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# THE QUESTIONNAIRE

## ANATOMY OF THE DIGITAL COLLECTION

1. In regards to digitized content, does your organization create _____?

    A.  Photographs/images
    B.  Video
    C.  Text
    D.  Audio

2. What is the primary subject of your digitization efforts (i.e. rare books, maps, film, photographs, music, etc.)?

3. Does your organization have a general marketing budget?

4. Does your organization have a budget specifically for marketing digital content?

## CONTENT SALES

5. Does your organization sell content such as photographs, books about your collections, audio recordings, and/or films or videos about your collections?

6. If your organization does sell such content, what were the total sales (in USD) in the past year?

7. What were your organization's total sales from digital content in the past year?

## SCOPE OF DIGITIZATION EFFORTS

8. What percentage of the items in your museum or library special collection are available in digitized formats (such as digital photographs, videos, audio recordings, or digitized text)?

9. What are your plans for digitizing content over the next five years?

## FINDING AIDS

10. What percentage of the digital files in your collection are cataloged and can be located by use of a cataloging number or other form of finding aid?

11. What percentage of your organization's total digitization costs are accounted for by the costs of developing finding aids and other forms of distribution and marketing?

12. Describe your efforts to catalog your digital collections and how cataloging has (or has not) increased us of the collections.

**INTERNET MARKETING CHANNELS**

13. Does your organization use _____ to market digital content?

   A.   Pinterest
   B.   Instagram
   C.   Facebook
   D.   Twitter
   E.   YouTube
   F.   Vimeo
   G.   Flickr
   H.   Google+
   I.   LinkedIn

14. On a scale of 1-9 (with "1" being the most important and "9" being the least important), how would you rank the importance of _____ to the marketing and distribution efforts of your digital content?[*]

   A.   Pinterest
   B.   Instagram
   C.   Facebook
   D.   Twitter
   E.   YouTube
   F.   Vimeo
   G.   Flickr
   H.   Google+
   I.   LinkedIn

15. Other than the internet channels listed above, what other internet sites or services have you found useful in marketing your digital content?

**BLOGGING AND OUTREACH**

16. Does the library or museum maintain any blogs?

17. If the library or museum does maintain any blogs, how many does it maintain?

18. If the library or museum does maintain any blogs, approximately how many blog posts does it publish in a typical month?

19. How much staff and freelancer time (in total hours) has your organization expended on blog posts in the past year?

20. What best describes your press release strategy?

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[*] Participants answering this question ranked each of the nine channels offered, with no repeats, on a scale of 1 through 9.

21. Does your organization stage online exhibits?

22. If your organization does stage online exhibits, please explain how you market them.

## VIDEOS

23. Has your organization made any videos about your digital content?

24. If your organization has made any videos about your digital content, how many such videos have you made?

25. Do you distribute your videos on _____?

        A.     YouTube
        B.     Vimeo
        C.     Facebook
        D.     Google

26. How many total aggregate views has your most popular video received?

## ADVERTISING AND SEARCH ENGINE OPTIMIZATION

27. Has your organization ever paid for an ad or used the paid keyword advertising function of Google, Bing, Yahoo!, Facebook, LinkedIn, or other such sites?

28. Has your organization used traditional forms of advertising—such as newspaper/magazine ads, television ads, or radio ads—to market your digital content?

29. In your efforts to market your online content, how much staff time (in total hours) have you expended in developing back links to related websites, or else to employ other search engine optimization strategies that draw traffic to your site and increase content use?

30. If you have used search engine optimization strategies, how have you gone about doing so? Have you used a consultant? What were the results? Was it worth the expenditure?

## EMAIL

31. Does your organization maintain a list of email address to which you periodically send newsletters, press releases, or other forms of information to describe new acquisitions, events, openings, and other timely information about the collection?

32. If you do maintain such a list, how many emails are on it?

33. How many times per year do you send emails to this list?

34. What is the average percentage of recipients who open the email messages you send?

35. Can a potential end user of your collection sign up to receive informative emails from your organization through a link on your _____?

    A. Facebook page
    B. Website
    C. Press releases

36. Have you ever done any "cross marketing" with another museum or library special collection through which you would place information about your own collection in their newsletter or emails and you, in turn, would place information about their collection in your newsletter or emails?

37. If you have done any cross marketing, please describe the experience.

## SURVEY PARTICIPANTS

Arkansas Tech University Museum
Biodiversity Heritage Library
Boone Area Library
Burlington Public Library
Canadian Museum of Civilization
Chandler Museum
Chester County Historical Society
Davis Museum
Elizabethton-Carter County Public Library
Fenimore Art Museum and The Farmers' Museum
First Community Church
George Washington University Libraries
International Quilt Study Center & Museum
Iowa State University
Kutztown High School Library
May Gallery
Modern Records Centre, University of Warwick
The Museum at FIT
National Agricultural Library
National College of Art and Design
National Gallery of Ireland
National History Museum of Utah
The Peggy Notebaert Nature Museum – The Museum of the Chicago Academy of Sciences
San Francisco Museum of Modern Art
Skidmore College
The Skyscraper Museum
St. Andrew's School
Stanley Library at Ferrum College
UMA, La Maison de l'image
University of Arizona Libraries
University of Hawaii at Manoa Hamilton Library
University of Nevada Las Vegas
University of North Texas
University of St. Andrews Library
University of Vigo
University of Wisconsin Digital Collections Center
Voelker Orth Museum
Waterford Institute of Technology
Yale Center for British Art

# CHARACTERISTICS OF THE SAMPLE

Overall sample size: 39

**By Type of Organization**

| | |
|---|---|
| Museum[*] | 19 |
| Library | 20 |

**By College Affiliation**

| | |
|---|---|
| Affiliated | 20 |
| Not affiliated | 19 |

**By Total Employees[†]**

| | |
|---|---|
| Less than 10 | 15 |
| 10 to 99 | 11 |
| 100 or more | 12 |

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[*] Includes a church, a historical society with both a library and a museum, a university art gallery, and a mobile resource/app developer.
[†] One participant did not answer this question.

**Type of organization, broken out by the organization's affiliation to a college or university.**

|  | Museum | Library |
|---|---|---|
| **Affiliated** | 35.00% | 65.00% |
| **Not affiliated** | 63.16% | 36.84% |

**Type of organization, broken out by the organization's total number of employees.**

|  | Museum | Library |
|---|---|---|
| **Less than 10** | 53.33% | 46.67% |
| **10 to 99** | 54.55% | 45.45% |
| **100 or more** | 33.33% | 66.67% |

**The organization's affiliation to a college or university, broken out by type of organization.**

|  | Affiliated | Not affiliated |
|---|---|---|
| **Museum** | 36.84% | 63.16% |
| **Library** | 65.00% | 35.00% |

**The organization's affiliation to a college or university, broken out by the organization's total number of employees.**

|  | Affiliated | Not affiliated |
|---|---|---|
| **Less than 10** | 33.33% | 66.67% |
| **10 to 99** | 54.55% | 45.45% |
| **100 or more** | 66.67% | 33.33% |

**The organization's total number of employees, broken out by type of organization.**

|  | Less than 10 | 10 to 99 | 100 or more |
|---|---|---|---|
| **Museum** | 44.44% | 33.33% | 22.22% |
| **Library** | 35.00% | 25.00% | 40.00% |

**The organization's total number of employees, broken out by the organization's affiliation to a college or university.**

|  | Less than 10 | 10 to 99 | 100 or more |
|---|---|---|---|
| **Affiliated** | 26.32% | 31.58% | 42.11% |
| **Not affiliated** | 52.63% | 26.32% | 21.05% |