

# JustDigitiseIt



Information for community groups  
about how to digitise photographs  
and paper records

Presented by  
Public Record Office Victoria





# Contents

04	Acknowledgements	12	[Description]
05	The digitisation process	13	<b>Editing Digital Content</b>
<b>05</b>	<b>Planning for digitisation</b>	13	What is image editing?
05	Significance assessment	13	Why do I need to edit a photo?
06	Skills	13	Getting started with image editing
06	Sustainability	14	Ten skills to learn first
06	Networks	14	File types and organising your images
06	Other useful tips	15	Other useful tips
<b>07</b>	<b>Preparing for digitisation</b>	<b>15</b>	<b>Publishing Digital Content</b>
07	Copyright	15	Why publish online?
07	Licensing content	16	DIY web
07	Privacy	16	What do you want your online presence to achieve?
07	Cultural sensitivity	16	Blogging
<b>08</b>	<b>Suggestions on managing sensitive material</b>	17	WordPress
08	Creating Digital Content	17	Social networking
08	What is a digital image?	17	Facebook
08	File formats	18	Twitter
08	Resolution	18	Flickr
09	Compression	19	Vimeo and YouTube
<b>11</b>	<b>Digital preservation and risk management</b>	19	Online mapping
11	Other useful tips	20	Online Catalogues / Collection
<b>11</b>	<b>Describing Digital Content</b>	20	Management Systems
12	Identity	20	Apps
12	Classification	20	'Core' website
12	History	20	Evaluating your website / social networking site
		21	Digital security
		21	Open content
		23	Glossary

## Acknowledgements

These notes were developed from the Just Digitise It workshops conducted by Public Record Office Victoria in 2011. The workshops were presented by Lisa Fletcher and Daniel Wilksch with the support of Lauren Bourke and Amy Egan.

The workshops were made possible by the National Library of Australia's Community Heritage Grants Scheme, which are jointly funded and supported by the National Library of Australia; the Department of the Prime Minister and Cabinet, Office for the Arts; the National Archives of Australia, the National Film and Sound Archive and the National Museum of Australia.

Thanks also to Susie Zada, Bellarine Historical Society; Tammy Whitehead, Edenhope District and Historical Society; and Sina Malietoa, Museum of Samoa, for their assistance with content and experiences.

# Planning for digitisation

Having decided to begin digitising your collection, your group needs to consider the following questions:

- What will you digitise?
- How much will you digitise?
- How long will it take?
- How much will it cost?
- Who will do the work?
- How will you look after your new digitised collection?

These questions are important because they will help you prioritise digitisation projects based on the size of the job, what condition the original record is in and how much you know about a record.

When planning for digitisation it is also important to consider any copyright restrictions that might apply to the records you plan to digitise and whether there is a demand for it to be digitised (Is it accessed a lot? Will someone use it for an exhibition or publication?).

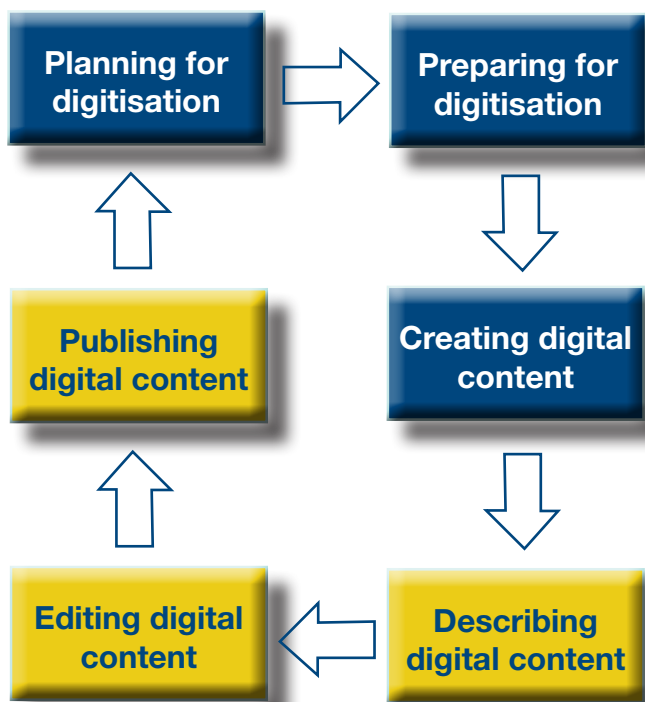
## ***Significance assessment***

Assessing the significance of your collection is one good way to decide where to commit time and resources to digitising.

The Australian Government Department of Sustainability, Environment, Water, Population and Communities has a useful guide to assessing the significance of collections:  
<http://www.environment.gov.au/heritage/publications/significance2-0/index.html>

The Australian Society of Archivists' guide Keeping Archives contains useful information about establishing, managing and developing archives; advice on how to manage digital archives; and how to use technology for preservation, access and education purposes:  
<http://www.keepingarchives.com.au/>

## **The digitisation Process**





At Public Record Office Victoria, we assess potential digitisation projects against four criteria: demand, opportunity, risk and value. Our 'scoping document' records basic information about digitisation projects, which gives us a baseline to prioritise our digitisation projects: <http://prov.vic.gov.au/about-us/collaboration/digitisation>

## **Skills**

Digitisation isn't rocket science – you can easily do it yourself. Your group will need the following skills:

- Project management: business skills, diplomacy, familiarity with making organisational / legal policy and decisions
- Project design: clear thinking, technical nous, ability to train others
- Digitisation: practice with the equipment, handling and caring for the originals
- Metadata: local knowledge, computer skills, typing skills
- Quality assurance: patience, attention to detail
- Publishing: Internet skills, time commitment.

## **Sustainability**

Digitising your collection represents a change to how your community group operates. Once you digitise a component of your collection you are

committing to electronic records management, to new relationships online and to new public products and services. Are you prepared?

## **Networks**

Digitising doesn't need to happen in isolation. Get in touch with other groups to learn from their experiences – you'll likely pick up a few tricks, find an expert or an extra pair of hands, and save yourself time and resources by learning from other people's mistakes:

- Volunteering Victoria: <http://www.volunteeringvictoria.org.au/>
- Volunteers Victoria: <http://www.volunteer.vic.gov.au/>
- Victorian Public Libraries: [http://www.libraries.vic.gov.au/downloads/Victorias\\_Virtual\\_Library\\_Digital\\_Collection/manual.htm](http://www.libraries.vic.gov.au/downloads/Victorias_Virtual_Library_Digital_Collection/manual.htm)
- Royal Historical Society of Victoria: <http://mc2.vicnet.net.au/home/rhsvtate/index.html>

## **Other useful tips**

- Don't try to do everything at once
- Hold a working bee or two while you are planning and preparing for digitisation
- Digitisation always takes longer than you think
- Write down your passwords.



