

Designing Your Publicity Campaign

Brand Your Project

Choose an appealing title

Select visual elements:

Colors

Logo

Example Brand

High Performance Sound Technologies for Access
and Scholarship (HiPSTAS)

first institute: “a side”
second institute: “b side”



HIGH PERFORMANCE
SOUND TECHNOLOGIES
FOR ACCESS AND SCHOLARSHIP

ActiveOCR

<ANGLES>

BILL BLY
COLLECTION OF
ELECTRONIC LITERATURE

BitCurator
Tools for Digital Forensics Methods and Workflows
in Real-World Collecting Institutions

BrailleSC



DeenaLarsen
collection

Digital
Cultures &
Creativity

DIGITAL HUMANITIES DATA
CURATION

Digital Mishnah
פרויקט המשנה הדיגיטלית
DEVELOPING A DIGITAL EDITION OF THE MISHNAH

FLA
FOREIGN LITERATURES IN AMERICA

MITH's Vintage
Computers

Open Annotation
Collaboration



PROJECT
bamboo

Twitter

hashtags #keyword
no more than 6 characters

Twitter

Follow your stakeholders

Follow your partners

Where possible,
tweet regularly and with time between
tweets

Pre-schedule your tweeting!

Facebook

Consider your community before
opening an account

Are you willing to post/maintain/friend
regularly?

Link your twitter account to Facebook
to auto-publish

4Square

If your project exists in a physical space,
can you make it destination for
contributors?

Press Releases

When You Publish/Present
Release of Products

Components of a Release

Project Title and Abstract

Message/Update

@ for funders

@ for partners

Website Link

Quote from Pertinent Person

Primetime

You are ready to discuss your work publicly:

As soon as you start (project generation)

In progress (issues you are dealing with,
partner seeking)

Midterm (initial results)

Final Products (successes and failures)