

# Using Storify to Capture, Curate and Share Experiences

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Nicole Capdarest-Arest, MA(LIS)

Lane Medical Library

Stanford University School of Medicine



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.



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.



# What is Storify?

- Social media tool to create and share stories/timelines
- Aggregation/curation tool for of 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

Home Moments Notifications Messages #medlibs

## #medlibs

Top Live Accounts Photos Videos More options

Who to follow · Refresh · View all

- Mindfulness Training @Trai... Follow
- Mind&Life Institute @minda... Follow
- Headspace @Get\_Heads... Follow

Find friends

San Francisco Trends · Change

- Cavs
- Bay Bridge
- JR Smith
- #TheBachelor
- #HITheFloor
- #LHHNY
- Glenn Frey
- Aunt Viv
- Duke
- #ThingsThatShouldBelltoGal

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**Nikki Dettmar** @eagledawg · 3h  
Nikki, Seattle, academic health sciences librarian, #medlibs chat lead mod, glad #ismentalhealth is happening!

**Nikki Dettmar** @eagledawg · 11h  
Stress reduction tips for #ismentalhealth week - join in the chat today too! #medlibs bit.ly/1V1Wr6W

Teresa L Knott liked

**Kevin Balozian** @KevinBalozian · Jan 15  
Celebrated my 1 year @MedLibAssn today. Staff brought cake that wasn't poisoned. Good sign, right? #medlibs

Elaine Martin and 9 others follow

**Michelle Bass** @mbbassdrib · Jan 15  
If you just can't take the cold anymore... joblist.ala.org/jobseeker/job/... #medlibs



P. F. Anderson Retweeted






**Michelle Kraft** @krafty · Jan 15  
U.S. #medlibs going to #mianet16 remember to check your cell phone plan to avoid high bills bit.ly/1J6QLYM or turn to airplane mode

# Flickr


flickr Explore Create  Sign In Sign Up

Photos People Groups Clear

 Advanced 

All creative commons  SafeSearch on  Relevant   

Everyone's photos View all 83



The image displays a grid of 10 photographs from a Flickr search for the hashtag #medlibs. The photos are arranged in two rows of five. The top row includes: a long table with a white tablecloth; a woman in a brown jacket; a man in a black hat talking to a woman; a man in a black hat talking to a woman in a different angle; and a large, busy event space with a silver balloon. The bottom row includes: a wide shot of a conference hall; two women smiling for a photo; a man in a dark sweater eating; and a close-up of a table with a bowl of soup and a dessert.

# Facebook (public posts)



The image shows a screenshot of a Facebook page with three public posts. The top navigation bar is blue with the Facebook logo on the left and a search bar on the right. The first post is from 'NLM 4 Caregivers' (verified), dated May 18, 2015. The second post is from 'NNLM Pacific Southwest Region', dated January 7 at 11:58am. The third post is from 'Stat!Ref', dated December 11, 2015, from Jackson, WY. The third post includes a link to 'PRIMAL PICTURES Premier Library Package' and an image of anatomical models.

facebook Email or Phone  
  
 Keep me logged in

**NLM 4 Caregivers** Verified  
May 18, 2015 · 

NLM..DIMRC..Ebola Health Info..Information Empowerment..5/18..  
11:35am..Level 4, 18A..#mlanet15..be there..#medlibs

 Like  Comment

**NNLM Pacific Southwest Region**  
January 7 at 11:58am · 

Join the next #medlibs Twitter chat on Thursday, January 14, 6:00 PM PDT  
for a 2016 planning chat!

**#medlibs chat: Jan 14th - Planning Chat**  
MEDLIBSCHAT.BLOGSPOT.COM | BY NICOLE S. DETTMAR

 Like  Comment  Share

**Stat!Ref**  
December 11, 2015 · Jackson, WY · 

Have you heard about Primal Pictures resources from STAT!Ref? Primal  
Pictures has the most complete, detailed and accurate 3D models of the  
#humananatomy available anywhere. And, now, we have a special year-  
end incentive to purchase unlimited access to the entire collection of Primal  
Pictures products, contact us today for more information: <http://ow.ly/VM6Zn>  
#medlibs

