



# How to win followers and influence people

Gemma Steele  
Museums Victoria  
 @museumbooks  
#NLS9s19

Daniel Wee  
Monash University  
 @oldbooklibrarian  
 @danvwee

**MUSEUMS  
VICTORIA**

 **MONASH  
University**

# How to win followers and influence people

- Literature review
- Gemma's experiences with Twitter
- Strategic social media engagement recommendations
- Dan's experiences with Instagram
- Some moaning and complaining
- Conclusion



# Literature review

1. Starting out: things to consider
2. Personal branding
3. Crafting messages
4. Inspiration for posts
5. Making meaningful connections online: social media as professional development
6. Growing a following
7. Managing & maintaining your accounts
8. 'The social employee'



Link to literature review on  
Google Drive

# Starting out: things to consider

- Why social media?
- Have a plan
- Have goals



# Personal branding

when someone says "tell me abt urself" but u have no idea who u are



- What is personal branding?
- What is your unique skill set?
- How to demonstrate this

# Crafting messages

- Consistency
- How often/when to post?
- Analytics to hone approach
- Providing value to your followers
- Hashtags and mentions
- Contents
  - Sharing triggers
  - Information
  - Images
  - Eliciting engagement





**Gemma Steele @ #NLS9 @museumbooks** · Mar 28

Yesterday I learned that only 3% of bird species have penises (thanks @Radiolab)

Ducks, geese, swans, and large flightless birds like ostriches & emus have penises, while species such as owls, eagles and flamingos have completely lost their penises over time!

#rarebooks #SciArt



**Gemma Steele @ #NLS9 @museumbooks** · May 15

Is anyone else going to the @VALALib talk on 26 June?

Very excited to hear from @tynedaile on on the complex relationship between librarianship, data, and ethics

[portal.vala.org.au/event-3404838](http://portal.vala.org.au/event-3404838)



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Ornithologists and twitchers: do birds really feed each other mid air like this?

Lovely lithographed scene of four sparrows from John Gould's 'Birds of Great Britain' (1862-73)

#SciArt #library #rarebooks #ornithology #Feathursday @BioDivLibrary  
[doi.org/10.5962/bhl.ti...](https://doi.org/10.5962/bhl.ti...)





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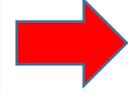
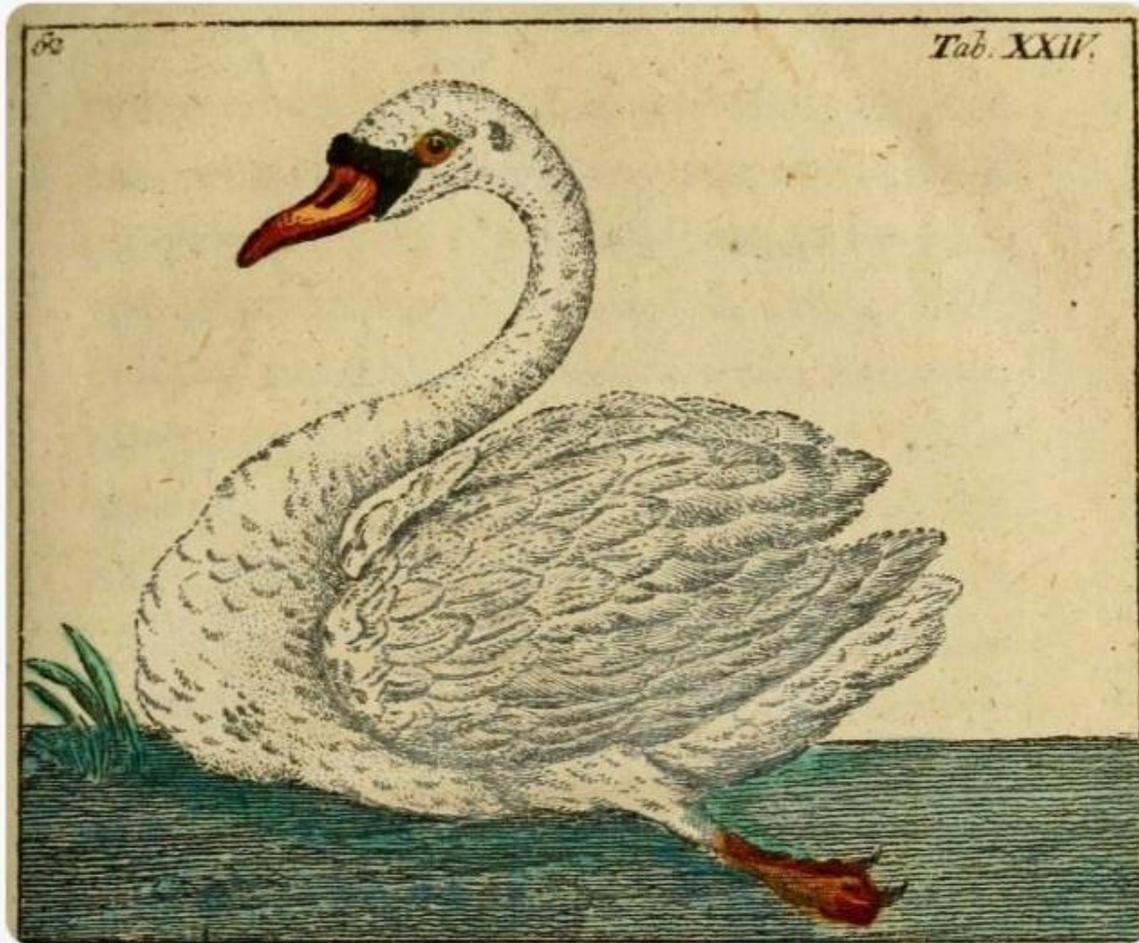


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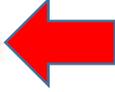


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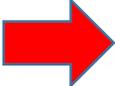
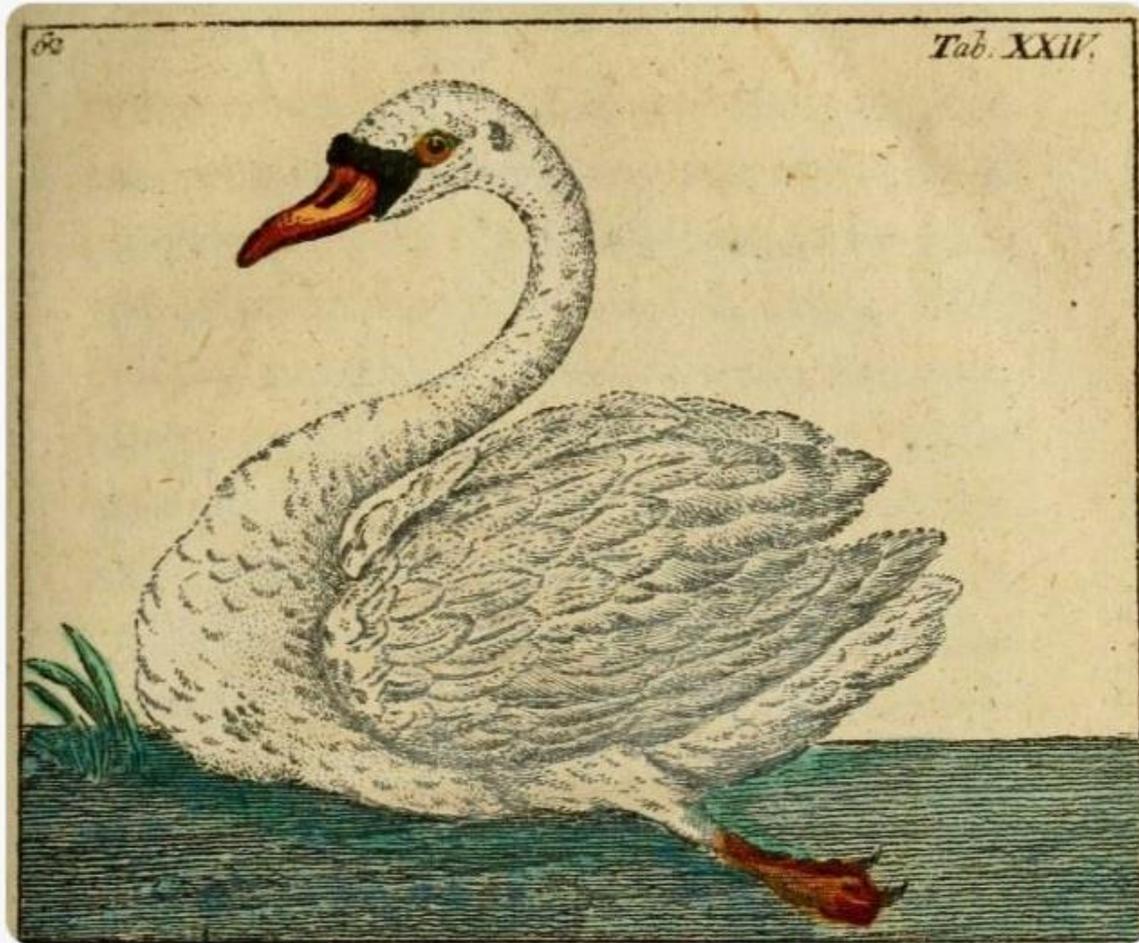


