

GIF-ABLE LIBRARY

Integrating GIFs into Your Library Culture

CREATE

CONNECT

COLLECT

(1)

TELL YOUR STORY

There's a lot of talk about "starting conversations," but GIFs go beyond, to **CREATING WORDS**. In today's visual and digital world, we can share information, emotion, and artistry in new and exciting mediums.

At the Undergrad Library, we are integrating GIFs into our engagement and instruction to share and celebrate staff, collections, events, partners, and students.

GIFs are a new way to tell the story of **LIFE IN YOUR LIBRARY** and it's easy to get started!

(2)

BUILD YOUR BRAND

Every library has a brand, style, and personality. GIFs can help support and innovate your library's branding. GIF culture is always changing, but today GIFs convey,

MODERN ARTISTIC
APPROACHABLE
HUMOROUS NOVEL

While it is helpful to know what type of style, humor, and tricks are "in vogue," it is also important to stay true to what makes your library awesome.

(3)

FIND FRIENDS!

GIFs are a fun and low stakes medium for fostering conversation within new and existing communities.

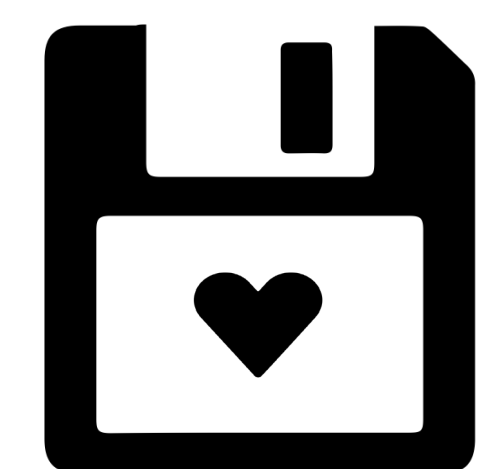


2016-2017 GIF Friends: Carolina Basketball, Carolina Union, Carolina Dining Services, Davis Library, New Student and Carolina Parent Programs, Wilson Library

(5)

SAVE YOUR COLLECTION

While GIFs travel easily between platforms, it can also be easy to forget and hard to extract the medium. Actively archiving GIFs created by patrons and your team ensures that stories live on!



(6)

PLAN BIG

Our goal at the Undergraduate Library is to collect not only a moving and intimate portrait of our story as a collegiate research library, but the stories of **CAROLINA**.

By integrating GIF making into design instruction, we not only support creativity and skill building, we also offer students a new way to tell their stories.

Currently the Undergraduate Library is planning **GIF-ABLE UNC**. Arriving Fall 2017, the contest will foster, celebrate, and archive UNC-themed GIFs.

(4)

KEEP STOCK

SOURCE SOFTWARE SITES SUCCESS

Source material can include self-recorded videos, archival material, and remixed internet art and pop culture media

Software can include Adobe Photoshop, GIPHY mobile and online products, and Google Tilt Brush in Oculus Rift.

Primary GIF platforms are Twitter and Tumblr. Emerging platforms include Instagram and Facebook

Many platforms offer analytics tools to keep track of likes, engagements, and views for your posts.

Make sure to check out accompanying digital examples and follow us @rbhouseul!
Kelsey Hammer - R.B. House Undergraduate Library
SILS - UNC Chapel Hill 2017