**PRIMAL PICTURES** 

Premier Library Package 




# Getty Images

gettyimages Creative Editorial Video Music

Filter and sort **medical librar\*** All images

All Embeddable Images

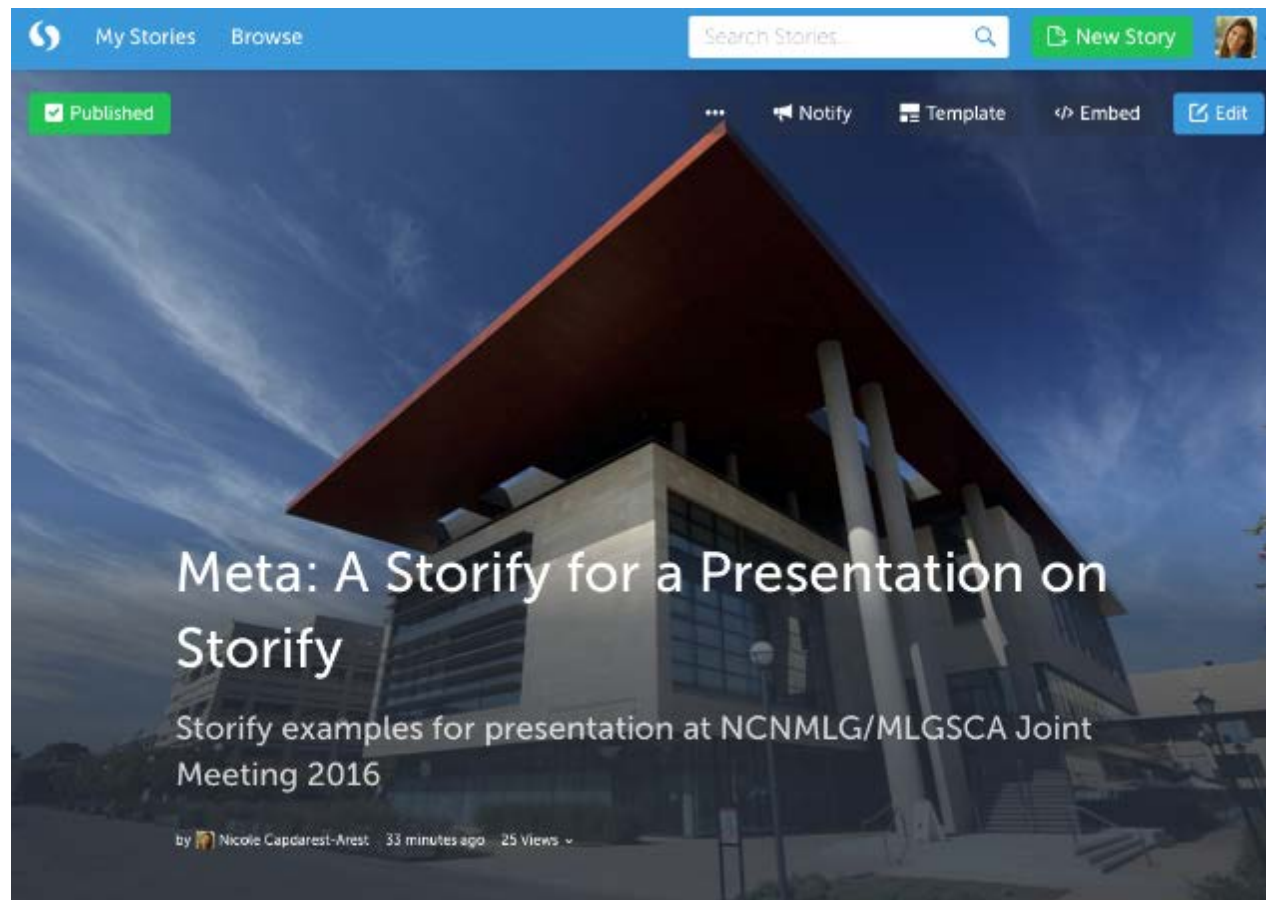
medical librar\* (5550) All Images



# And more...

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

# Make a Storify



Curate content around a conference/event:

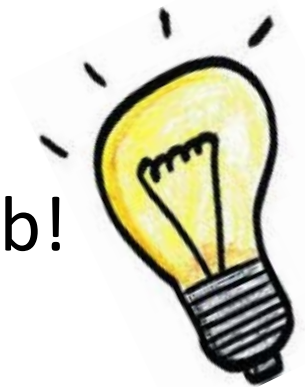


# Who is using Storify?

- 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)
  - Paid
    - Can set Storify stories to private if don't want them publicly viewable
    - Real-time multiple user collaboration
    - More design options
    - Direct photo uploading
  - Free
    - 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



**#jtmgt2016**

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