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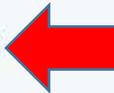


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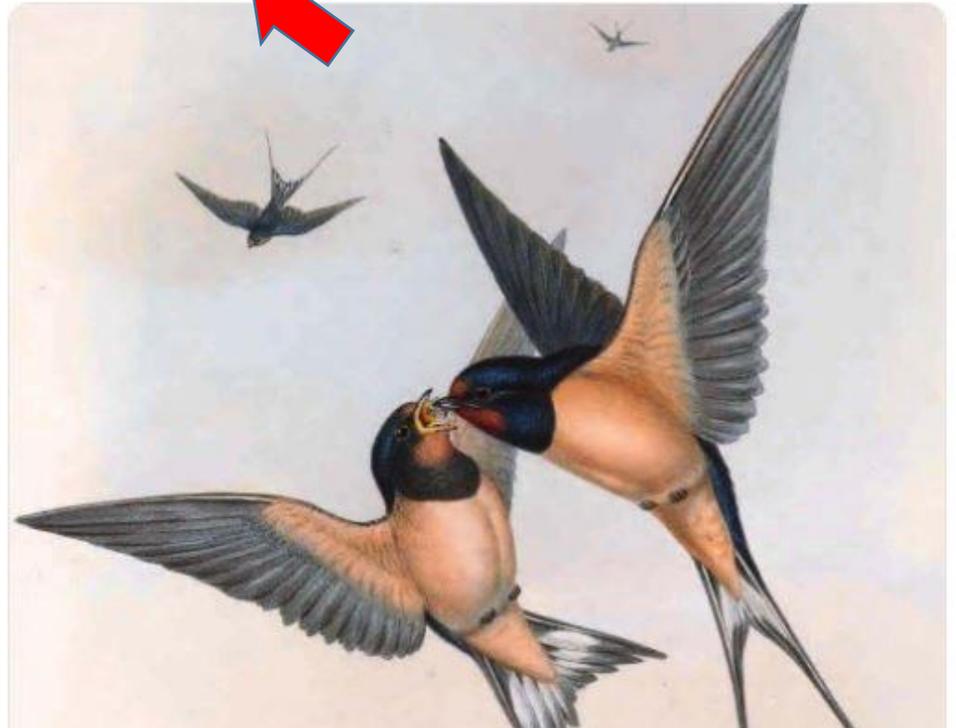
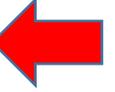
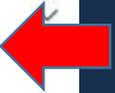


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# Inspiration for posts

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
18 Mar	19	20	21	22	23	24
← From 14 Mar		Melbourne Design Week 14-24 March				
		9:00am Bibliom... 9:00am Interna... 9:00am World ... 9:00am World ...	9:00am World Poetry Day		9:00am World Meteorological Day	
25	26	27	28	29	30	31
		Melbourne International Flower and Garden Show				
		9:00am Manatee Appreciation Day 9:00am World Theatre Day				
1 Apr	2	3	4	5	6	7
9:00am April Fool's Day 9:00am Edible book festival	9:00am International Children's Book Day 9:00am International fact checking d.		9:00am World rat day			International Beaver Day
8	9	10	11	12	13	14
		9:00am Farm animals day		9:00am International Day of Human Space Flight	9:00am Record store day	
15	16	17	18	19	20	21
9:00am World art day/Art history day	9:00am Day of the mushroom	9:00am Bat appreciation day	9:00am World Heritage Day/International Day for Monuments and Sites			

- Sharing others' content
- Trending topics
- Current events
- Calendar of events

# Making meaningful connections online

- Social media as professional development
- Taking time to build your community
  - *“Once your network is established, you will find the benefits far outweigh the time commitment”* (Stranack 2012, p.2)
- To fully engage you must contribute



# Growing a following

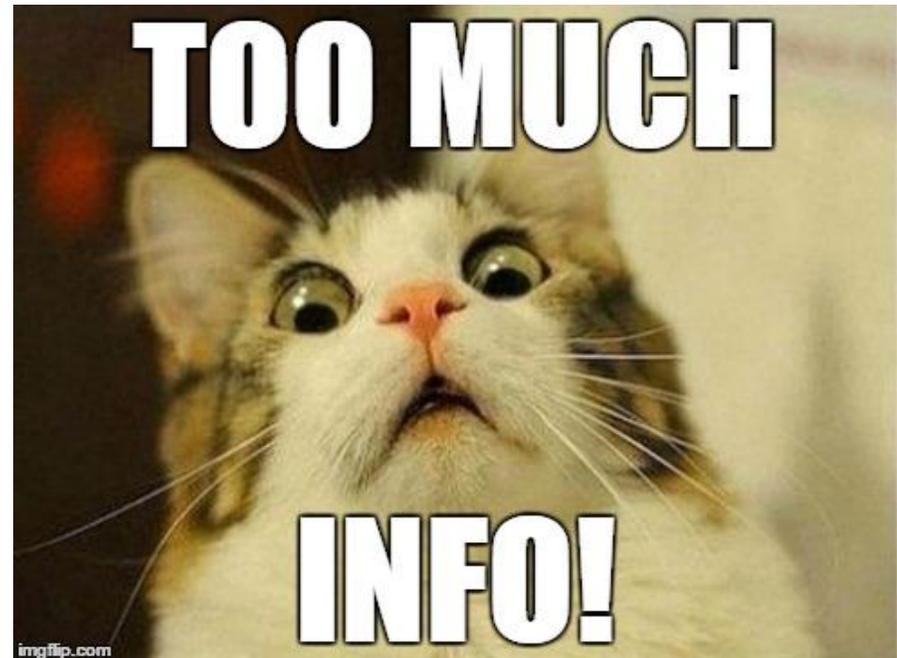


- Posting consistently
- Strategies for increasing following
- Promotion and cross-promotion

- **Gemma Steele**  
Librarian  
Museums Victoria  
GPO Box 666 Melbourne VIC 3001 Australia  
museumsvictoria.com.au  
[Twitter](#)  
[LinkedIn](#)

# Managing and maintaining your accounts

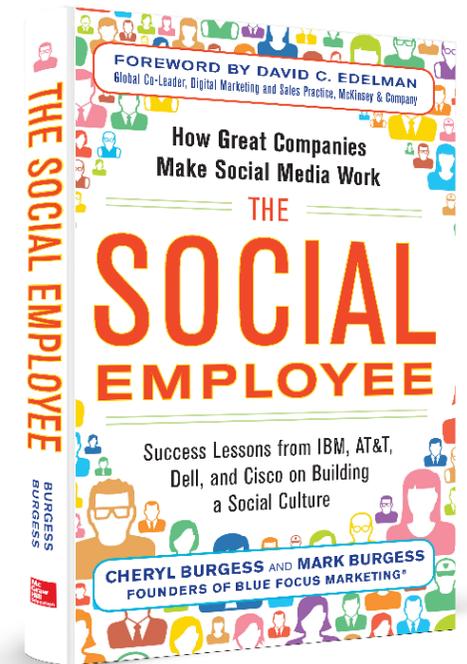
- Social media management tools
  - Later
  - Hootsuite
  - Tweetdeck
- 'Filter failure' (Shirky 2008)



Shirky, C. (2008) *Web 2.0 Expo NY: Clay Shirky (shirky.com) It's Not Information Overload. It's Filter Failure*, video recording, YouTube [Accessed 8 March 2019] <<https://www.youtube.com/watch?v=LabqeJEOQyI>>

# 'The Social Employee'

- Employers provide employees with tools and training
- Employees sharing expertise & own personal worth online through personal branding
- Employees adding credibility and esteem to employer's brand
- Employees provide a more authentic representation and voice
- Employees creating sharable content
- 'Social employees' provide a "*window into a brand's soul*" (p.6)
- 'Social employees' become "*external reflections of their thriving corporate cultures*" (p.42-43)