# Preparing for digitisation

Before you embark on your digitisation project, you need to consider copyright and privacy issues that could arise along the way.

Please note that this document does not constitute legal advice.

## Copyright

Copyright is a set of exclusive rights granted to the creator of an original work, including the right to copy, distribute and adapt the work. Original works refer to:

- literature as expressed in words, figures or symbols, or a computer program
- dramatic works, such as plays
- music, such as songs and arrangements
- art in its various forms, from painting to sculpture
- film

Copyright does not protect ideas, only the expression of it. Copyright owners have the exclusive statutory right to exercise control over their work for a specified period of time, after which the work enters the 'public domain' and is free of all restrictions.

For more information about copyright, visit the Australian Copyright Council:  
<http://www.copyright.org.au/>

As digitisation is literally making copies of material, you need to make sure that you are either licensed to make copies or that you have an exemption under the Copyright Act to make copies. There is detailed help on understanding the options available through the University of Melbourne's Centre for Copyright and Media Law's Guidelines for Digitisation:

- [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=881699](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=881699)  
(full guidelines) [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=881700](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=881700)

- [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=881700](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=881700)  
(short guidelines).

## Licensing content

As well as making sure you have the right to copy your material, it is also good to make clear to other people what rights they have to make and distribute copies. In other words you can license others to make copies. You should therefore develop a licensing policy to help simplify licensing queries.

A widely used protocol for licensing material is the Creative Commons license. For more information about Creative Commons, visit Creative Commons Australia:  
<http://creativecommons.org.au/>

## Privacy

Unlike copyright, formal legislation around privacy does not extend to community groups. However, you should think through the implications of publishing information that identifies living people personally. Both the Victorian and Commonwealth Privacy Acts outline 'privacy principles', which can be used as a guide for deciding how to manage information about people:

- Victorian Privacy Act:  
<http://www.privacy.vic.gov.au>
- Commonwealth Privacy Act:  
<http://www.oaic.gov.au>

## Cultural sensitivity

As well as the dangers of identifying people and/or providing information that could be used to their detriment, you should also think through the implications of digitising material that is likely to cause hurt or distress.

The nature of the problem and strategies for dealing with it will differ from situation to situation. As an example, there are protocols that have been developed for organisations to follow when digitising material about Australia's indigenous peoples:

- [http://www1.aiatsis.gov.au/atsilirn/protocols.atsilirn.asn.au/index1d4b.html?option=com\\_content&task=view&id=52&Itemid=6](http://www1.aiatsis.gov.au/atsilirn/protocols.atsilirn.asn.au/index1d4b.html?option=com_content&task=view&id=52&Itemid=6)  
(or web search for 'ATSILIRN protocols')

The intent behind these protocols can be adapted to suit other situations.

### **Managing sensitive material**

- Consult before you do anything
- Limit access to groups who have a 'need to know'. As an example, the Ara Irititja project is a digital archive that does not exist on the Internet: <http://www.irititja.com/>
- Redact sensitive information
- Limit time frames. PROV, for example, precludes access to records relating to adults for 75 years and records relating to children for 99 years.

### **Creating Digital Content**

In this section we will explore the potential risks to your material and ensure that your digital images are still usable in twenty years time.

#### **What is a digital image?**

At its most basic level, a digital image is a block of computer code; a sequential list of colours and light intensities read off a grid laid over the original.

There are a variety of different standard ways of capturing and encoding this information. Which method you choose depends on how you want to use the image.

#### **File formats**

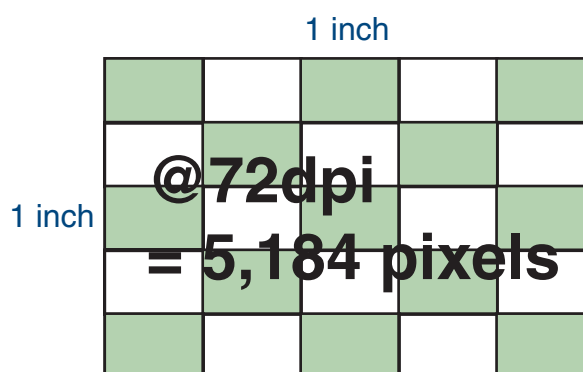
Different file formats capture different information.

A TIFF (Tagged Image File Format) is a large file format – great for storage and manipulation.

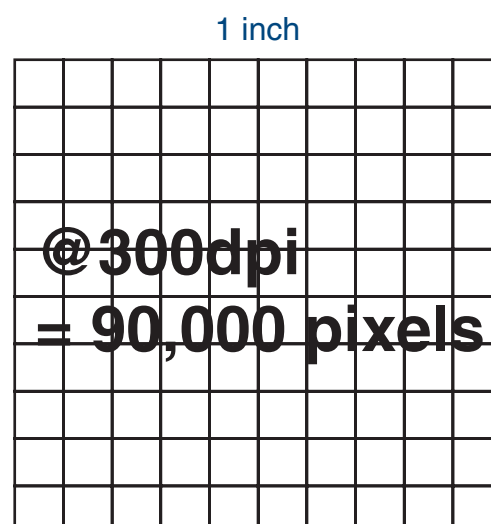
A JPEG (Joint Photographic Experts Group) is a comparatively small file format – great for use on the web. It features 'lossy' compression, which means that it discards information each time you save it in order to keep the file size down.

Other formats include RAW, which are specific to each camera manufacturer; PDF – Adobe's document sharing standard, which is used for publishing as well as for transmitting multiple pages over the web; PNG, which employ lossless data compression; and Windows Bitmap.

#### **Resolution**



'Screen' resolution



Standard 'Print' resolution



## Compression

The purpose of compressing an image is to reduce irrelevant or redundant image data so that it can be stored and transmitted efficiently. We commonly compress images that we send via email or upload to a website – the smaller the file, the quicker it sends and loads.

Compression, however, affects the image quality. See example 1:



### VPRS 12800/P1 Item H/1001

The image displayed here is 1870 pixels wide by 2448 pixels high at 300 ppi, from a low compression .jpg file 2.30 MB (megabytes) in size. (This is suitable for printing in a book at the same dimensions as the original.)

## Example 2



The same image at 72 ppi, low compression .jpg, file size 145 KB (kilobytes). (The image is now 449 x 588 pixels; a suitable size for display on a computer monitor as part of a web page.)

### Example 3

The same image at 72dpi, high compression .jpg, file size 40 KB. (The picture is 449 x 588 pixels as before, but a much smaller file size. Smaller files will download quicker over the Internet.



These three images are cropped from the three full-size pictures and enlarged to 161% of their original size. Note the progressive decrease in quality.



