Using Storify to Capture, Curate and Share Experiences

January 21, 2016
Presentation to 2016 NCNMLG-MLGSCA Joint Meeting

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We’ve all been there...
And then...

• You DO want to review those Tweets to incorporate some great things you learned into your workflow

• You want to see what other people captured on social media about the same event

• You want to gather information from the event to share with your colleagues back home or integrate into your blog or website
Enter Storify...

But with this opportunity comes a big challenge: there is so much noise online and no one has the time to sift through it all. Regular people busy with their lives just want the story.

"Stories are the way to make sense of the data deluge in this age of social media." - @burtherman of @Storify speaking at sxtimemap.
8:10 AM - 12 Mar 2012
Lots Comments

That's why we built Storify. Our goal is to amplify the voices that matter by enabling our users to make sense of what people are reporting on social networks, to find meaning and provide context.

Some discussion now about media blackout during Zucotti eviction. "Everyone's a journalist nowadays." #OWS
4:13 PM - 30 Nov 2011
Lots Comments
What is Storify?

• Social media tool to create and share stories/timelines

• Aggregation/curation tool for social media content from other platforms (e.g., Twitter, Instagram, web links, Facebook, YouTube, GIFs, Flickr, Getty Images, SoundCloud, Tumblr, Google+, Disqus, StockTwits, RSS)
Twitter
Facebook (public posts)
Getty Images
And more...

- Other Storify content
- Instagram
- Web links
- YouTube
- GIFs
- SoundCloud
- And more
Make a Storify

Meta: A Storify for a Presentation on Storify
Storify examples for presentation at NCNMLG/MLGSCA Joint Meeting 2016

Curate content around a conference/event:
Who is using Storify?

- Libraries & Archives (e.g., U Maryland, North Carolina State University, US National Archives)
- Organizations (e.g., Speak Up for Libraries, ALA, LA Times, HBO)
- People (e.g., P.F. Anderson – Ed Tech Librarian extraordinaire!, Susannah Fox)
Potential Uses for Medical Librarians

• Curation and annotation of content about an event (e.g., conference, special event, current news topics, fundraising/awareness campaigns)
• Teaching (e.g., use as part of student assignment, or use to collect your own media for a teaching topic)
• Blog/news integration and marketing/promotion
• Research logs
• Informal writing
• Could be a novel approach to journal club!
Need-to-knows

• Free vs. paid version (Storify Enterprise)
  o Paid
    o Can set Storify stories to private if don’t want them publicly viewable
    o Real-time multiple user collaboration
    o More design options
    o Direct photo uploading
  o Free
    o Only items that are online and publicly accessible can be incorporated (e.g., if you want to add a photo, you must upload it to the Web so Storify can discover it rather than uploading directly from your hard drive)
Tips

• Include an intro that provides some background for the Storify
• Choose links judiciously; only use links that are important for your story
• Add narrative to provide context and break up link entries
• Not too long... try fewer than 25 links
• Share (e.g., to Storify, Facebook, Twitter), export, or use the embed codes to embed a Storify into your website or blog
#jtmtg2016

Tweet, Instagram, be social, and be in my next Storify!