



GLAM FOR MILITARY HISTORY

A guide by Laura Hale



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What is GLAM?

GLAM is officially an acronym that stands for: Galleries, Libraries, Archives and Museums. At Wikimedia Australia, we like to think GLAM also stands for Government, Libraries, Archives and Media. Whatever the acronym stands for, GLAM is a movement to encourage cultural institutions to produce open-access, freely-reusable content in order to collectively share knowledge with the global community.

Beyond the idea of an abstract movement, GLAM is a project of Wikimedia Foundation primarily supported by national Wikimedia Chapters. Institutional partners, Wikimedia Foundation staff, Wikimedia chapter representatives and volunteer contributors coordinate efforts to share this knowledge. This coordination helps to facilitate the running of events to increase participation around GLAM related content on Wikipedia and other WMF sites, to assist in making cultural artifacts available through the photography, digitization or scanning of GLAM related artifacts, and providing easier access to source materials to help improve the ability of Wikipedian and other researchers in sharing cultural knowledge related to the GLAM.

Why should you become a GLAM partner on WMF projects?

Museums, libraries, archives, memorial, cultural institutions, non-profit government organizations, and governmental bodies value sharing knowledge and resources. In many cases, this sharing is fundamental to accomplishing institutional goals and objectives.

Becoming a GLAM partner means your organization can gain access to a community that will assist with institutional knowledge sharing, work with you to provide your organization with a public workspace for knowledge sharing, increase organizational visibility, and provide attention for your organization from an international audience. Being involved as a GLAM partner means that members of your organization may be eligible for scholarships to participate and present at conference, where they can share insights into their experiences in institutional collaborative knowledge on a wiki platform. GLAM partnerships can assist organizations in finding individuals interested in their cultural knowledge area who can help visit your organization on a short term basis and assist in conducting GLAM related activities.

What do GLAMs do that your organization might want to do?

Existing GLAM partners do many things. The list below contains a few things that they have done that you may be interested in accomplishing:

- Articles about their organization or collection featured on the main page of Wikipedia in the Did You Know... section, resulting, in several cases, in page views of several thousand views and additional editors to those pages.
- The development of relationships with other institutions that have led to collaboration off Wikipedia.
- Photos and documents have been scanned and shared on Commons and WikiSource. This content has been used on and off Wikipedia and resulted in new research being completed around the topic.
- Museums have improved articles about their content and created QR Codes so visitors can get additional information about the topic, beyond what is found on display.

How to become a GLAM partner

The GLAM program is run by Wikimedia volunteers and in coordination with local and national Wikimedia chapters. Military History organizations do not need any form of official support to become a GLAM. If the organization has experienced Wikipedians inside it, the experienced Wikipedians should be able to use this guide to set up a GLAM project and access available Wikimedia related resources for the organization. If an organization does not have such a person, the best way to become a GLAM partner is to contact a local Wikimedia chapter and ask for support. The chapter can help provide information on the support they can provide, find local Wikipedians who might be interested serving as a Wikipedian in Residence, and help set up a GLAM page for your organization on Wikipedia and Outreach Wiki. Your local chapter may be able to provide official letters of support for your GLAM project to help with grant applications and tenders your organization may want to apply for.

Step by step: Becoming a GLAM partner

1. Look at existing activities done by GLAM partners. Activities can be found at <http://outreach.wikimedia.org/wiki/GLAM> . Internally decide if your organization is interested in doing similar activities..
2. Ask people inside your organization or volunteers involved with your organization if they currently contribute to Wikipedia. If you find Wikipedia contributors, ask about their awareness of the GLAM program. If they are active contributors and are aware of the program, ask them to assist your organization in participating in the GLAM project.
3. If no one inside your organization is actively involved as a Wikipedia contributor, identify a Wikimedia chapter in your area. A full list is available at http://meta.wikimedia.org/wiki/Wikimedia_chapters . A partial list is to the right. Contact your local chapter by e-mail, explain who your organization is and ask for additional information and assistance in becoming a GLAM partner.

Wikimedia Chapters

Wikimedia Australia

- *URL:* <http://wikimedia.org.au/>
- *E-mail:* glam@wikimedia.org.au
- *Supporting:* Pacific region including Australia, New Zealand and Oceania

Wikimedia United Kingdom

- *URL:* <http://http://uk.wikimedia.org/>
- *E-mail:* info@wikimedia.org.uk
- *Supporting:* England, Scotland, Wales, Northern Ireland

Wikimedia in the United States

The United States does not have a national chapter. Support is provided by regional chapters in New York City and the District of Columbia.

- *URL NYC:* <http://nyc.wikimedia.org/wiki/Home>
- *URL DC:* <http://wikidc.org>

What are some of the activities GLAM partners do that your organization may be interested in doing?

Activities GLAMs can do on and with Wikimedia Foundation projects

- Sharing collections digitally,
- Extending knowledge found at displays through the use of QR Codes.

SHARING COLLECTIONS DIGITALLY

EXTENDED KNOWLEDGE SHARING AT DISPLAYS: QR CODES

Prepping QR Codes



QR Code experiment at Derby Museum, which allows visitors to access Wikipedia using smart phones. This file is licensed under the Creative Commons Attribution-Share Alike 2.0 Generic license.

http://commons.wikimedia.org/wiki/Image:QRCode_prep_at_Derby_Museum.jpg

QR Codes

QR Codes are similar to UPCs: Both can be read by scanners and contain coded information. Many people have smart phones, which can be used read QR Codes. Some museums around the world, such as the Derby Museum, are using QR Codes to help extend knowledge sharing about materials on display in their collection. They create codes with URLs in them, with the URL linking to the related Wikipedia page. Visitors can then scan the relevant codes and learn more about the items on displays.

Additional information about the Derby Museum's efforts using QR Codes can be found at http://outreach.wikimedia.org/wiki/GLAM/Model_projects/Using_Wikipedia_QR_codes

How your military history GLAM can set up QR Codes for displays

If your GLAM is interested in using QR Codes to enhance displays, you may want to use the following steps:

1. Identify all existing articles about items in your collection. Review Wikipedia's notability guidelines to determine which items in your collection or topics related to your collection you can create new articles for.
2. On Wikipedia, host a project to encourage people to create or improve articles about your collection. Consider hosting an event like a backstage pass where Wikipedians are invited to view your collection and encouraged to improve articles related to your collection in person.
3. Compile a list of all collection items that have related Wikipedia articles that you want to include on displays.
4. Encode the URLs for articles using a site like <http://www.qrcodegen.com/> or <http://qrcode.good-survey.com/>
5. Attach QR Codes to relevant displays.