



Welcome to today's Infopeople Webinar!

Infopeople is dedicated to bringing you the best in practical library training and improving information access for the public by improving the skills of library workers. Infopeople, a grant project of the Califa Group, is supported in part by the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act administered in California by the State Librarian. This material is covered by [Creative Commons 4.0](#) Non-commercial Share Alike license. Any use of this material should credit the funding source.

A photograph of three people, two men and one woman, looking intently at a laptop screen. The man in the center is wearing a tweed flat cap. The woman on the right is wearing a pink scarf. The background is slightly blurred, showing a desk with a notebook and some papers.

historypin

Using Local History For Community Engagement

An Infopeople Webinar
March 9, 2017

Kerri Young, Engagement Manager

historypin

A photograph of two men sitting at a table in what appears to be a pub or bar. The man on the left is younger, with dark hair and glasses, wearing a dark blue shirt and a pink lanyard. He is leaning over a laptop, looking at the screen. The man on the right is older, with white hair and glasses, wearing a grey suit jacket, a light-colored shirt, and a tie. He is smiling and looking at the laptop. In the background, there is a bar counter with various items like a mug and glasses. A glass of beer is on the table in the foreground.

**We believe that getting people together to share
their history creates stronger communities**

historyp'n

A photograph of two young Black women sitting on concrete stairs, eating from white takeout containers. The woman on the left is wearing a dark jacket and has a small circular badge on her chest. The woman on the right is wearing a blue collared shirt and a dark jacket, and is holding a wooden stick with food. The containers have a red circular logo that says 'BOX Chicken'. The background shows a metal railing and a white wall.

Shift

Product design for social change

What is Historypin?



Digital Platform

Historypin.org is a free website where anyone can upload and create collections of historical photos, videos and sounds.



Community

65,000 individuals and community groups as well as 2,500 libraries, archives, museums, and schools in 2,600 cities are using Historypin.



Local Engagement

People around the world are running local Historypin activities with their communities.

What Can We Achieve?



We Connect

Cultural heritage institutions, civic organizations, and community groups can design projects that harness local history to build stronger communities.

Old photographs spark fascinating stories. Young people engage with older generations for possibly the first time. History is recorded, new connections are made and communities get stronger.



We Measure

Historypin activities build connections between people to increase local social capital and reduce social isolation amongst older people. In previous projects, 70% of participants met new people and 38% became involved in other activities in their communities.

