,571.





MDL social media **comparison benchmark numbers** from four typical 2019-2020 months were compared to the same months in 2020-2021. All comparisons reflect growth in the Facebook page, since the Instagram account didn't exist until September 2020, nor was Twitter data tracked as comprehensively this year.

Page Reach:

September 2019	1,446	**September 2020**	14,241

December 2019	9,870	**December 2020**	20,668
March 2020	1,214	**March 2021**	67,551
June 2020	6,439	**June 2021**	31,477

Top Post Performers:

Month	Post	Reach	Likes/Reactions
September 2019	Worthington photographer	939	51
September 2020	Duluth bridge construction	10K	323
December 2019	Univ. Ave. streetcar line	8.5K	319
December 2020	Thank your delivery person	10.3K	912
March 2020	Empty Northfield street	2K	76
March 2021	WWII women railroad workers	44K	2.1K
June 2020	Zumbro River flood	5.8K	170
June 2021	First woman's bicycle	12.2K	555

Some **specific social media highlights** from MDL's accounts over the past year include:

- The most successful post on Facebook during the past year was a photograph of women railroad workers posing with their train during World War II. It was posted as a Monday Item of the Week on March 22, 2021 during Women's History Month, and it reached over 44.1K people and had 2.1K reactions - the most in either category by far. The amazing thing about this post is that it was NOT boosted in any way, and all of these impressive reach and engagement numbers came organically. The same post performed well on Instagram, too, but since it was not boosted its numbers were not as high as other Instagram posts that were boosted.
- On April 5, 2021, MDL shared a video clip on Facebook and Instagram featuring a young woman reading an essay she wrote about the Boundary Waters. The young woman in question, Christy Wayne, actually saw the post on Facebook and commented, "Thanks Minnesota Digital Library for this post, it was a great blast from the past. That's me in the video!" It turns out she is also a librarian!

MDL participated in monthly hashtag parties hosted by the US National Archives' social media team. For the first Friday of each month, they pick a theme and a hashtag for cultural heritage organizations to use and join in the "party" on Twitter and Instagram. On May 7, the theme was #ArchivesBugs so MDL shared a postcard documenting the terrible locust invasions that destroyed farms in Minnesota in the 1870s. The postcard is decorated with the words "God Save

Our Home" with each letter is formed by the bodies of dead locusts. This elicited some very interesting interactions with this post, but the highlight came at the end of the day when the National Archives team summarized the party on Twitter - specifically mentioning our locust postcard! This post made an impression, even outside of our state.

In December, **MDL TV ad exploration** began, after a series of MELSA TV ads ran on TPT and Fox9. Similar to social media efforts, the main goal of the ads was "awareness". Actual pilot campaigns began in early May on TPT channels and Fox9 channels and ran for 10 weeks. "Think like a historian" tagline was incorporated into the campaigns, to provide continuity from social media efforts where MDL frequently utilized "Think like a historian". TPT campaign included an ad targeting adults and ran during adult programming, as well as one for youth, parents, and teachers running during PBS Kids programming. Fox9 was a general awareness campaign, running at various times over the Fox9 channels. Both stations also incorporated streaming ads, internet ads, and TPT had print ads in select print resources. In addition, reach outside of the identified coverage happened via cable for TPT and streaming ZIP Code targets for Fox9. The ad date/time spots were provided weekly by each station which allow us to track impact on the MDL webpage. On average, over the duration of pilot for both stations (from first week of May to July, ending right before Olympics started), MDL web traffic increased, nearly 35%. Below are the spring/summer ads and the late summer TPT ad, Fox ad with three specific ad statistic reports highlighted:

TPT/PBS Spring/Summer Adult TPT/PBS Spring/Summer K TPT/PBS Kids Aug/Sept 21

Fox Spring/Summer Adult

Report 6/14/21 - Showing significant impact of one ad during evening hours (see the FOX ad that ran after 9pm on Weds 6/9	**Report 6/21/21- Showing significant impact of one ad during morning hours (see the FOX ad that ran after 6am on Weds 6/16)**	**Report 7/5/21 – Showing significant impact of many ads over the course of a single day (see the full span of Sun 7/4 and the resulting 138% increase over the Sunday established avg/baseline)**
Users = 35.61%	Users = 43.93%	Users = 54.82%
New Users = 38.63%	New Users = 46.73%	New Users = 57.44%
Sessions = 35.12%	Sessions = 40.36%	Sessions = 49.74%
Sessions / User = 0.35%	Sessions / User = 2.48%	Sessions / User = 3.29%
Pageviews = 44.03%	Pageviews = 47.03%	Pageviews = 57.69%
Pages / Session = 6.59%	Pages / Session = 4.75%	Page / Session = 5.31%
Avg. Session Duration = 5.66%	Avg. Session Duration = 2.74%	Avg. Session Duration = 6.03%
Bounce Rate = 4.77%	Bounce Rate = 4.00%	Bounce Rate = 5.31%

Lastly, this fiscal year, the HelpDesk implementation resulted in 45 inquiries, mostly consisting of questions/comments via the MDL website.