



Digital Strategies for Heritage (DISH) 2013 *2 & 3 December 2013, De Doelen Rotterdam*

Chefs' Table session

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Table Host: Chris Wild & Neil Bates

Title: Disrupting History

Introduction

In the same five years Europeana has been in existence, Retronaut has amassed a huge following with 200,000 on Facebook and over 50,000 on Twitter. Retronaut engages "Cultural Window Shoppers". Recently The Times put Retronaut at #20 for "The 50 people you should follow on Twitter";

"The more digitalised the world becomes, the stronger the lure of nostalgia it seems to be. Tweets from the Retronaut – blogger Chris Wild – present photographs showing the past not as something safe and familiar, but as odd, eccentric and often quite funny. So expect to see everything from Edwardians riding pigs to Georgian chamber pots made to look like Napoleon to photographs of Ernest Hemingway in the bath. It's an online rabbit hole you'll struggle to find your way out of."

Europeana has been using Retronaut's SPEED model for sharing disruptive material from heritage collections on social media, a model we believe will help unleash the viral potential of the collections you hold and increase your return on time investment. Through concrete examples and metrics, we will highlight the potential of what can happen when you expose unconventional images from your collections and share them on social media. The SPEED model breaks down Retronaut's key ingredients for virality and we will illustrate how they have been applied to some of Europeana's social media activities. Using SPEED, a single image of 1930s nose jobs from Europeana amassed 100,000 pageviews and increased interest in the collection of the Wellcome Library by over 17,000%.

Discussion

In a map of time everything is very fixed and we tend to see these maps as the ultimate version. That's why the pictures in the shopping mall work very good, people think: "Wow I thought I looked really good back then".

How can you find these photographs in your own collection? Zoom in on one very specific tiny moment or something specific from just a normal day. Go small!
Big brother on the screen, end of this amazing talk about how to generate more attention for your collection.

Next on: Irene Haan & Thijs van Exel from EYE museum and Kennisland about what we can do with heritage films online.

What would YOU do if you had 1.000 films online?