There is a wealth more information available on these topics on the Internet. A good place to start is the digitisation training material compiled by Andrew Long for the National Library of Australia:

- <http://www.nla.gov.au/preservation/dohm>

## **Digital preservation and risk management**

Digitising your collection brings with it new risks. We don't know what technology we'll have access to in the future, or if it will be compatible with what we're using now. We also don't know what the legal framework will be like – will we need to know more, or less, about copyright and privacy? Here are some issues to consider:

### **Hardware failure**

This is when your hard drive crashes or your building burns down. To safeguard against hardware failure:

- keep backups, preferably offsite
- understand the limits of the storage technology
- consider using checksums – or just look at your images every so often

### **Hardware obsolescence**

Such as storing your collection database on 5 ¼" floppy disks. To safeguard against hardware obsolescence:

- vary your storage options
- actively manage your collection

### **Software obsolescence**

This can be caused by licensing / legal changes as well as rapid progress. To safeguard against software obsolescence:

- remember to budget for migration
- separate the data from the program.  
For example, upload images and other content to Facebook, Flickr or your website

### **File format obsolescence**

WordPerfect files? Lotus 1-2-3? Luckily, image file formats (TIFF, JPEG) are proving to last quite well. To safeguard against file format obsolescence:

- actively manage your collection
- migrate your files to new formats
- consider using open standards

## **Poor management and documentation**

Bill is your digitisation guru, but he falls under a bus. To safeguard against poor management:

- write down your passwords
- train more than one person in digitisation

### **Other useful tips**

- All digital files must be able to exist independently from the systems used to create them
- All data should be easily extractable from the software it's in
- Use simple file structures and ensure everyone sticks to them
- Manage your backups and manage your risk: no lending or shortcuts
- Bring your organisation on board. This is the digital equivalent of the fire safety community meeting. It's everyone's responsibility.

## **Describing Digital Content**

Providing information and descriptions about your digital content is essential to its preservation and its discoverability. The Internet largely works through people searching online content for words they are interested in. To share your content you need to make those words as well as the images available.

Therefore in order to describe your digital content, it helps to have an idea of who might want to look at it and how you want to contribute to the 'bigger picture'.

Descriptions of digital content are commonly referred to as metadata, or data about data. There are many different ways that metadata is captured and used. One way to think about it is to think about the purposes of the metadata. Information is commonly used in the ways below:

- to **identify** material  
(eg. title, 'control symbol')
- to **classify** material  
(eg. subject, function)
- to **manage** material  
(eg. provenance, rights holders, dates)
- to **describe** material  
(eg. shape, size, stories)

When you are thinking about metadata, you might also like to consider how it can be categorised into different functions (descriptive, discovery, preservation, etc) and standardised, which will enable matching with other collections and websites. You might begin by looking at how others describe their content on Flickr.

## Identity

Some items may not have titles. What is the thing that distinguishes one item from the next in a collection? Remember physical cues are not same as digital cues – perhaps the filename of your image is the title?

Identity records the 'control symbol' (its unique record-keeping number, which sits within a specific collection within the broader catalogue), which enables people to find it.

## Classification

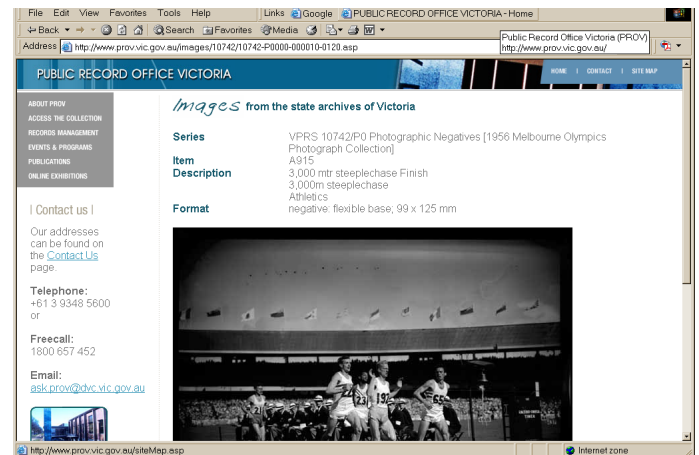
Classification helps you manage your collection and narrow down searches. Libraries classify their information according to subject (what is it about?) while archives classify theirs according to function (what does it do?). When imposing a classification, road test it for usefulness.

## History

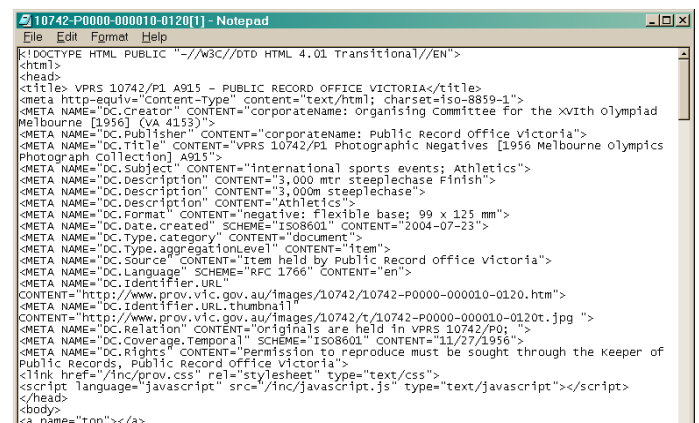
Recording an item's provenance (where it came from, which collection, which donor) is essential information for collecting organisations. Management history (what has happened to the image) is also important: what date was it scanned and at what resolution?

## [Description]

This allows you to record extended stories about items, such as a description of the physical original (its dimensions, special features, whether it is damaged) as well as a description of the digital copy, such as how and when it was scanned. Here are some examples of the kind of information PROV records:



This website shows the title, the 'control symbol' (ID), and some description of a photograph from a collection taken at the 1956 Melbourne Olympics. Organised like this, the information is useful to someone looking at the picture (although the names of the runners would be helpful – can you identify them?).



This is the same information in standardised 'Dublin Core' format, which includes additional information about the location of the image on the Internet. Putting this information in a standardised form like this means that search



engines ‘know’ how to use the data. For example, this information is automatically harvested by the National Library of Australia, which means these pictures can be found through their search database.

you can ‘dodge’ areas of your photo that you wish to lighten or alternatively ‘burn’ to darken – ‘dodge’ and ‘burn’ are both techniques you can access in the ‘toolbox’ in many computer editing applications.

