



COLIBRUM

Reading Goes Social

HOW TO GENERATE SOCIETY'S INTEREST IN DIGITIZED BOOKS AND PERIODICALS?

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ABOUT ME



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- Marketing expert
- PM of significant social IT projects in Latvia
- Hobby photographer

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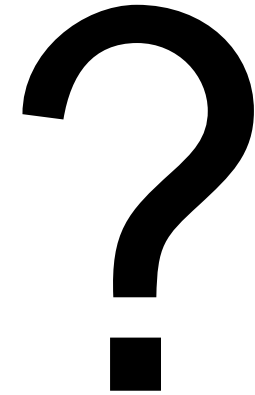


- ✓ Portal software for digitized periodicals
- ✓ OCR editing tool
- ✓ Involve, engage, contribute
- ✓ Made in Latvia
- ✓ Communication plan for libraries





WHAT IS
THE KEY PROPOSE
OF DIGITIZING
MATERIALS





LIBRARIES,
ARCHIVES,
GOVERNMENTAL
AUTHORITIES,
etc

to preserve
to ensure
access



VENDORS

libraries have to do
libraries have funding

PEOPLE





why



CURIOSITY INCREASES WITH
KNOWLEDGE —
THE MORE WE KNOW,
THE MORE WE WANT TO
KNOW.



how



FROM
ENSURING ACCESS
TO
SHARING CONTENT

7 IMPORTANT THINGS REGARDING GENERATING INTEREST



1. PASSION
2. GOAL AND CLEAR IDEA
3. VALUE NOT PROFIT
4. WHO (SEGMENTS)
5. CHANNELS
6. ONE PAGE PLAN
7. FACTS VS WHAT TO DO WITH FACTS

ONE PAGE PLAN



What

- Topics
- Values

Who

- Audience

When

- How often

Channels

- Where
- Social media

Who

- responsible person



THANK
YOU!

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