Harvesting the Power of Social Media
Crowdsourcing Acquisitions and Marketing Revolutionary Collections at the American University in Cairo

University on the Square: Documenting Egypt’s 21st Century Revolution: documenting political change in Egypt. This means we collect:
- photos
- videos
- interviews
- written testimonials
- original art

Acquisitions:
- Facebook accounts
- Twitter account and blog
- Facebook app
- Online form
- Institutional repository
- Email solicitations
- Personal connections

We use our: We self-publish

Website Traffic Sources
Traffic Sources: Website

Average Visit Duration
Average Visit Duration: Website

Facebook

Wikipedia

Lessons Learned

Thank you!
Carolyn Runyon
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Harnessing the Power of Social Media

Crowdsourcing Acquisitions and Marketing
Revolutionary Collections at the American University in Cairo

Carolyn Runyon
Digital Collections Archivist
American University in Cairo

American Library Association Annual Meeting
Anaheim, California
June 24, 2012
University on the Square: Documenting Egypt's 21st Century Revolution documents political change in Egypt. This means we collect:

- photos
- videos
- interviews
- written testimonials
- original art
- ephemera
- scholarship
- blogs
- websites

The American University in Cairo
The School of Global Affairs and Public Policy

An Ethnographic Study of the Reconfigurability of Opinion Leadership via Twitter amongst Egyptian Revolutionaries in the Post Jan25 Revolution Era

A thesis submitted to the Department of Journalism and Mass Communication in partial fulfillment of the requirements for the degree of Master of Journalism and Mass Communication
Acquisitions

- Facebook accounts
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Marketing

- Facebook
- Wikipedia
- Blogs
- Email
- Personal connections
Average Visit Duration

**Average Visit Duration: All Sites**

- Search Engines: 0:04:37
- Direct Traffic: 0:03:54
- Library Website: 0:04:04
- AUC Website: 0:03:29
- Web 2.0: 0:01:52

**Average Visit Duration: Web 2.0 Sites**

- Wikipedia: 0:05:46
- Facebook: 0:04:19
- Library Blog: 0:03:11
- Other Blogs: 0:02:57
- Twitter: 0:04:00
Facebook

University on the Square: Documenting Egypt’s
21st Century Revolution shared a link.
May 15 - 09

Looking for revolutionary research?

Check out the Egyptian and Arab Revolution Scholarly Works collection in AUC’s DAR Repository. The collection includes oral histories, student documentaries, master’s theses, presentations, and research papers contributed by the AUC research community.

Egyptian and Arab Revolution Scholarly Works
dar.aucegypt.edu

The 2011 Egyptian and Arab Revolution Scholarly Works digital collection includes papers, documentaries, interviews, presentations, and research findings related to the January 25th Revolution and Arab Spring created by AUC faculty and students.

Like · Comment · Share

294 people reached · 12%

Graph:

Blue: May 10-20, 2012
Orange: April 29-May 9, 2012
Wikipedia

External links

General
- Egypt Resources from Google Crisis Response
- 2011 Egyptian revolution at the Best of the Web Directory
- Media library documenting Egypt's 25 Jan revolution with thousands of videos & photos
- Digital Library includes photos, videos, visual art, and oral histories contributed by student activists, academics, security officers, and demonstrators in and around Cairo.
- Web Archive includes archived versions of blogs, Twitter feeds, local and regional media coverage, and other sites related to the January 25th Revolution.
- Middle East and North African in turmoil - Tracking the Protests on the Washington Post to keep up day by day with all of the anti-government protests which as of May 2011 are spreading rapidly through the Middle East and North Africa.
- Timeline: Transition in Egypt Key events leading up to the first presidential election since the ouster of President Hosni Mubarak and subsequent developments

Live coverage
- "Egypt protests live" on The Guardian (UK), 1 February 2011.
- "Unrest in Egypt" on Reuters (UK).
- Egypt Real Time Video Stream on Frequency

Crowdsourcing
- "Egypt's Revolution" on Qatar Al Jazeera English.
- Emergency Law and Police Brutality in Egypt on CrisisVoice.
- Citizen Media coverage on Egypt Protests by Global Voices Online.
- Testimonials from Egyptians on The Real News.
- "Egyptian elections" on UK Thomson Reuters Foundation.
- "University on the Square: Documenting Egypt's 21st Century Revolution" on Egypt: American University in Cairo.

Interviews
- Interview with Wael Ghonim, Google middle east manager: Guardian via Dream TV, subtitles, Full translation.

Visits

Blue: Mar 20, 2012 - Mar 30, 2012
Orange: Mar 9, 2012 - Mar 19, 2012
We're still collecting!

If you are planning on demonstrating or voting in the upcoming parliamentary elections, please consider donating your photos, videos, and stories to the University on the Square: Documenting Egypt's 21st Century Revolutions project. Use the University on the Square Facebook App to donate your photos and videos on Facebook.

View more January 25th Revolution photos, videos, oral histories, and art in the Rare Books and Special Collections Digital Library.
Lessons Learned
Thanks!

Carolyn Runyon
cfrunyon@aucegypt.edu