	Description 2 (caption from unit 4 slip)	Description 3 (Event)	Description 4 (sport)	Description 5 (comments)	Date Created	Image Identifier (File Name)	Date Image Created
2							
3							
4	Finish 1st heat 100 metres (Women) 491 G	Women's 100m	Athletics	[Shown on slip as A481]	24/11/1956	10742-P0000-000007-0950	8/07/2004
496	Leonie Italy 507 Krepinkina USSR 504 Faggis USA						
497	Weight Lifting Baugh succeeds	Weightlifting		[Shown on slip as A462]	24/11/1956	10742-P0000-000007-0960	8/07/2004
498	[Mens race, Australian leading]	Athletics		[No slip]		10742-P0000-000007-0970	8/07/2004
499	Weight Lifting K. P. Wong Singapore 236 344	Weightlifting		[Shown on slip as A461]	24/11/1956	10742-P0000-000007-0980	8/07/2004
500	[USA no. 324]	High Jump		[No slip]		10742-P0000-000007-0990	8/07/2004
501	Finish 400m hurdles 1st semi 279 Southern USA 278 Davis USA 274 Potgieter S Africa	400m Hurdles	Athletics	[No slip]		10742-P0000-000007-1000	8/07/2004
502	Record 50.1				24/11/1956	10742-P0000-000007-1010	8/07/2004
503	Hockey USA goal keeper blocks shot for goal from Singapore player during game USA vs Singapore	Hockey			26/11/1956	10742-P0000-000007-1020	8/07/2004
504	364 Crutenden first jump	Long Jump	Athletics		24/11/1956	10742-P0000-000007-1030	8/07/2004
505	Soccer Thailand vs Great Britain	Soccer			26/11/1956	10742-P0000-000007-1040	8/07/2004
506	339 A Petrov USSR	Athletics			24/11/1956	10742-P0000-000007-1050	8/07/2004
507	[no description recorded]	High Jump	Hockey	[No slip]		10742-P0000-000007-1060	8/07/2004
508	376 Wahlender with his leg bandaged hurts his leg on run up & falls to jump	Long Jump	Athletics		24/11/1956	10742-P0000-000007-1070	8/07/2004
509	Soccer Thailand vs Great Britain	Soccer				10742-P0000-000007-1080	8/07/2004
510	237 B...	Long Jump	Athletics		24/11/1956	10742-P0000-000007-1090	8/07/2004

## Why do I need to edit a photo?

- It may be too dark or light
- It may need to be resized – a small file size with a lower resolution will load quicker online.
- It may have scratches, spots or dust speckles. While some prefer to preserve the authenticity of the hardcopy image and choose to leave the image unaltered, others prefer to clean up their images. It should be stressed, however, that if you alter an image you should save it as a copy. Always keep the originals!
- You might want to ‘crop’ an image. For example, you might want to ‘crop’ a portrait of one person out of group photo.

This is the spreadsheet that was used to capture the information we had about the images while they were being digitised. Remember that the format will change from system to system, but the data will stay the same. Keep the collection simple and flexible for maximum usefulness.

For more information about metadata, visit:

- Wikipedia <http://en.wikipedia.org/wiki/Metadata>
- National Library of Australia: <http://www.nla.gov.au/padi/topics/32.html>

## Editing Digital Content

In this section, we’ll look at why you should and shouldn’t edit your images.

### What is image editing?

Image editing is the altering of a photograph. In this guide we are referring only to the altering of digital images. Digital editing terms, however, still reference traditional film photography. For example, in the darkroom,

## Getting started with image editing

The first step is to decide which image editing software you are going to use. Options for editing software range from Photoshop (brilliant, but expensive) and the pared down Photoshop Elements to Gimp, Picasa and Paint.net (free and downloadable from the web):

- Adobe Photoshop [www.adobe.com/products/photoshop.html](http://www.adobe.com/products/photoshop.html)  
A free 30-day trial version is available for download.
- Adobe Photoshop Elements <http://www.adobe.com/products/photoshopel/>  
A free 30-day trial version is available for download.
- Apple Aperture <http://www.apple.com/aperture/>
- Apple iPhoto <http://www.apple.com/ilife/iphoto/>



- Gimp <http://www.gimp.org/>
- Picasa <http://picasa.google.com/>
- Paint.net <http://www.getpaint.net/>

Test driving a range of applications by downloading their free trial versions is a good way to figure out which best suits your needs.

### ***Ten skills to learn first***

High-end photo editing applications can be overwhelming to the first-time user. The following is a list of basic skills that you can then build on:

- 1) **Selecting** enables you to choose a portion of the image that you want to edit. In photo editing applications, there are usually a number of different ways to select an area or whole image.
- 2) **Cropping** enables you to select the part of the image or close in on an area that you want, cutting out the rest.
- 3) **Rotating** enables you to straighten a crooked image.
- 4) **Adjusting lighting and contrast.** If using Photoshop, try using Levels or Curves to do this. Remember that you want to try to get the lighting and exposure right when taking the photo in the first place, so that you only have to make small changes. Also be careful not to lighten white areas too much or it will 'blow out' (lose its colour values).
- 5) **Image size alteration.** You will often need to make your file smaller.
- 6) **Resolution** is the amount of detail in your image. When uploading images to the web, your image resolution should be 72 dpi. If you want to save an image for print, your resolution needs to be much higher (at least 300 dpi). If sending your images to be printed at a professional printer, check what resolution they require.
- 7) **Colour correction and white balance.** Sometimes the colour of your image may not look right, such as when you haven't adjusted your camera settings to take into account different light sources

(for example, images taken under a fluorescent light could have a green tint; a lamp with a tungsten bulb may produce an orange tint).

- 8) **Actions and Batch Editing (for Photoshop).** If you have a large number of files that all need the same editing action applied to them, such as a watermark, you can create an Action and apply it as a Batch Edit to a folder of images.
- 9) **Clone tool.** This useful tool can remove spots, speckles and scratches from your image. It takes a sample of information from one area of your photo and applies to it to another. In Photoshop, a similar tool is the 'Healing Brush' or 'Spot Healing Tool'.
- 10) **Saving your image as the appropriate file type.** There are different file types to suit a range of different purposes. The two file types you should become familiar with are TIFF and JPEG. These are explained further below.

### ***File types and organising your images***

Saving your files and organising them well is an important aspect of digitisation projects. The last thing you want is to spend precious time editing a photo, only to find that you have just saved over your original!

There are many different ways to manage your files. How you do it is up to you. The only non-negotiable rule is do not keep saving over your JPEGs!

### **JPEGS and TIFFs**

A JPEG, short for Joint Photographic Experts Group, is an image file type that features 'lossy' compression. Each time you save a JPEG, the data is compressed and information in your image is discarded. This loss of information makes it an undesirable choice of file type if you are making multiple edits to your file.

But a JPEG's compression makes it appropriate for other uses. The compression means that the file size is small, making it an excellent option for storing images and uploading them to the web.

When undertaking multiple edits to an image, you should save your image in a 'lossless' format, such as a TIFF. Short for Tagged Image File Format, TIFF is a popular choice with graphic designers, publishers and photographers due to its 'lossless' compression. With a TIFF, you can be confident that editing and resaving an image will not degrade its quality.