# Museums Victoria's 'Social Media Project'

- "...we need to grow our digital literacy and make sure staff have the tools and know-how to confidently participate in our social communities. We'll achieve this through the Social Media Project – an ongoing program to support staff develop skills to grow their professional social networks and share more of what we do at Museums Victoria" ***Email communication, 'Announcing the Social Media Project', 16 February 2018***
- "Lines between work and personal use on social media are increasingly blurred. As social media has matured, people are using it to connect with other people in a professional capacity, to listen, share, engage, gain insights and build influential networks." ***Social media playbook: being professional on social media, Museums Victoria (v8)***





gemgemyellowgem  
Melbourne Museum



ВСЕСОЮЗНОГО НЕФТЯНОГО НАУЧНО-ИССЛЕДОВАТЕЛЬСКОГО  
ГЕОЛОГОРАЗВЕДОЧНОГО ИНСТИТУТА (ВНИГРИ)

ВЫПУСК 148

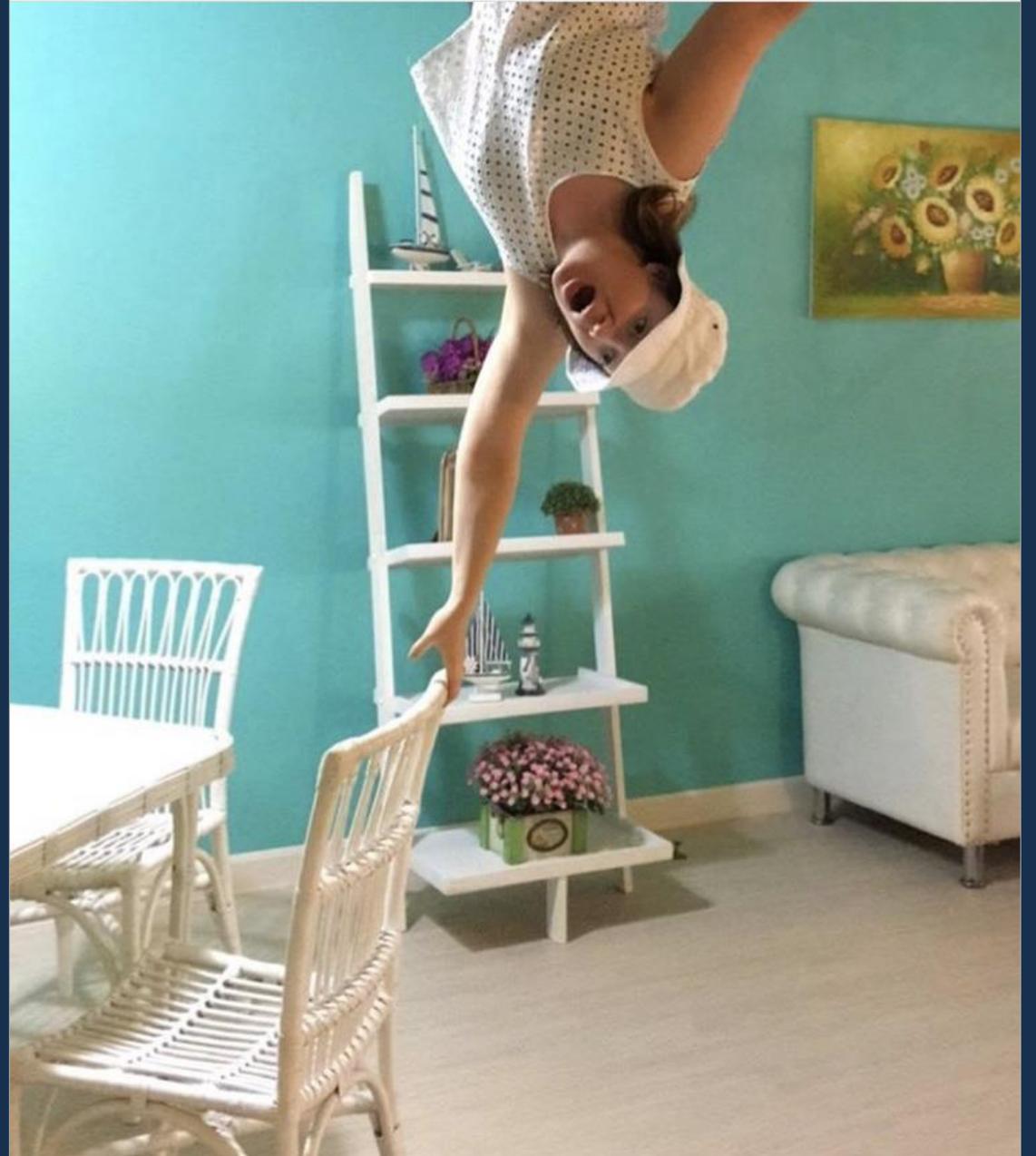
A. A. Savelyev  
А. А. САВЕЛЬЕВ

The Jurassic Trigonidae of Mangyshlak  
and western Turkmenia.

ЮРСКИЕ ТРИГОНИИДЫ  
МАНГЫШЛАКА  
И ЗАПАДНОЙ ТУРКМЕНИИ



gemgemyellowgem  
The Venezia Hua Hin & Cha-am





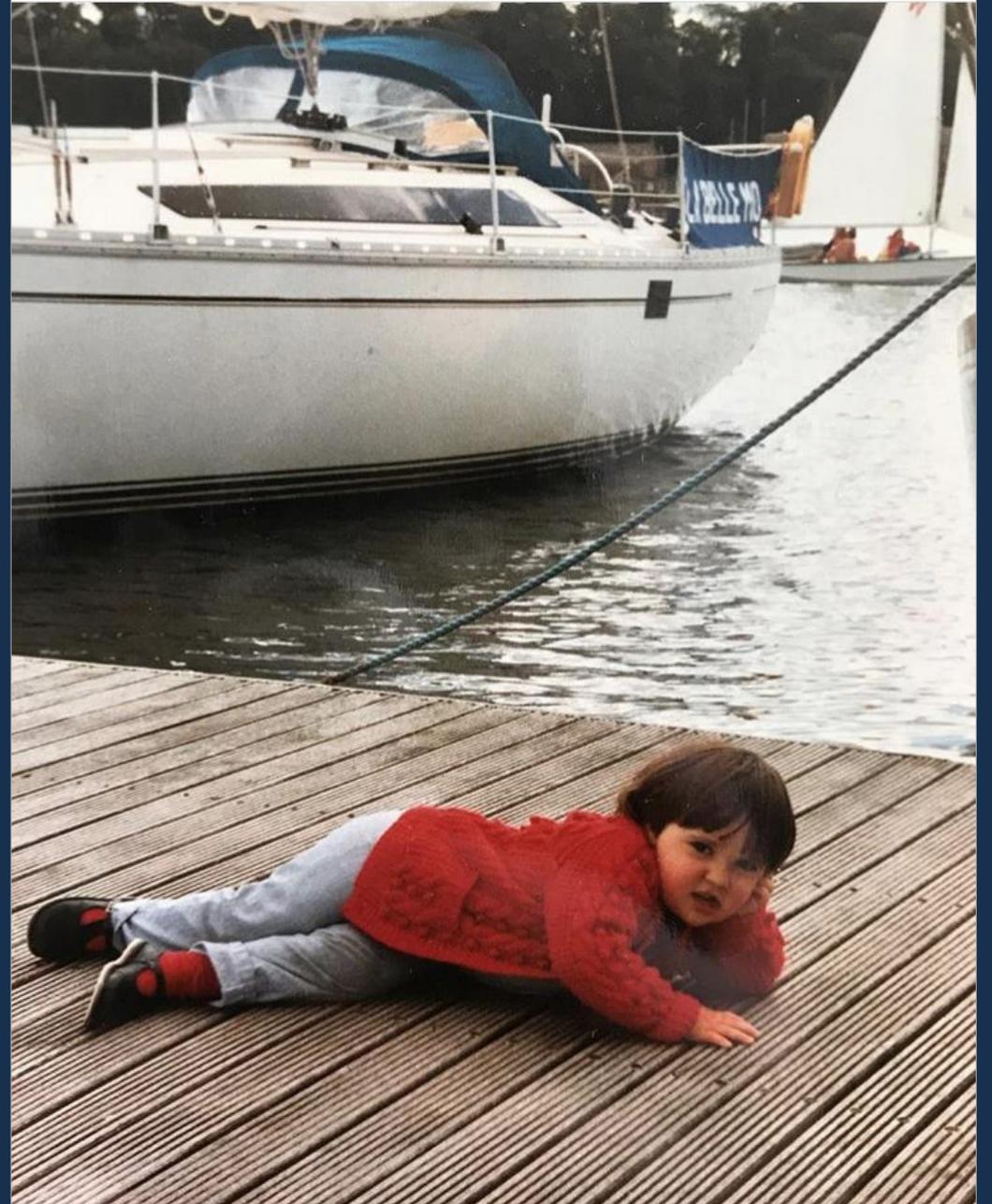
gemgemyellowgem  
Melbourne Museum



gemgemyellowgem I have (in the loosest possible sense of the word) curated a display of rare books which are now on show at Melbourne Museum.



