

SPREAD THE WORD

Promote your digital newspaper collections

Increase access and discovery of your collections...

Here's how!

Reach out locally

- Genealogical societies and organizations
- Local historical societies
- Heritage and preservation organizations
- Schools, colleges and universities

HAVE PARTNERS LINK TO YOUR COLLECTIONS

HIGHLIGHT LOCAL HERITAGE AND STORIES

Feature your newspaper collection

- Post on social media
- Write blog posts
- Send newsletters
- Feature on your website



Educate and guide your users

- Organize workshops for genealogy research
- Create guides and tutorials
- List local history and genealogy resources
- Develop webinars and videos

DEMONSTRATE HOW TO SEARCH FOR VITAL STATISTICS

Link on Wikipedia**

- Create new articles about local newspaper content & history
- Edit and improve existing articles
- Embed citations and external links



How do most users access VITA Toolkit newspaper collections?*

- ODW search sites
- Local library sites
- Social media
- Genealogy & history sites
- General resources
- Regional & municipal sites
- Other

General resources include...

Wikipedia

University & College Library Libguides

Archives & Library sites

Other

Notes

* Other than search engines and direct access. Data from Google Analytics referral sites from 2016-2017
 ** For more information about Wikipedia see <https://ourdigitalworld.net/2017/04/12/want-to-start-working-with-wikipedia-we-can-help/>