## Workflow

Creating separate folders for your images will help to ensure that you do not save over the wrong images, and that you are saving your images as the appropriate file type. You may want to create three folders as follows:

- Original Images (1) (usually JPEGs)
- Working Images (2) (TIFFs)
- Final Images (3) (JPEGs and TIFFs, depending on what you intend to use them for)

Open your original image (your JPEG) from your Original Images folder (1) in your photo editing application. Before you begin editing your image, save it in your Working Images folder (2) as a TIFF. When you have finished editing your image save it as a JPEG in your Final Images folder (3).

Of course, you could also add other folders: for example, Final Images – Web (4), which would contain smaller images, saved as JPEGs, ready to upload to the web.

## Other useful tips

Try these tips to further improve your image editing skills:

- Attend a short course at your local TAFE or other training centre
- Find a volunteer who is studying or has studied design or photography and is willing to spend some time training you
- Sign up for an online training course on a paid website
- Watch free online training on [www.youtube.com](http://www.youtube.com) – enter the search terms such as 'photo editing tutorial cropping'. Some of the tutorials are even mildly entertaining, such as You Suck at Photoshop
- Have fun, jump in and experiment – just not on your originals!

## Publishing Digital Content

'Every digital collection needs to be accessible in order to be useful.'  
– National Library of Australia

In this section we'll explore how to publish and promote your content online.

### Why publish online?

In 2007, a video clip of Aboriginal traditional dance group 'the Chooky Dancers' was uploaded to video sharing website YouTube. Not many people had heard of the Chooky Dancers (from remote Galiwin'ku, Elcho Island in Australia's Northern Territory) before they uploaded their video to YouTube. But just twelve weeks later, the video had more than 500,000 hits from all over the world. Today, the clip has had over two million hits, and the group has performed all over Australia and even internationally.

What the Chooky Dancers demonstrate is that it doesn't matter how small your organisation or limited your resources, there are tools available on the web that can be used to promote and provide access to your collections both locally and globally.

And there is an audience waiting to hear from you. Australians spend an average of 18.8 hours a month online with a large proportion of this on social networking sites such as Facebook and Twitter. The Internet is a great place to increase access to your digital collection and build relationships with your audience in new and interesting ways.

### ***DIY web***

You don't need specialised skills to develop an online presence. What you do need is a 'Do It Yourself' attitude to the web, an awareness of the range of tools and, most importantly, a willingness to jump in and experiment with new ways of doing things.

With ready-made templates, easy-to-use software and social networking sites, online publishing has become a whole lot more accessible.

### ***What do you want your online presence to achieve?***

With so many options for publishing on the web, it can be confusing to know how to choose the right tools, services or platform that will suit your organisation's needs. So take the time to think about what you want your online presence to do for you. The most effective way to do this is to develop a project brief.

Here are some questions you might want to start with:

- Who is your intended audience?
- What websites do they already visit?
- Do you want your website to market your organisation/events/activities?

- Do you want your website to display your collection, and if so, how much?
- Do you want to provide services online, such as information for researchers?
- What level of participation and interaction do you want with your audience? For example, do you want them to be able to comment on photographs and/or add their own stories?

These questions, and others, will form the basis of your project brief. A project brief, which might be as simple as one page of notes, will help you make decisions about what web platforms to use, what content you want to provide and how you're going to provide it.

It is also important to get 'group buy-in' – if you have a committee, ensure that they've played a role in developing the brief and are all aware of what your organisation wants to achieve with your web presence. If they feel like they are part of the project from the start they are more likely to stay motivated and involved through the duration of the project.

### ***Blogging***

Blogs, short for 'web logs', are a type of website made up of regular posts of text, photos, videos and links. Posts are usually displayed in reverse-chronological order, with the most recent entry appearing first. Blogs are a great way to keep your audience informed about activities at your organisation.

The lines between blogs and traditional websites are blurring, so that many blog publishing software sites offer templates that take the form of a 'core' website (discussed later) with the added functionality of a blog as well. [Public Record Office Victoria's website](#) uses WordPress blogging software, yet the blog is only one component of the website.

Museum Victoria has a blog as part of its website, called [MV Blog](#), which contains ‘news and views’. Blog posts are written by staff members and give the audience a behind-the-scenes look into the work across the museum from the [Conservation Sound Studio](#) through to the Live Exhibit Team’s [Bug of the Month](#).

Blogs can be a more personal way to speak to your audience and provide an opportunity to interact through leaving comments or sharing blog posts on social networking sites such as Twitter.

[Edenhope and District Historical Society](#) uses its blog to tell stories about local history in relation to current events or activities. One of their blog posts displays a photograph of the local football team in 1928 while also updating readers about how the present day football team is going. By linking their collection to current activities, the society provides fresh content to keep the audience coming back for more.

Keep in mind that it will take time to update your blog with new content. However, if you are already writing content for a monthly newsletter, you will already have a good stock of articles just waiting to be posted!

## **WordPress**

So how do you go about getting a blog set up? Websites such as [Blogger](#), [WordPress](#) and [Tumblr](#) enable you to set up a blog very easily – and you don’t need technical skills in web design or development. These sites have a ‘back-end’ that enable you to focus on providing interesting content instead of getting bogged down in the technical side of things.

If you are happy to have [blogspot.com](#) or [wordpress.com](#) ([www.wordpress.com](http://www.wordpress.com)) on the end of your domain name, blogs can also be free to set up. The other option is to register a domain name, choose a hosting company, and then install the blogging software yourself ([www.wordpress.org](http://www.wordpress.org)).

## **Social networking**

Just as a blog can complement or add value to your main website, so can participating in social networking sites. Social networking sites can be described as websites that have a distinct focus on building networks online. Examples of social networking sites include Facebook, Twitter, Flickr and YouTube.

### **Facebook**

With more than 600 million users worldwide, [Facebook](#) is currently the most popular and well-known social networking site on the web. The sheer number of users alone makes it worth dipping your toes into.

Edenhope District and Historical Society has a [Facebook page](#), which contains the society’s contact details and information, as well as historical photos and stories. The page appears to attract a wide and appreciative audience as some of the comments on their wall (see glossary) demonstrate:

‘loved all the photos of henley [sic] from the past, also the old shops and houses that I could pick out, thanks!!’

‘How good is technology it was fantastic to look back on all the photo’s.... well done :)’

Beechworth’s Burke Museum has also generated interest from the community with their [Facebook page](#). The Orton family recently helped identify thirteen people in a [wedding photograph](#) that museum staff had uploaded to their page.

The benefit of using Facebook is the high degree to which your audience can interact: people can post their own photos, write content on your wall or share your content with their friends.



On the downside, you will need to be aware of your privacy and security settings, and read the fine print of the terms of use, particularly if you would like to post images or videos.

## Twitter

Twitter permits 'tweets' of only 140 characters or less, and is used by more than 175 million people around the world.