gemgemyellowgem





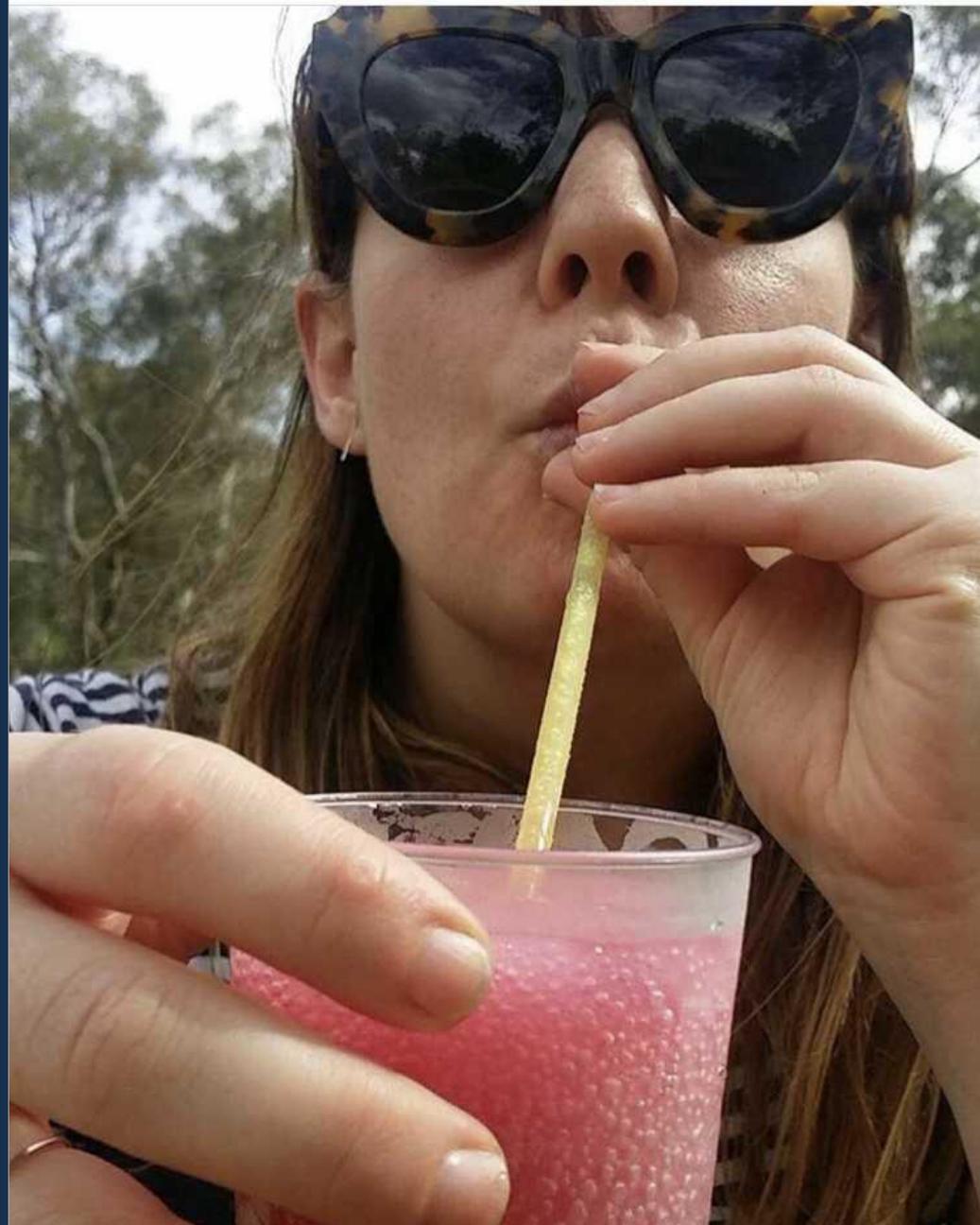
gemgemyellowgem



gemgemyellowgem Just two birds in a warehouse celebrating #museumselfie day behind the scenes at #museums victoria @museums victoria



gemgemyellowgem  
Pfeiffer Wines





Edit profile

# Gemma Steele

@gemgemyellowgem

Librarian @museums victoria - special libraries, rare books, museums, cataloguing, research, marketing. Former journalist, media monitor, political researcher.

Melbourne, Victoria



Liked by kathykoo\_design and 31 others

gemgemyellowgem Hey library folk & bibliophiles! I've decided to segment my 'social' life, and I'm now going to be using Twitter to post library, rare book and other related professional content If you're interested in following me, my handle is also @gemgemyellowgem over on Twitter



Tweets 1,035 Following 1,575 Followers 908 Likes 1,603 Lists 8 Moments 0

## Gemma Steele @ #NLS9

@museumbooks

Librarian @museums victoria - special libraries, rare books, museums, cataloguing, marketing, GLAM. @BibSocANZ co-tweeter. Fmr journalist & political researcher

Melbourne, Victoria

Joined October 2009

394 Photos and videos



Tweets Tweets & replies Media

Pinned Tweet



Gemma Steele @ #NLS9 @museumbooks · Jun 3 #ICYMI, I'm going to be delivering my #APLIC18 talk on marketing and promotion of special libraries and special collections again at this FREE @RareBookWeek event

@nicolekearney and @Danvwee will also be speaking - more details in the link!



Promoting Rare Books & Special Collections: Melbourne Museum

# Recommendations from literature review

	A	B
1	<b>Recommended</b>	Keep an eye out for people retweeting your tweets on a regular basis and reach out to them
2	Interactivity, comment back and forth, engage	determine which messages/posts worked best
3	Tagging to encourage retweet/regram	keep track of which types messages are causing people to like/retweet and start moving in that direction
4	Provoke emotion	Schedule messages
5	Ask questions	Create lists on Twitter to streamline content
6	Ask for feedback	Provide value to your followers by providing links to articles, blogs that offer useful information
7	throw out topics from the news to spark a conversation	Establish yourself as an expert
8	ask people to like or share a post	Follow back your followers
9	solicit comments	Analytics/Evaluate effectiveness of posts regularly
10	when you post always attach a URL, picture or video	Maintain a calendar of events
11	See what's trending and post about that	think about what themes are going to stimulate interactivity
12	Follow 20 new people every day	Engage in professional discussions related to your career interests
13	Follow journalists that cover your sector	Comment on others' posts
14	Follow people you want to learn from	When retweeting always add a comment
15	Follow influencers in your sector	Benchmark against others in your brand category to see how they are successfully using whatever platform/s you are on
16	Search for keywords and follow people whose tweets contain those words	See where your audience is located and adapt your posting schedule accordingly
17	Use puns	Always respond to questions and comments
18	Be offensive	
19	15 sharing triggers: Sexy	Illuminating (Useful as well as entertaining)
20	Funny	Random
21	Love	Zeitgeist
22	Romance	Uplifting
23	Shocking (as in disturbing)	Disgusting
24	Moving	Cute
25	Controversial	Unbelievable (has to be seen to be believed)
26	Cool	

# Case study

- Took place over seven weeks
- 200 new followers
- 250.4K impressions
- Average engagement rate 1.8%

Scheduled?	Weekend?	Date	Time of post	Brief description	Strategy	No. of likes	No. of followers when posted	Replies	Retweets	Media engagements	Total engagements	Impressions	Notes for study and presentation
		20/3/2019	12:10	World Frog Day	Use puns/See what's trending	20	-	1	6	11	50	2103	Image cut off at top
Y		21/3/2019	16:55	Birds feeding mid-air	Ask questions/solicit comments	37	-	1	8	22	76	1731	Very nice image, well framed.
	Y	23/3/2019	10:05	Stop and smell	Sharing triggers: cute	12	-	1	3	8	25	435	
		26/3/2019	16:13	Metamorphosis	Tagging to encourage retweet	49	-	4	20	58	167	5319	Lovely images. Retweeted by two libraries with thousands of followers each
		28/3/2019	10:40	Bird penises	Sharing triggers: illuminating. Tagging to encourage retweet	16		5	3	36	78	3685	Pictures didn't preview well
Y		29/3/2019	06:55	Crocodile	Use of humour	14	689	2	2	5	26	658	Picture was a bit dark
		1/4/2019	09:45	April Fool's retweet w/comment	Sharing triggers: unbelievable, funny	38	693	6	1	-	64	2464	
		2/4/2019	11:40	Video flicking through book	Experimenting with video	28	693	1	2	13	59	1194	Video was grainy
		3/4/2019	13:47	Gigantic octopus	Sharing triggers: illuminating, unbelievable	16	697	0	1	14	39	651	Picture was black and white, and I took a photo of me holding the book rather than a well framed pic
		4/4/2019	13:15	Rat day	Sharing triggers: cute, disgusting	13	698	2	0	4	30	1358	Photo was framed well... but it's a rat. soooooo

