Community

Where are they, how to find them

Sarah Stierch & Andrew Gray
@Sarah_Stierch | @generalising
Two main types of community:

1. online
2. offline
crowdsourcing or cooperation?
Finding them: the key

- Key participant: i.e. WIR

1. Wiki(p/m)edia
   a. glamwiki.org
   b. mailing lists
   c. chapter lists
   d. local chapter

2. Job posting
   a. Smithsonian
   b. CHS
Or is it you? The internal advocate?
FINDING & DRAWING PEOPLE IN

● Press release
  ○ Smithsonian

● Social media
  ○ What does your community use?
    ■ Twitter
    ■ Facebook

● Blog

● Wikipedia
  ○ Geonotice
  ○ Create a meetup page
    ■ Women in the Arts

● Real world groups
  ○ Universities, local societies, clubs, staff & volunteers
Finding E-volunteers

- What is an e-volunteer?
  - Smithsonian

- Do you already have them?
  - Taggers
  - Reusers
  - Commenters
  - "Real life" volunteers
    - tour guides
    - retirees
    - students
Building staff & volunteers into contributors

- Institutional awareness
  - Smithsonian

- Volunteers
  - Subject knowledge already there
  - Enthusiasm - and free time!
  - Skill building
    - TCMI
    - Walters Art Museum
Maintaining a community online

● Key is a "handler"
  ○ Helps to maintain and grow the community
    ■ finding recruits
    ■ keeping project fresh (with your help!)
    ■ encouraging and inspiring (barnstars)
    ■ helping editors
    ■ knows how the community works
    ■ general awareness on both sides

● Internal support
  ■ Work with volunteer services - develop a new plan
    ● [Indianapolis Museum of Art](https://www.indianapolismuseum.org)
      ○ [website](https://www.indianapolismuseum.org)
      ○ [hub](https://www.indianapolismuseum.org/hub)
Have reasonable expectations!
Community

Where are they, how to find them