Twitter is an excellent way to promote your blog, website or Flickr page and is a fun way to connect with audiences. The Wagga Wagga Museum of the Riverina (known as [Museumwagga](#) on Twitter) has more than 700 people following their tweets. They use Twitter to post links to photos of workshops at the museum, as well as posting news about upcoming events and exhibitions.

A number of museums and other collecting organisations engage in a game called collection fishing. Each week somebody picks a theme and different cultural institutions participate by linking to items in their online collection and adding #collectionfishing to their tweet to enable other people to find it. Public Record Office Victoria (known as [pro\\_vic](#) on Twitter) participates in collection fishing to showcase some of the records in their digital collection.

Recommended examples:

- [Museum Victoria](#)
- [National Museum of Australia](#)
- [State Library of Victoria](#)
- Smaller organisations such as the [Ballarat and District Genealogical Society](#) are also giving it a go.

Because 'tweets' are so short, it doesn't take up much time (although it can be addictive!) and can be a good entry point into the world of social networking.

## Flickr

[Flickr](#) has a highly engaged community of users who share their images with the public. It is a popular choice for many cultural collection organisations, small and [large](#), who use Flickr to host and display images online where the audiences can view and interact with the images via comments, selecting favourites or creating their own gallery of curated images.

Just like the Chooky Dancers, the [Museum of Samoa](#) did not have a significant online presence before setting up a Flickr account in late 2009. Since adding 215 photographs, they have had over 25,000 hits on their profile and images combined.

Flickr has enabled this museum, with limited resources, to connect with a wider audience including the many Samoans who live overseas in New Zealand, Australia and the US. It has also opened up opportunities for publication of their images beyond the museum's walls.

A great feature of Flickr is the ability and ease with which an organisation can ask the community for help. [Wycheproof Historical Society](#) has a [photo](#) of a cricket team on Flickr, which in its description has question marks over two of the people in the photo. As an audience member viewing the photo, you can create a 'note' over the person in the photo and fill in the blanks if you know who the people are.

State Records NSW also asks for help in naming locations and dating photographs on their [Flickr account](#). If you wave your mouse over this [photo](#) of Sydney's Circular Quay, you'll see where people have added notes naming the 'Tweddle's Belmore Hotel' and the 'Manly ferry 'Kuring-Gai'.

Flickr users also have the option of contributing their images to [Picture Australia](#) via Flickr. Picture Australia contains searchable thumbnails of images from cultural institutions around Australia. For more information, visit the [website](#).



Alternatives to Flickr include [Panoramio](#) – an excellent option if you want to pinpoint your photos to a map – and [Picasa](#).

Recommended examples of small organisations on Flickr:

- [Wycheproof Historical Society](#)
- [Carnamah Historical Society](#)
- [Maffra and District Historical Society](#)
- [Kununurra Historical Society](#)
- [Stratford Historical Society](#)

### **Vimeo and YouTube**

Video is a great way to tell a story about items in your collection. Perhaps you already have moving footage you would like to display online or you want to put together a simple slideshow of images with background audio? Many computers come with basic video editing software such as Windows Moviemaker, which is fairly intuitive to use.

You may also have heard the term ‘digital storytelling’. The idea behind digital storytelling is to create short films where people can share their personal stories. Digital storytelling is a brilliant way to combine oral histories with digital images from your collection.

To display videos online, use a video sharing website such as [YouTube](#) (fast loading and widely used, but with extensive comments not to everyone’s tastes) or [Vimeo](#) (elegant and free of clutter, but not as widely used as YouTube).

Recommended examples:

- The [Culture Shock](#) project took place over two years in the North East of England, with over 550 digital stories created and uploaded to the website.

- Browse the Video Gallery of the [ACMI Generator](#) for Australian digital stories.
- Melbourne’s [City Gallery](#) uses Vimeo to display videos online that were once displayed on screens in exhibitions. When the physical exhibition is dismantled, the video is placed online giving the public ongoing access to an element of the exhibition.

### **Online mapping**

Another option for publishing a selection of your digital images is to use an online mapping tool such as [Google Maps](#) or [Google Earth](#). Think strategically about what images you have and whether a map could help to tell the story – for example, you might want to show how a streetscape has changed over the years in your town, or you might want to map the locations of a historical figure over a period of years.

Online maps can also provide an alternative way for visitors to search for information on collections. Museum Victoria has mapped photos of objects in their collection, such as [this photo](#) of staff outside the Hamilton Spectator newspaper office.

### **Google Maps, What Was There and History Pin**

If you would like to get started in mapping, try using Google Maps first. This is a free and user-friendly service provided by Google.

Recommended examples:

- There are many different mapping sites springing up that have features where you can see how places were ‘now and then’. For example, [What Was There](#) (described as a ‘virtual time machine’) will place your old pictures into the new streetscape using Google Street View. You are then able to click on ‘fade’ to make the photo more or less opaque.

- [History Pin](#) works in a similar way to What Was There, with some added features like a timeline and themed collections to which you can add your photos.

## **Online catalogues / collection management systems**

If you would like to publish your entire collection, or a large portion of it, an online catalogue may be appropriate for your organisation. Museums Australia (Victoria) in partnership with Museum Victoria has developed a free online cataloguing system called [Victorian Collections](#). If you are a Victorian organisation interested in this catalogue, contact Museums Australia (Victoria).

Ballarat Library's Australiana Room has been experimenting with [E-Hive](#), another online collection management system, uploading a small selection of [letters on letterheads](#).

## **Apps**

Apps, short for applications, can be used on the web, or downloaded to a smartphone (a high-end mobile phone with the capacity to browse the web). If you are interested in Apps, it is worth looking at the Australian Museum's [research into their audience's use of their smart phones](#). The most common apps on their audiences' phones were found to be social networking, with games being the second most common app.

Recommended examples:

- the Powerhouse Museum developed the App [China Heart](#) as 'an interactive love story and mystery that combines GPS technology with real world art and architecture to explore Sydney's Chinatown'.
- the Australian Museum's [Danger OZ](#) features dangerous Australian animals.

## **'Core' website**

Every organisation should have a core (main) website that contains the following information:

- Contact information
- News on upcoming events, for example, meetings or exhibitions
- Current projects or activities
- Information for researchers, for example, digital collection published online and indexes
- Links to other useful sites.

There are two main ways to set up your core website, either building it ground-up by programming and designing it yourself or using a ready-made template.

The [Bellarine Historical Society](#) has used free web publishing software [Joomla!](#) to create and manage their website. Joomla! uses a Content Management System (CMS) (or 'back-end'), which simplifies managing photos, documents and other elements used on the website and negates the need for a great deal of technical knowledge.

Other sites similar to Joomla! include [Drupal](#) and [Omeka](#). Omeka has been designed specifically for museums and other cultural collection organisations and therefore has excellent functionality in displaying and sharing collections online.