# Top performing Tweets

- Over 36K impressions, 200 likes, 60 retweets
- Posted as part of #MuseumWeek2019 online event
  - Taking part caused my impressions, mentions, and people visiting my profile to spike
  - 20-30 followers over the course of the week
  - Named one of the top influencers in the Oceania region by @MuseumWeek
  - @MuseumWeek has over 230,000 followers and I was mentioned by them several times over the course of the week



Gemma Steele @ #NLS9 @museumbooks · May 13

Hope Macpherson was Australia's first female curator, and part of the first group of female scientists allowed to travel to Antarctica

Here she is working on @museumsvictoria's shell collections c.1946

#WomenInCulture #MuseumWeek2019 #ThisIsMyMV



3



63



206



# Top performing Tweets

- Over 9K impressions, 100 likes, 30 retweets
- Tagged two Zoological Society of London accounts, and Biodiversity Heritage Library
  - Shared by two ZSL accounts
  - Shared by BHL

- |                                      |                                  |
|--------------------------------------|----------------------------------|
| • @MuseumWeek – 232K followers       | • @BioDivLibrary – 23K followers |
| • @Library_Vic – 32.4K followers     | • @MelbourneMuseum – 14.4K       |
| • @OfficialZSL – 30K followers       | • @takapodigs – 11.9K followers  |
| • @MuseumsVictoria – 23.2K followers | • @ZSLLibrary – 5.5K followers   |



# Top performing Tweets



**Gemma Steele @ #NLS9** @museumbooks · May 23  
Melbourne @RareBookWeek is a fantastic opportunity for some FREE professional development this July!

I'm really proud of the program @hayleybwebster and I have put together for @melbournemuseum this year [museumsvictoria.com.au/melbournemuseu...](https://museums.victoria.com.au/melbournemuseum)

#libraries #librarians #rarebooks #Melbourne



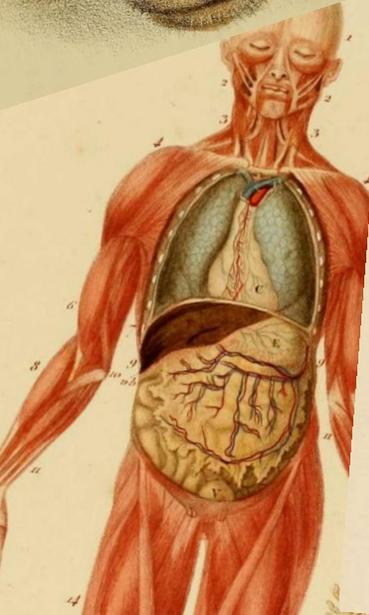
**Gemma Steele @ #NLS9**  
@museumbooks

I have a background ambition of one day self-publishing a book where I would make my own paper, and print, illustrate and bind the whole thing myself

Today I took a tiny wee step in the right direction by taking a printmaking class

In true librarian form, I printed a cat.







# How to win followers and influence people

**MUSEUMS  
VICTORIA**

 **MONASH  
University**



# The gentle art of offending your peers

**MUSEUMS  
VICTORIA**

 **MONASH  
University**



# BuzzFeed



# OLDBOOKLIBRARIAN

80000  
Followers



730000  
Impressions



3500  
Followers  
a week









# AUTHENTICITY



Hear me roar!

# GAME CHANGER



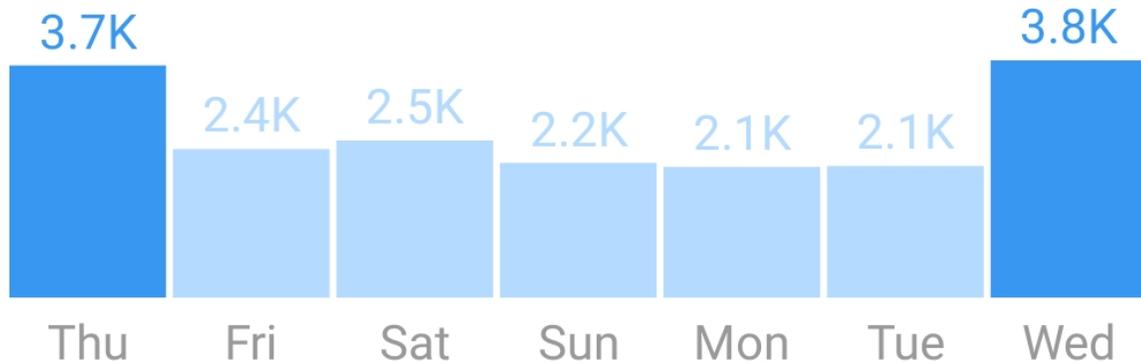


# INTERACTIVITY

## Interactions (i)

18,816

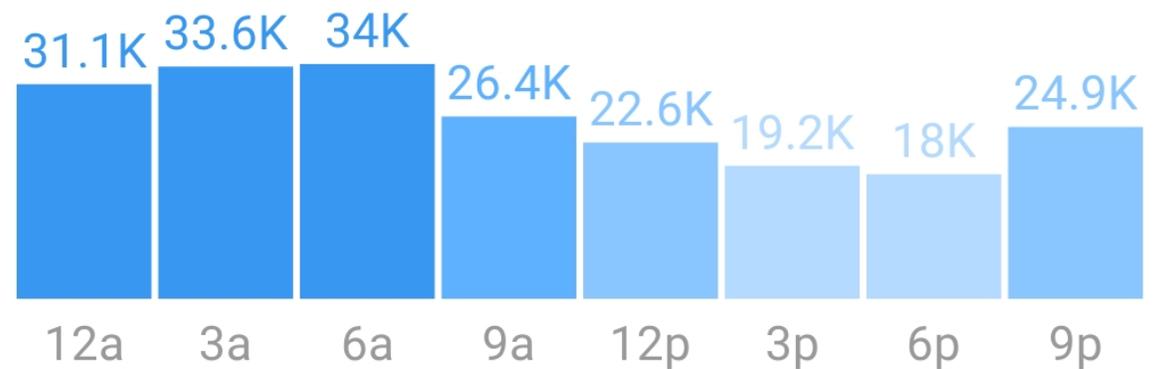
Actions taken on your account from  
6 June - 12 June



