Exposing Our Hidden Collections

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Background

• Library and archives focused on history of Schenectady County
• Thousands of photos and a lot of archival material
• Started digitizing photos in 2006, but had no way to make available to public
• Consistently digitizing collections on NY heritage in 2015
Problems

- Want to promote and make our material more visible, but how?
- Which collections do we focus on?
- Who will do the work?
- Benefits outside of making collections more visible?
Making Our Collections Visible

- Prior to NYH:
  - Social Media – occasionally
  - Blog posts – bi-monthly
  - Outreach

- NY Heritage:
  - Spotlight on certain collections
  - Researchers from all over the world have access
  - Allows for creativity in choosing collections
Which Collections to Choose?

• Based off of interest and topical
  – Sports & Recreation in Schenectady County
  – Erie Canal
  – Street Scenes
  – Postcard Collection

• Trying new things
  – Glen Family Letters Collection
  – Highlighting 25\textsuperscript{th} Anniversary of our library building
Canal Blowout Near the Hamlet of Pattersonville in Rotterdam, NY – Erie Canal Photograph Collection

State Street at Broadway in Schenectady, NY – Street Scenes of Schenectady
Two women with bicycles outside
Schenectady, NY –
Sports and Recreation in Schenectady

Shoot the Shoots ride in Luna Park,
Rexford, NY – Wayne Tucker Postcard
Collection
Sketch of a snow shoe from the Glen Family Letters Collection
Who Will Do the Work?

- Projects can be time-consuming
- Find the right person for the job
  - Detail-oriented
- Letting go of the “perfect project”
Other Benefits

- Images used in Erie Canal digital exhibit on Digital Public Library of America
- Useful for marketing – Fliers for programs, images in Facebook ads
- Crossover with our museum – Postcard exhibit
- Blog posts
- Deeper dive into certain collections