## **Evaluating your website / social networking site**

Evaluating your web presence is a crucial, often forgotten, step in the web development process. Evaluation helps you to see if your website and accompanying social network accounts are meeting the aims outlined in your initial brief. It can also be used to help you determine changes as required.

There are many different ways to evaluate your website. One way is to check your statistics. Flickr enables you to view statistics to see how many people are viewing your photos. You may also want to take note of how many people are commenting on your photos or adding them as favourites.

For other websites, Google offers the free service [Google Analytics](#). Google Analytics provides detailed information about how many individuals visit your website and how they found it – whether via a web search engine or a link on a social networking site.

Another way to evaluate your site is to ask for feedback from your website audience. You can do this in person, if you know the people who are using the website, or you can provide your users with an online survey, such as [Survey Monkey](#).

The online landscape changes quickly, making it even more vital to evaluate your website to ensure that it is keeping up with audience requirements.

### ***Digital security***

If you are concerned about the security of your images, consider uploading only small, low-resolution images as these cannot be used for print purposes and will deter people from downloading them.

Another deterrent is adding a watermark. This is a transparent mark, usually a logo, image or text, which goes over the main part of your photo. A watermark is difficult to remove and not only deters people from reusing your image without consent, but also makes them aware that it is copyrighted material.

It's important to check the security and account settings of websites such as Flickr. On Flickr you can block right-clicks – thereby preventing users from saving or copying your image. You

can also disable their availability on third-party websites such as Google Images. The downside to this is that your images will get less exposure as fewer people will stumble upon them by chance.

How you decide to adjust your settings is based on your aims and requirements for access versus image security.

### ***Open content***

One thing to consider is making part of your digital content available for your audience to use in creative ways. For example, you might like to allow people to use your images to create stories about the local area. Enabling people to use your images can create opportunities for participation.

If you want to create and have some control over these types of opportunities, make sure you are clear about how people can use your images online. One way to do this is by applying [Creative Commons](#) licenses.

Creative Commons provides free licenses and tools that copyright owners put in place to allow others to share, reuse and remix their material, legally. Placing your content under a Creative Commons license doesn't mean that you give up copyright. It means that you choose to give people the freedom to use your material under certain conditions.

The ABC has two highly innovative websites that have numerous projects where people create and remix digital content: [ABC Pool](#) and [ABC Open](#). ABC Open is aimed at regional audiences. An example of one of their projects is [Now and Then](#), where people remix old photos with new ones.

Keep your eye out for ABC Pool and ABC Open projects as they might be a good fit for your organisation – they can be a great way for staff and volunteers to learn more about digital photography, video or other areas of

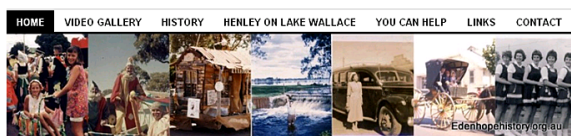
digital media. You can also take a look at the site for inspiration on creating your own participatory projects where people could remix your digitised images.

\*\*\*

With so many options for publishing online, it is easy to feel overwhelmed. But we hope you will feel inspired to experiment with some online tools to help make your collection accessible to a wider audience. Many larger organisations began by dabbling, and in fact are still experimenting to some degree. So what are you waiting for?

## EDENHOPE HISTORY

Edenhope and District Historical Society



### Henley on Lake Wallace 2011

Posted on January 28, 2011 | [Leave a comment](#)

Saturday 12th Feb 2011 Street Parade starts at 2pm followed by great day out for all the family on Lake Wallace Foreshore, EDENHOPE Victoria AUSTRALIA

LOTS OF FUN and entertainment. • Chris Sprou • Childrens activities & rides • Show Bags • Quick Shear • Youth Activities inc Sumo Suits • Food & bar facilities • Elijah Maddern & Band • Rolling Pin Competition • Mystery games • Fireworks • Plus much much more For more information contact Deb McLeish 5585 1481 or Julie West 0409 851522.

Admission \$10, pensioners and u/16 \$5, Family \$25. See who else is coming and register if you are coming to Henley on this official Henley facebook event page.



### SEARCH IT!

### RECENT ENTRIES

- [Henley on Lake Wallace 2011](#)
- [EDENHOPE NEWSPAPERS](#)
- [\\$1000 FOR HERITAGE SIGNS](#)
- [BLADE SHEARING AT EDENHOPE SHOW](#)
- [HERITAGE SIGNAGE FOR EDENHOPE](#)
- [FACEBOOK PAGE FOR EDENHOPE HISTORY](#)
- [100 YEAR CELEBRATION - EDMH](#)
- [OUR FIRST WEBPAGE!](#)

### LINKS

- [Edenhope & District Memorial Hospital](#)
- [Edenhope History photos on facebook](#)



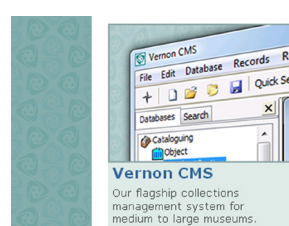
eHive - [www.eHive.com](http://www.eHive.com)



EMu - [www.kssoftware.com](http://www.kssoftware.com)

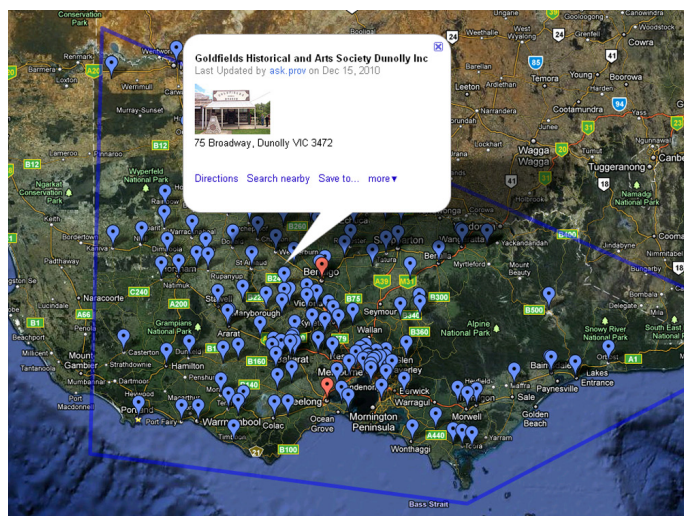


Collections MOSAIC  
[www.ISTechnology.com.au](http://www.ISTechnology.com.au)



Vernon CMS  
[www.vernonsystems.com](http://www.vernonsystems.com)

## Edenhope History's WordPress Blog



Public Record Office Victoria's  
POD Network Google Map



Edenhope History's Facebook page



## **Glossary**

**ABC Pool** a social media site run by the ABC where people share and engage with creative works and collaborate with others.

