

Digital Collaborations

Bringing Archives & Museum Collections to Online Audiences



A Brave New World

When the longevity of the Covid-19 pandemic became apparent, St. Johns County Public Library System (SJCPLS) began featuring virtual library programming, hosted on its website and social media platforms. Aware that pre-pandemic many adult library patrons attended lectures related to fields of the humanities, it seemed like a golden opportunity to partner with various local museums, archives, & other cultural institutions to provide a behind-the-scenes look at their collections.

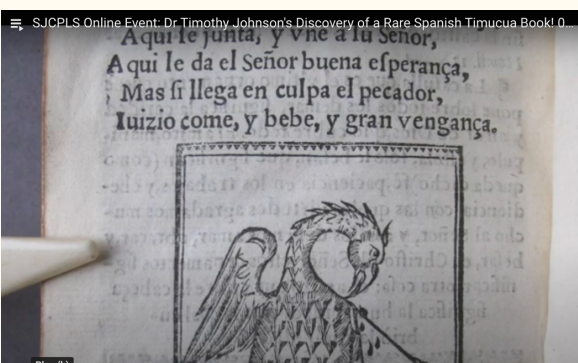
These filmed videos were exceptionally popular, and provided entertainment and educational content to library patrons stuck at home, while simultaneously recognizing the important work of community partners.

A Simple Process

Videos were filmed using just an iPhone & were edited using iMovie, then uploaded to the SJCPLS website, Facebook page, & YouTube channel.

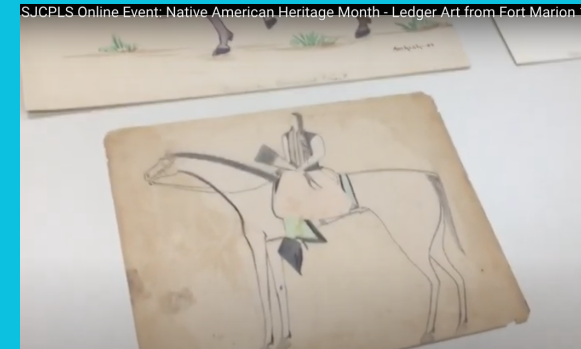
Lessons learned along the way:

- Keep it short! 3 minutes or less is best.
- Use a tripod!
- If filming outside, use a microphone.
- Don't be afraid to ask another institution to work together.



Collaboration & Community-Building

Just some of the benefits of collaborating together with other cultural institutions in your community for small projects like this include: bringing positive attention to the work of both institutions; drawing in new audiences; allowing greater access to your collections; providing viewers with an exciting insider's view of your collection holdings or the rationale behind a new exhibit; building trust with diverse members of your community; and building trust and camaraderie with colleagues at other local GLAM institutions, perhaps even sparking ideas for bigger projects in the future.



As part of Resilience (discussed below), SJCPLS filmed interviews and tours with several local institutions throughout 2021 to highlight how each was contributing to the larger project. SJCPLS was invited to be a part of Resilience after filming an unrelated video at UF Governor's House Library about its map holdings.

Throughout 2021, SJCPLS filmed many programs related to the collaborative project 'Resilience: Black Heritage in St. Augustine.'



The Resilience Project

In 2020, St. Augustine grappled with the dual pandemics of COVID-19 and racial injustice. Resilience: Black Heritage in St. Augustine was a year-long collaborative project with 14 cultural institutions in Northeast Florida that aimed to amplify Black history and highlight our city's diversity in lived experiences.

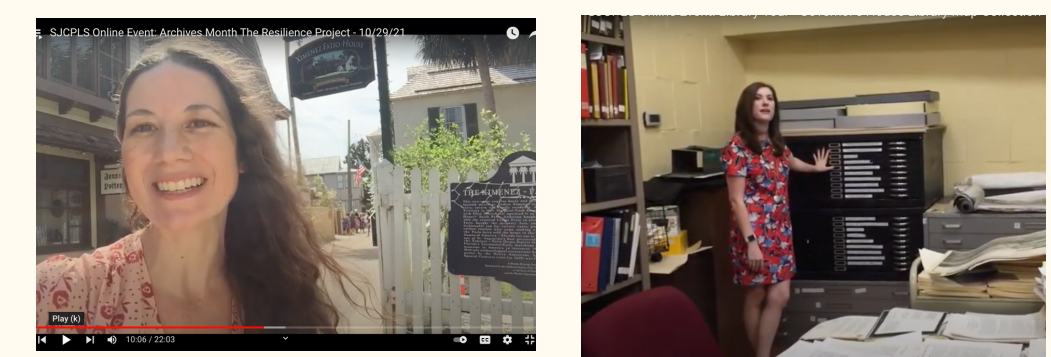
The project's partners created a wide variety of digital deliverables that will remain accessible for years to come. The Resilience project elevated the community's awareness of an important piece of our heritage.

Organizations that collaborated with SJCPLS in digital spaces during 2021-2022 include:

- Crisp Ellert Art Museum
- Flagler College
- Flagler College Proctor Library
- Florida Public Archaeology Network
- The Florida Theatre
- Friends of Fish Island
- Gallery 144
- Governor's House Library
- Lincolnville Museum & Cultural Center
- National Park Service - Castillo de San Marcos National Monument
- National Park Service - Timucuan Ecological and Historic Preserve
- St. Augustine Historical Society
- St. Augustine Lighthouse & Maritime Museum
- State Archives of Florida
- Ximenez-Fatio House Museum

Authors

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Images courtesy of SJCPLS videos – clockwise from bottom left: Flagler College, Timucuan Preserve, Florida Theatre, Castillo de San Marcos, St. Augustine Lighthouse, Governor's House, Ximenez-Fatio House. Center Resilience Images, clockwise from top left: St. Augustine Historic Society, Governor's House, Lincolnville Museum, Gallery 144, Florida State Archives, Ximenez-Fatio House.