## Followers (i)

Hours Days

< Tuesdays >





# The Periodic Table of Content Marketing

An overview of the key elements of content marketing

1 <b>Cs</b> Content strategy											68 <b>Pv</b> Page views	76 <b>Uv</b> Unique visitors	84 <b>Nv</b> New visitors	91 <b>Br</b> Bounce rate	99 <b>Tf</b> Traffic																			
2 <b>Ar</b> Article	10 <b>Sh</b> Slideshow											69 <b>NI</b> New leads	77 <b>Do</b> Downloads	85 <b>CI</b> Cost per lead	92 <b>Kp</b> Key pages	100 <b>Le</b> Leads																		
3 <b>V</b> Video	11 <b>Po</b> Podcast											70 <b>Bm</b> Brand metrics	78 <b>Rp</b> Reputation metrics	86 <b>Pm</b> PR metrics	93 <b>Dg</b> Demographic metrics	101 <b>Br</b> Branding																		
4 <b>Im</b> Image or visualisation	12 <b>Pr</b> Press release	18 <b>Ho</b> 'How to' based	21 <b>Re</b> Reviews	25 <b>Qu</b> Question-based	30 <b>Ti</b> Timesaving	35 <b>Bp</b> Best practice	40 <b>Co</b> Compilations	45 <b>Ca</b> Case study	50 <b>St</b> Stats	55 <b>De</b> Debates	59 <b>We</b> Website	63 <b>Bl</b> Blogs	71 <b>Of</b> Offline media	79 <b>Mi</b> Microsite	87 <b>Am</b> Acquisition metrics	94 <b>Rm</b> Retention metrics	102 <b>Sa</b> Sales																	
5 <b>Ev</b> Event	13 <b>Wb</b> Webinar	19 <b>Iv</b> Interviews	22 <b>As</b> Ask the experts	26 <b>Rs</b> Resources	31 <b>Lb</b> Linkbait	36 <b>Hi</b> Hivemind-based	41 <b>Ee</b> Event-based	46 <b>Rc</b> Research	51 <b>Tr</b> Trends	56 <b>Cm</b> Competitions	60 <b>Tw</b> Twitter	64 <b>Fa</b> Facebook	72 <b>Li</b> LinkedIn	80 <b>Pi</b> Pinterest	88 <b>Is</b> Instagram	95 <b>Sc</b> Search metrics	103 <b>S</b> Search																	
6 <b>Gm</b> Game	14 <b>Ap</b> App	20 <b>Qz</b> Quizzes	23 <b>Ex</b> Experiments	27 <b>Pd</b> Productivity	32 <b>Fu</b> Fun	37 <b>Te</b> Templates	42 <b>Bg</b> Beginner's guides	47 <b>In</b> Inspiration	52 <b>Op</b> Opinion	57 <b>Ch</b> Checklist	61 <b>Yo</b> Youtube	65 <b>Vm</b> Vimeo	73 <b>Tt</b> TikTok	81 <b>Fo</b> Forums	89 <b>Tu</b> Tumblr	96 <b>Nm</b> New members	104 <b>Me</b> Members																	
7 <b>To</b> Tool	15 <b>Eb</b> Ebook											24 <b>De</b> Definitions	28 <b>Gl</b> Glossaries	33 <b>Da</b> Data	38 <b>Pc</b> Product-based	43 <b>Sv</b> Surveys	48 <b>An</b> Analysis	53 <b>Fi</b> Fiction	58 <b>Gf</b> Gifs	62 <b>Re</b> Reddit	66 <b>Sn</b> Snapchat	74 <b>Wa</b> WhatsApp	82 <b>Sl</b> Slideshare	90 <b>Fl</b> Flickr	97 <b>Sm</b> Social metrics	105 <b>Sh</b> Shares								
8 <b>P</b> Print	16 <b>So</b> Social											29 <b>Ga</b> Galleries	34 <b>Mm</b> Mindmaps	39 <b>Fr</b> Frameworks	44 <b>Tm</b> Testimonials	49 <b>Dm</b> Demos	54 <b>Nj</b> Newsjacking											67 <b>Fm</b> Facebook Messenger	75 <b>Ps</b> Partner sites	83 <b>Ad</b> Advertising	98 <b>Eg</b> Engagement metrics	106 <b>En</b> Engagement		
9 <b>El</b> E-learning	17 <b>Em</b> Email																					107 <b>Fu</b> Funny	108 <b>Sx</b> Sexy	109 <b>Sg</b> Shocking	110 <b>Mv</b> Moving	111 <b>Un</b> Unbelievable	112 <b>Cv</b> Controversial	113 <b>Co</b> Cool	114 <b>Ig</b> Illuminating	115 <b>Rd</b> Random	116 <b>Zg</b> Zeitgeist	117 <b>Aw</b> Cute	118 <b>Up</b> Uplifting	119 <b>Di</b> Disgusting
										120 <b>Sq</b> Search queries	121 <b>Se</b> Search optimisation	122 <b>Ce</b> Copy editing	123 <b>Fm</b> Formatting	124 <b>Hd</b> Headline optimisation	125 <b>Tv</b> Tone of voice	126 <b>Gd</b> Brand guidelines	127 <b>Pe</b> Plain English	128 <b>Do</b> Device optimisation	129 <b>Fc</b> Fact-checking	130 <b>Cd</b> Credit sources	131 <b>Ct</b> Calls to action	132 <b>Fd</b> Invite feedback												

- Strategy
- Platform
- Sharing Triggers
- Format
- Metrics
- Checklist
- Content type
- Goals

## A seven-step guide to success:

1. Take some time to define a strategy.
2. Figure out the formats you plan on using.
3. Think about the content types that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across key content distribution / social platforms.
5. Track the key metrics and map these to your goals.
6. Be aware of the main sharing triggers. Be sure to work the emotions.
7. Always double check your work.

Get the reaction you want. Discover how Econsultancy can assist with your content marketing strategy. [econsultancy.com/content-hub](https://econsultancy.com/content-hub)

Originally devised and designed by Chris Lake, updated by Econsultancy in 2019. © Econsultancy Ltd.





107

# Fu

Funny

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Liked by **kweewee** and **4,126 others**

**oldbooklibrarian** I think this is how seafood sticks are made. Unknown Japanese artist, c. 19th century.

[View All 65 Comments](#)

**oldbooklibrarian** [@theghostmaidens](#) I'm a saint.

**blakkr** Imagine the birthing, ewww



4.1K



65



464



567

1,054

Profile Visits

36,531

Reach



Image from the British Museum Print Collection

108

# Sx

Sexy

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Liked by **kweewee** and **8,964 others**

**oldbooklibrarian** 😍😍😍 "Nymphs Hunting", by Julius LeBlanc Stewart, 1898.

[View All 69 Comments](#)

**raskolnikoff.nbk\_sawyer** Is it just me or this painting is a tribute to Felicien Rops' Pornocratès ??



9K



69



899



1.5K

1,721

Profile Visits

52,571

Reach



Image from the British Museum Print Collection

109

Sg  
Shocking

View Insights

Promote



Liked by **kweewee** and **7,890 others**

**oldbooklibrarian** "The circulatory system: dissection of the anal area of a man, with the arteries indicated in red. Coloured lithograph by J. Maclise, 1841/1844".

View All 276 Comments

**loueeze99** Ouchies!



7.9K



276



2.6K



2K

9,100

Profile Visits

61,152

Reach



London, Taylor & Walton, Upp

Image from the Wellcome Collection



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♥ 💬 📍 📌

Liked by **kweewee** and **4,387 others**

**oldbooklibrarian** Maria Domenica Lazzari (Lazzeri), a girl with stigmata on her hands. Watercolour by L. Giuditti after L.G. de Ségur, 1846.

[View All 37 Comments](#)