**ABC Open** produces, curates and publishes local contributions from ABC regional audiences.

**Adobe Photoshop** is a computer software application for graphics editing commonly used for editing photographs.

**Adobe Dreamweaver** is a computer software application for developing websites.

**Aperture** is the opening in a camera lens through which the light travels. Cameras have controls to vary the size of the aperture, as this has important effects on the exposure and focusing of the image.

**Blog** (short for web log) is a type of website (or part of a website) that contains entries or 'posts' in the form of text, photos, videos and/or other content, commonly presented in reverse chronological order.

**Blogger** is a service for publishing blogs. A blogger is someone who writes a blog.

**Content Management System (CMS) or Web Content Management System (WCMS)** is a software system with tools that enables people with little knowledge of html programming languages to create, organise content, manage and maintain a website.

**Creative Commons licenses** enable creators of content to retain copyright while allowing other people to make use of their work non-commercially.

**Cascading Style Sheets (CSS)** refer to the style sheet syntax used to describe the presentation (look and formatting) of an html document.

**Domain name** the unique identifying name of a website, for example [www.prov.vic.gov.au](http://www.prov.vic.gov.au).

**Drupal** is a free, open-source online content management system (CMS).

**Exposure** is a measure of how much light falls on the film or digital imager in a camera. It is important to not over- or under-expose when using a camera to digitise, which results in loss of information from the brightest or darkest parts of the image.

**Facebook** is a popular social networking site with more than 600 million users.

**Flickr** is a website for hosting and sharing images and short videos.

**Geotagging** is geographical identification metadata added to media; for example, to photographs or video to indicate the location of their subject matter.

**Google Analytics** is a service where people can gain statistics on website visitation.

**Google Maps** is a free mapping service where you can create trails, pinpoint locations and add images.

**History Pin** is a website that enables people to pinpoint historical photos to Google Maps.

**HTML 3.0 – 5** is hypertext markup language, currently recommended by the World Wide Web Consortium as the standard language for creating web pages.

**Joomla!** is a free open source content management system for publishing online.

**Lossy Compression** is a technique that discards or loses information in order to compress data, reducing the quality of images, for example JPEG.



**Markup language** is syntax used to encode text so it can be understood and manipulated by a computer. The standard language for developing web pages is called Hypertext Markup Language (HTML).

**Metadata** is 'data about data'. It is the information you need to manage and communicate other information, such as the way a catalogue communicates information about its content. On computers, metadata generally needs to be standardised and encoded so that software can recognise it.

**Microblogging** is short-form blogging, such as tweeting.

**Omeka** is a free, open source system for publishing online, developed primarily for online digital collections and archives.

**Panoramio** is a photo sharing website with an emphasis on geo-location.

**PHP** is a scripting language that allows elements such as forms on a web page to interact with servers to retrieve or store information. It also enables web pages to be created on demand or 'on the fly', commonly known as dynamic web pages.

**Post** (blog post) is an entry on a blog, usually made up of text, photographs or video.

**Resolution (Image Resolution)** most commonly is expressed as dots in a square inch (dpi) that make up a digital image. The higher the number of dots or resolution, the finer or more detailed the image.

**Scripting language** is a type of computer programming language developed to do particular tasks, for example, JavaScript or PHP, designed for Internet applications.

**Social networking** can be a website, platform or online service where the primary focus is on building and reflecting social networks. The largest social networking services are Facebook, Twitter and LinkedIn.

**Smartphone** is a high-end mobile phone with the capacity to browse the web.

**Survey Monkey** is a website that enables people to create web-based surveys.

**Twitter** is a microblogging website where people can exchange short posts, called tweets, of 140 characters or less.

**Vimeo** is a website where users can upload, share and view videos.

**Wall** is a feature of the social networking site Facebook where people can post messages or notes to one another.

**Watermark** is typically a translucent overlay (usually a logo, image or text) placed on top of a digital image or video to deter people from copying the image.

**Web hosting services** host your website data on their servers, acting as the point of access to your online information. This service enable the public to interact with your website.

**What WasThere** is a website that enables people to view and pinpoint historical photos to Google Maps.

**WordPress** is an open source blog, CMS and website publishing platform.

**World Wide Web** is the system of interlinked hypertext documents accessed through the Internet.

**YouTube** is a website where users can upload, share and watch video footage.

## Useful websites

ABC Open: <http://open.abc.net.au>

ABC Pool: <http://pool.abc.net.au>

ACMI Generator: <http://generator.acmi.net.au/>

Bellarine Historical Society: <http://zades.com.au/gandd/index.php/bellpen/bellhs>

Blogger: [www.blogger.com/](http://www.blogger.com/)

Creative Commons:  
<http://creativecommons.org.au>

Culture Shock:  
<http://www.cultureshock.org.uk/home.html>

Danger Oz App: <http://australianmuseum.net.au/DangerOz-Gallery>

Digitisation of Heritage Materials:  
<http://www.nla.gov.au/preserve/dohm/>

Drupal: <http://drupal.org/>

E-Hive: <http://ehive.com/>

Edenhope District and Historical Society:  
<http://edenhopehistory.wordpress.com/>

Edenhope District and Historical Society  
Facebook page:  
<http://www.facebook.com/edenhopehistory>

Facebook: <http://www.facebook.com/>

Flickr: <http://www.flickr.com/>

Google Analytics:  
<http://www.google.com/analytics/>

Google Earth:  
<http://www.google.com/earth/index.html>

Google Maps: <http://maps.google.com.au>

Google Search Engine Optimization Guide:  
[http://static.googleusercontent.com/external\\_content/untrusted\\_dlcp/www.google.com/en/webmasters/docs/search-engine-optimization-starter-guide.pdf](http://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en/webmasters/docs/search-engine-optimization-starter-guide.pdf)

HistoryPin: <http://www.historypin.com/>

Joomla!: <http://www.joomla.org/>

Lincoln at 200: <http://lincolnat200.org/>

Museum of Samoa:  
<http://www.flickr.com/photos/museumofsamoa/>

MV Blog:  
<http://museumvictoria.com.au/about/mv-blog/>

Now and Then:  
<http://open.abc.net.au/projects/now-and-then>

Omeka: <http://omeka.org/>

Panoramio: <http://www.panoramio.com>

Picasa: <http://picasa.google.com/>

Picture Australia: <http://www.pictureaustralia.org>

PROVcommunity:  
<http://provcommunity.ning.com/>

Survey Monkey: <http://www.surveymonkey.com/>

Tumblr: <http://www.tumblr.com/>

Twitter: <http://twitter.com/>

Victorian Collections:  
<http://www.victoriancollections.net.au/>

Vimeo: <http://vimeo.com/>

What Was There: <http://www.whatwasthere.com>

WordPress:  
<http://wordpress.org/> and <http://wordpress.com/>

Wycheproof Historical Society: <http://www.flickr.com/photos/16119693@N06/>

YouTube: <http://www.youtube.com/>