

3:30- 4:00 - Providing Access to Digitized Items & Access Issues

Always consider future access issues! Even if the project is not going online, such as when the digitization project is for a book or internal exhibit, considerations for access requests may still be needed. Below are just some of the options for providing access to digitized materials:

Could provide **access to metadata only** (i.e. spreadsheet format or online/print finding aid) and have people request images from institutions (institutions could also use their MAIN finding aid for this).

- Since people will not be seeing samples of the originals, detailed metadata creation becomes extra important. Make sure those doing metadata creation have access to accompanying files, marks on originals, or added captions, as these are useful in creating full picture of sources.

Decide on the transfer process: Dropbox? Copy.com? Google Drive shared files? Microsoft OneDrive files? Discs? USB memory drives? Portable Hard Drives (especially for large video or audio material)?

- You may need to explain to the person why email is not practical, given that archival files are often too large to email.

Put items **on a website** or externally accessible digital asset management system (**DAMS**)

- U of M DAMS (purpose-built using Drupal/Islandora software, customized, costly) <http://digitalcollections.lib.umanitoba.ca/>
- Could be placed on an organization's web site, or by using a blog-based site made with software such as WordPress <https://wordpress.com/> Example: <http://archives.library.illinois.edu/slc/>

Online **photo sharing platforms**

- Flickr (Yahoo property) <https://www.flickr.com/photos/28853433@N02/>
- Pinterest <https://www.pinterest.com/archivesamerart/>
- Picasa (google) has been used in the past <https://picasaweb.google.com/oradellarchive/> but is being phased out by google <http://googlephotos.blogspot.ca/> in favour of their newer "google photos" photo management application <https://photos.google.com/>

Blogging platforms

- Blogger (blogspot - google property) <http://whatthefonds.blogspot.ca/>
- Tumblr <http://www.umarchives.tumblr.com>
- Site-embedded blog <http://www.gov.mb.ca/chc/archives/ww1blog/>

Social media

- Facebook <https://www.facebook.com/ArchivalandSpecialCollectionsUnivofGuelph>
- Twitter https://twitter.com/Archives_Mtl
- Instagram <https://www.instagram.com/usnatarchives/>

Especially with social-media based access options, it is extremely important to consider the advantages and disadvantages of each platform. How much time or extra workload will be

involved in social media participation? Social Media generally requires a high level of commitment and an expectation of ongoing, regular engagement (daily or weekly). Is that feasible for your archive? Is the time commitment of facebook or twitter balanced with the value of the increased exposure and online-community participation? Or would a less-frequent outlet such as a blog, or a more static web resource such as a flickr account work better? Researching the types of users and functionality & uses of each platform before selection is also important. Different online resources and outlets cater to very different user groups.

Building relationships with more **traditional Media outlets**

It's possible to provide access to selected content or encourage access through newspapers and magazines (both online and in print), television and radio news shows and talk shows (local or larger regional), or even with smaller newsletters sent out by your institution or larger community.

Example: Jeff O'Brien, Saskatoon Archives <https://www.youtube.com/watch?v=qkX26psSTAc>

Copyright & Control

Always make sure you hold the copyright before anything goes online (or that it is public domain content)!

- A good way to inform users of your specific limits for digitized content is to use Creative Commons licenses. These can indicate proper use and attribution of scans, and help your archive should your images be used incorrectly. <https://creativecommons.org/licenses/by/2.0/>
- Putting images online means releasing control of images to a certain extent. People will use images in ways you might be unaware of, and might take copies and use them for their own purposes without permission despite copyright. This may be on purpose (removing captions or watermarks) or simply lack of knowledge about how copyright works (assuming that they can use any thing if it's online, and not realizing they need to cite it).
- Make a decision about whether to use only public-domain images publicly or to be prepared for misuse of copyright

Digital watermarking

This is a way to retain some control. It may require special software and could potentially be removed, but people sharing the photo online for general purposes are unlikely to go to the trouble of removing this content. However, this can potentially be a very time-consuming process, and the time demands need to be balanced against the potential value.

- Visual watermark example: Daly House Museum <http://nanna.lib.umanitoba.ca/atom/index.php/assiniboine-historical-society-collection>
 - Resource with information on Digital Watermarking and encryption: Museum Guide to Digital Rights Management <http://canada.pch.gc.ca/eng/1443119814476>
- Regardless of how you are providing access to your materials (one-on-one in person or by email, through web sites, or on social media platforms), always include your preferred citation for people using your content. This both reminds people to cite and helps keep things simple for you if people come back requesting the same images again, because hopefully the citation will be accurate if you have given people the tools to cite correctly.

- Let people know the costs of reproductions or publication fees up front (even if there are none!). Like citations, this helps remind people that these are things to consider when using archival material, especially when it is under copyright.
- Do your best to help people understand how archival access works. The images available on your selected platform likely only represent a sampling of the collection or your holdings. Provide appropriate contact information and tell people that you have more resources! The sample of resources can spark interest and help improve researcher traffic for your archive!