**vallenquist** What's that string she's holding? ♥

♥ 4.4K    💬 37    📍 162    📌 561

718 Profile Visits    38,943 Reach

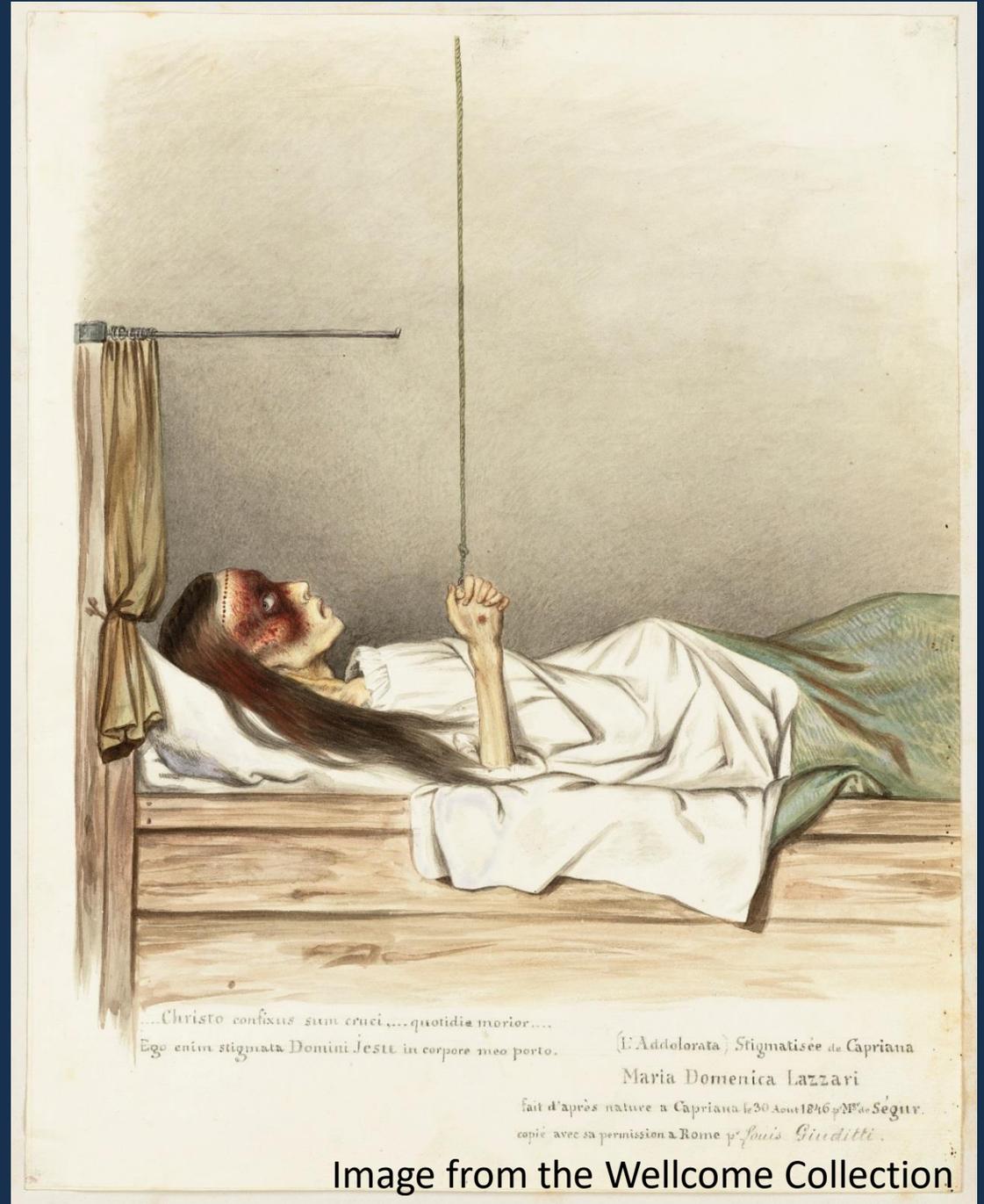


Image from the Wellcome Collection



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Liked by **kweewee** and **4,903** others

**oldbooklibrarian** "Une semaine de bonté", by Max Ernst, 1934.

[View All 35 Comments](#)

**ftmaranda** Where do you get this stuff, Librarian???



4.9K



35



340



551

1,253

Profile Visits

39,120

Reach



Image from the Monash University Library Collection

112

CV

Controversial



[View Insights](#) [Promote](#)

👍 💬 📍 🏷

Liked by **kweewee** and **6,332 others**

**oldbooklibrarian** From the "Compendium rarissimum totius Artis Magicae sistematizatae per celeberrimos Artis hujus Magistros. Anno 1057. Noli me tangere", it is roughly dated at 1775. From the Wellcome Collection.

[View All 97 Comments](#)

📍 6.3K    💬 97    📍 1.1K    🏷 1K

1,655 Profile Visits    45,053 Reach



Image from the Wellcome Collection

113

# Co

Cool

[View Insights](#)

Promote



Liked by **kweewee** and **10,541 others**

**oldbooklibrarian** My new favourite thing. "La Femme Chauve Souris", or, "The Bat-Woman".

Oil painting by Albert Joseph Pénot, ca. 1890.

[View All 94 Comments](#)

**ijessup** @jemesii 🦋❤️



**bison\_books** ❤️❤️❤️



10.5K



94



1.1K



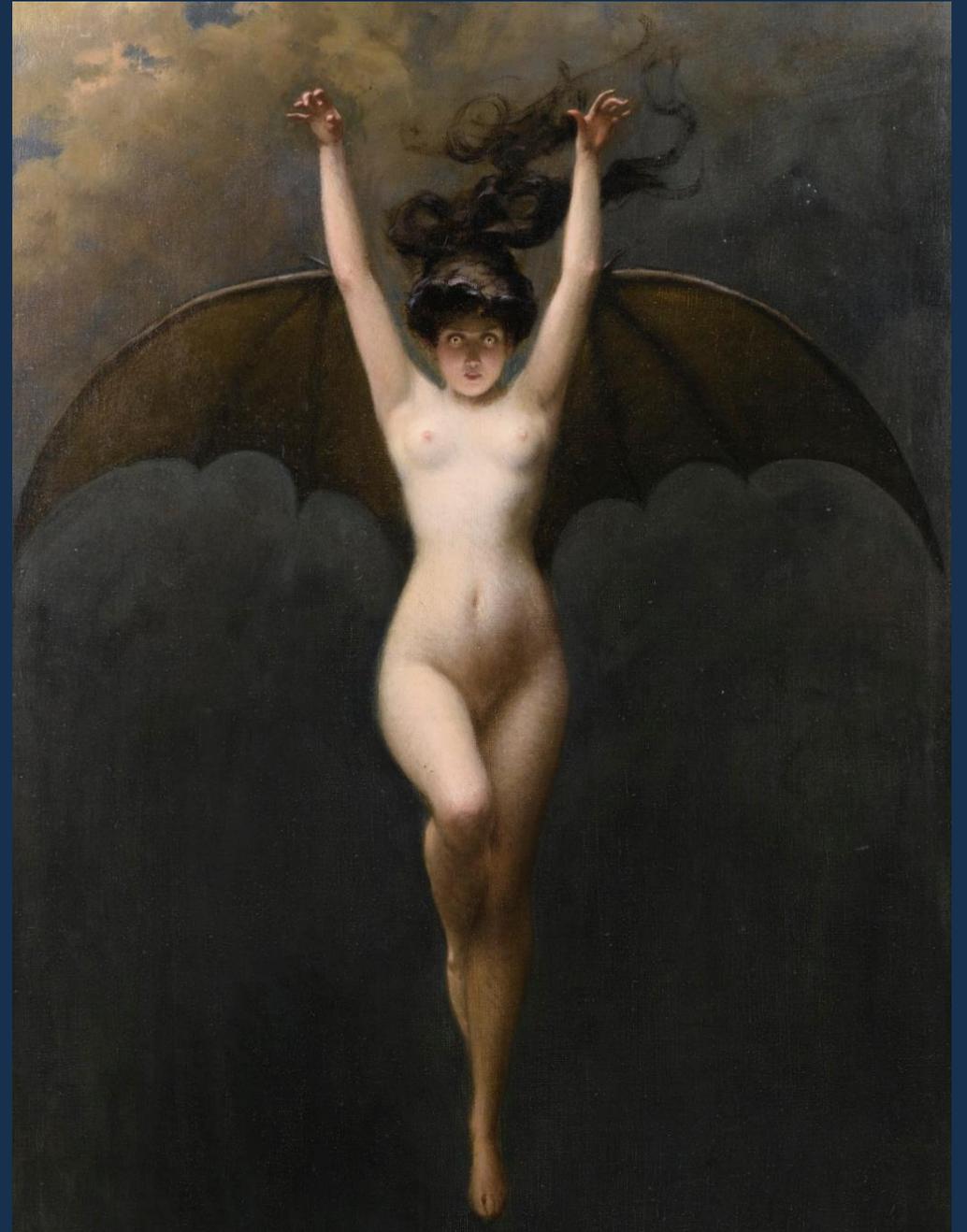
2.3K

2,366

Profile Visits

49,236

Reach



114

lg

Illuminating

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Liked by **kweewee** and **4,543 others**

**oldbooklibrarian** When you try to be happy and people still tell you it costs nothing to smile. Louis XIV, King of France, Jacob Gole, after Cornelis Dusart, 1691. Louis the Great was also referred to as the Sun King due to his personal emblem being the Sun.

[View All 20 Comments](#)



4.5K



20



326



1K

838

Profile Visits

28,419

Reach

**LE ROY DE FRANCE.**  
*L'Homme immortel Chef de la S<sup>te</sup> Ligue.*



*Mon soleil parsa force eclaira l'heretique,  
Il chassa tout d'un coup les brouillards de Calvin:  
Non pas par un Zele divin,  
Mais a fin de cacher ma fine Politique.*

Image from the Rijksmuseum Collection

115

# Rd

Random

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Liked by **kweewee** and **6,903 others**

**oldbooklibrarian** From the "Compendium rarissimum totius Artis Magicae sistematisatae per celeberrimos Artis hujus Magistros. Anno 1057. Noli me tangere", it is roughly dated at 1775. From the Wellcome Collection.

[View All 124 Comments](#)



6.9K



124



1.1K



1.1K

1,915

Profile Visits

51,180

Reach

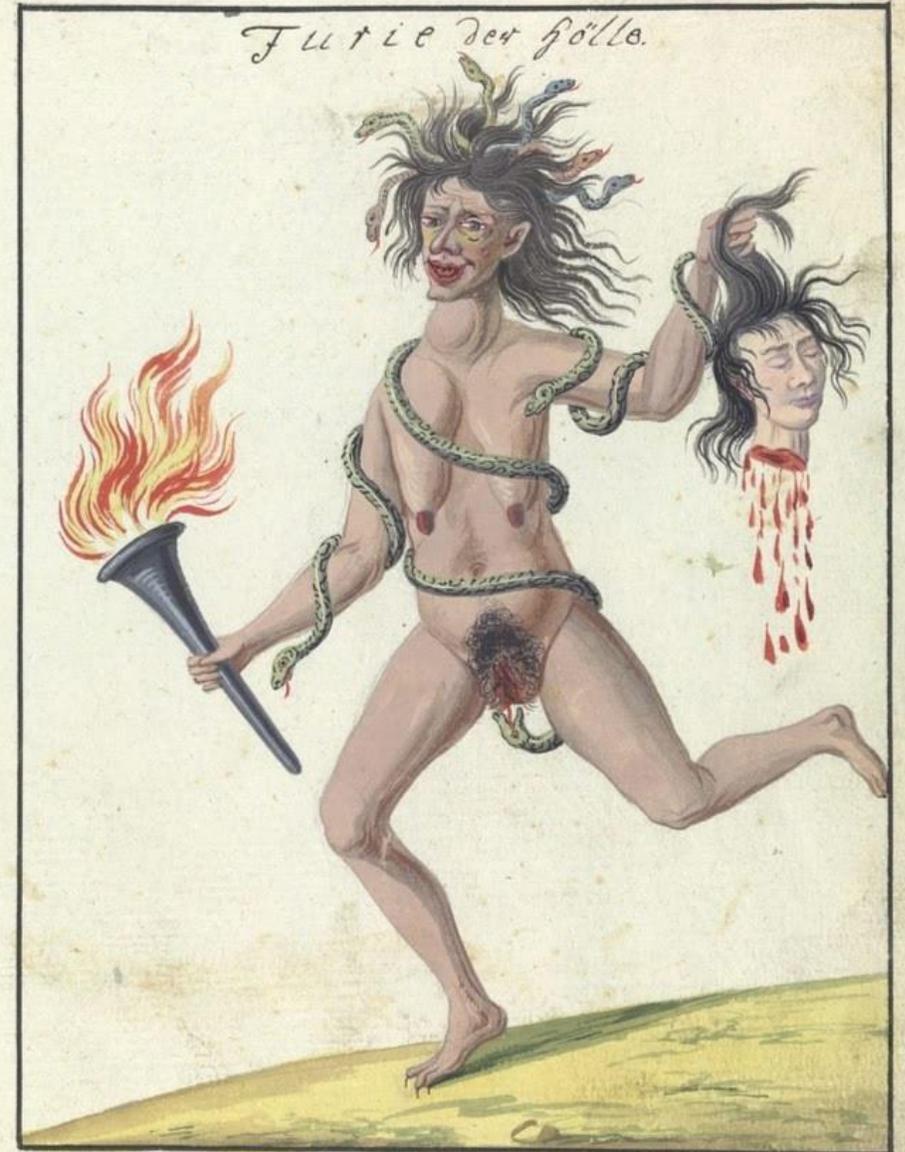


Image from the Wellcome Collection

117

# Aw

Cute

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Liked by **kweewee** and **1,662 others**

**oldbooklibrarian** No caption needed. Enjoy.

[View All 20 Comments](#)

**louise.bescond** "Est-ce que ça vous chatouille ou est-ce que ça vous gratouille ?" [#docteurknock](#)

**louise.bescond** [@oldbooklibrarian](#) "So itchy it is. Interesting. Be aware my dear that healthy"



1.7K



20



327



206

124

Profile Visits

13,862

Reach



118

# Up

Uplifting

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Liked by **kweewee** and **4,555 others**

**oldbooklibrarian** Modern day politics.  
The "He-gassen" scroll depicts a number of Edo period Japanese participating in farting competitions. Artist(s) unknown.

[View All 129 Comments](#)



4.6K



129



2.2K



777

862

Profile Visits

34,748

Reach



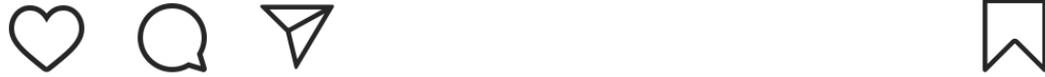
Image from the Waseda Library Collection

119

Di  
Disgusting

View Insights

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Liked by **kweewee** and **5,094 others**

**oldbooklibrarian** I didn't see that coming.  
Govard Bidloo's dissection of the eye. Engraving by  
Gérard de Lairesse. "Anatomia humani corporis",  
(1685).

View All 34 Comments



5.1K



34



353



1.2K

1,248

Profile Visits

54,723

Reach

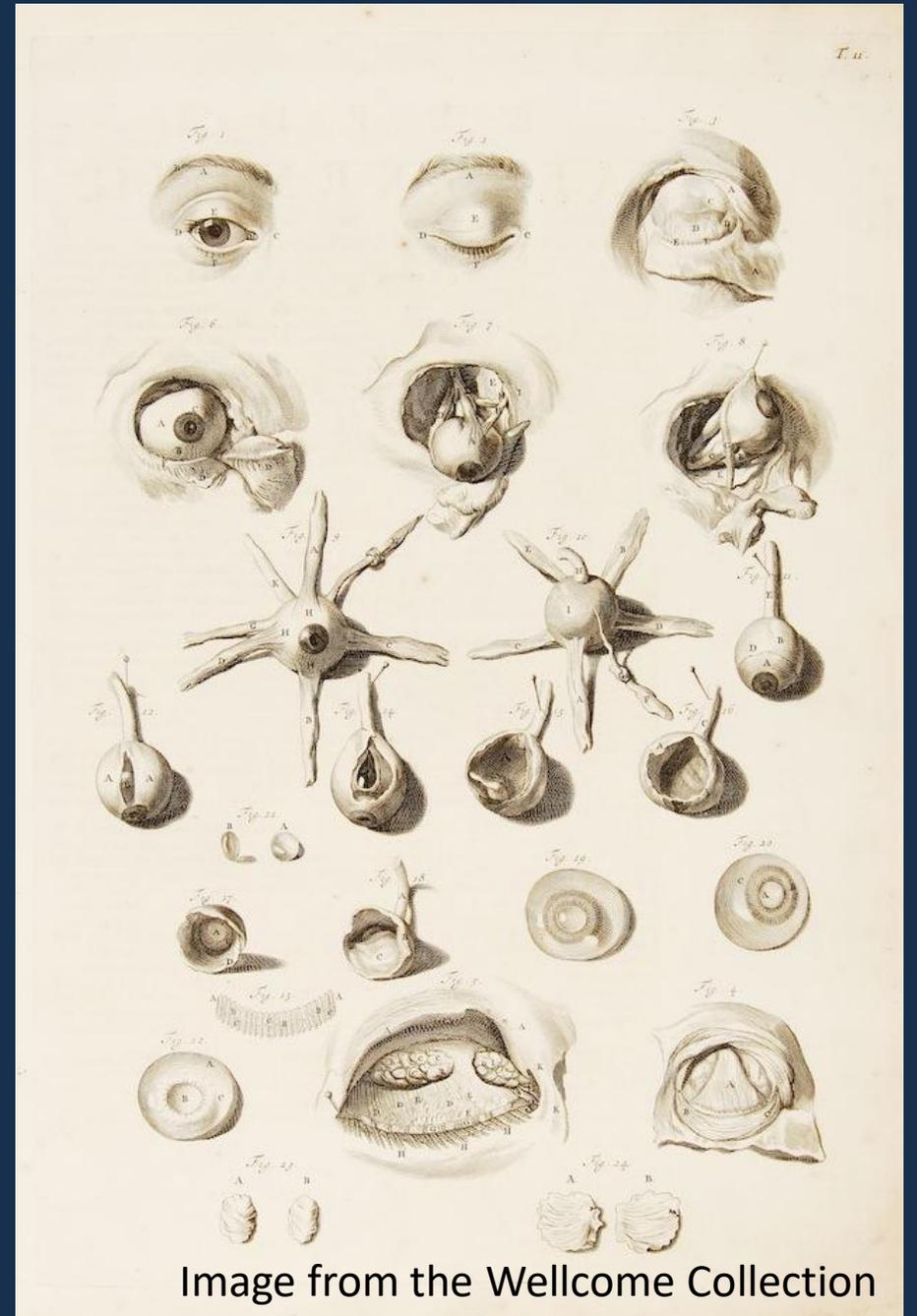


Image from the Wellcome Collection



Image from the Monash University Library Collection

Designed by W. Heath.

Engraved by T. Cook.



QUESTIONS?



Link to literature review

Gemma Steele  
Museums Victoria  
 @museumbooks  
#NLS9s19

Daniel Wee  
Monash University  
 @oldbooklibrarian  
 @danvwee