User-centered design for cultural heritage

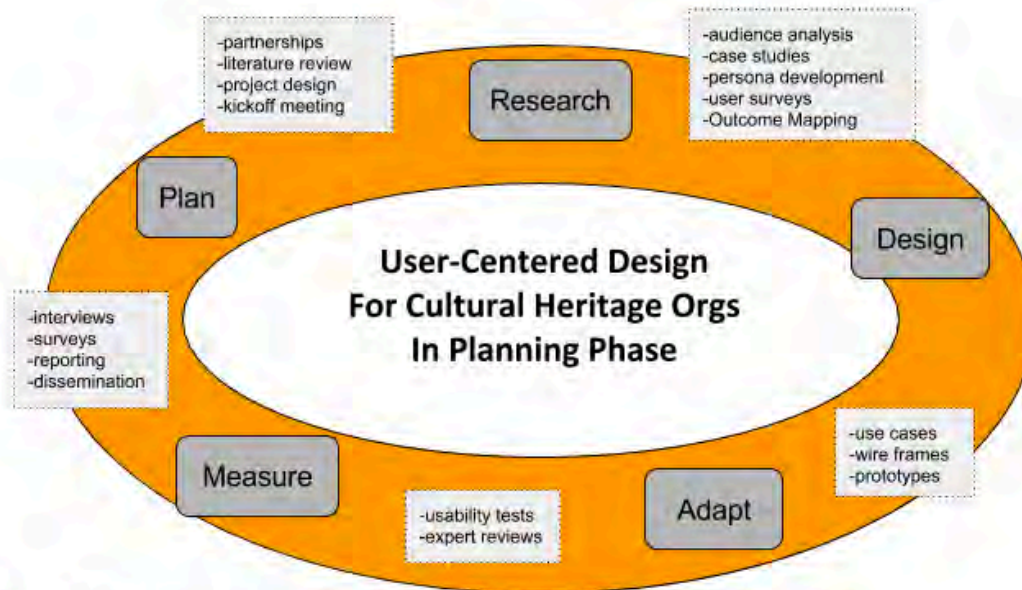


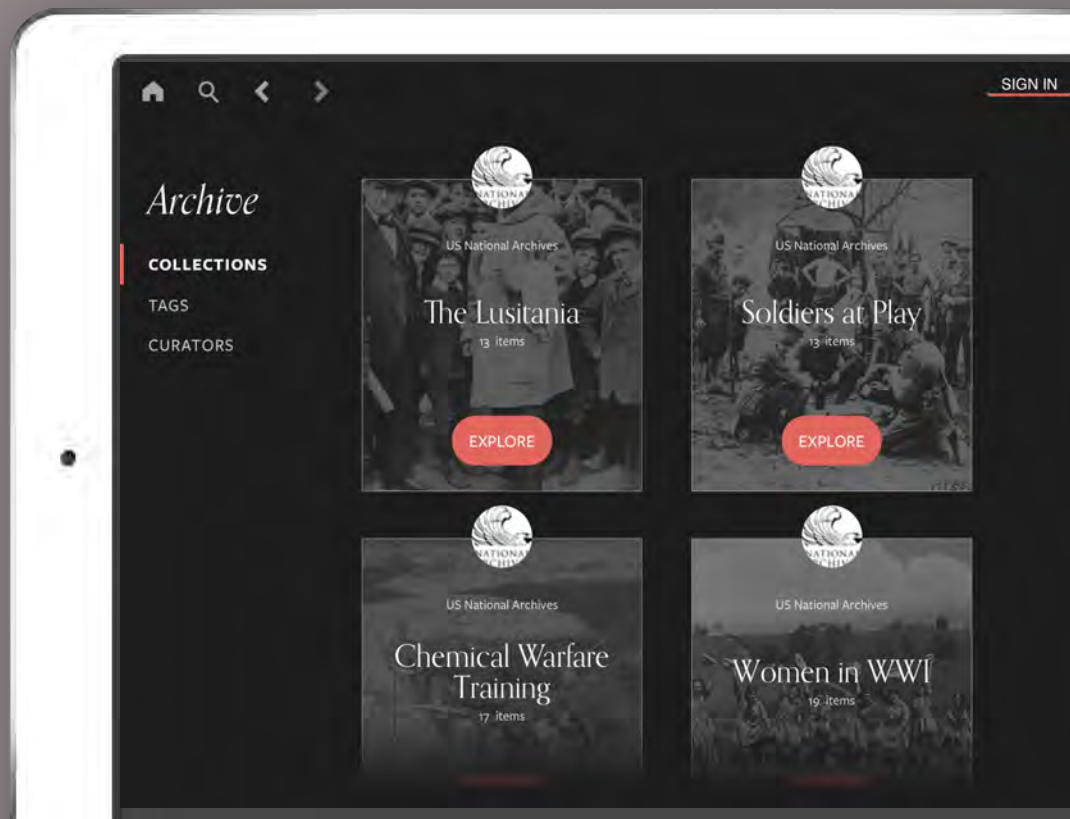
Figure 1. User-Centered Design for Cultural Heritage Organizations in Planning Phase

A woman with short grey hair, wearing glasses and a green jacket, is seen from the back, looking at a string of historical black and white photographs hanging on a blue line outdoors. The photos are held up by wooden clothespins. The background shows a grassy area and a building. The text "Some library/archive-focused projects we're working on" is overlaid in white on the image.

Some library/archive-focused projects we're working on

Remembering WWI

- A partnership with the National Archives and Records Administration (NARA)
- Putting hundreds of primary source videos and images directly in the hands of teachers, museums, and digital humanists





Remembering WWI

- Show me: [western front](#) [eastern front](#) [salonika front](#) [homefront](#) [african americans](#) [women](#) [recreation](#) [trench warfare](#) [training](#) [propaganda](#)

Search by tag or keyword

Most Popular

Remembering WWI

1931

1890

Expand Gallery Expand Map

Map data ©2017 Terms of Use



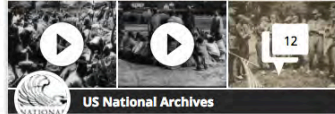
US National Archives

COLLECTION

The Lusitania

Scenes before and after the pivotal WWI naval disaster.

4562



US National Archives

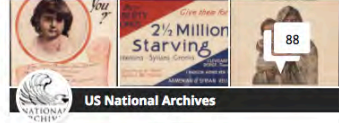
COLLECTION

Soldiers at Play

Soldiers filling down-time with recreational fun

3407

Read more



US National Archives

COLLECTION

WWI Propaganda Posters

A selection of WWI propaganda posters created by the US Food Administration (USFA), from the collection of the US National Archives

88

- Edit Collection
- About
- Share
- Discussion Forum
- Pin Something
- Start a Collection

Comparte tu Rollo

- A partnership with the National Library of Colombia and Ministry of Culture
- Designed a program that will help up to 1,000 public libraries across the country run community-collection events to help record and recover national memory
- Libraries are sharing the results of these collection events on Historypin





www.historypin.org/comparte-tu-rollo

Comparte Tu Rollo

Show me: Search by tag or keyword



Most Pop



Edit Collection



About



Share



Discussion Forum



Pin Something



Start a Collection



Search by Place

Map Satellite

Comparte Tu Rollo

Expand Gallery Expand Map

Map data ©2017 Google, INEGI Terms of Use Report a map error

42

Biblioteca Nacional de Colombia

Collection

Barranquilla bajo el lente de Nereo López

Barranquilla en los años cincuenta

1133

19

Biblioteca Municipal Guatavita

Collection

GUATAVITA

"Tierra del Dorado"

1075

48

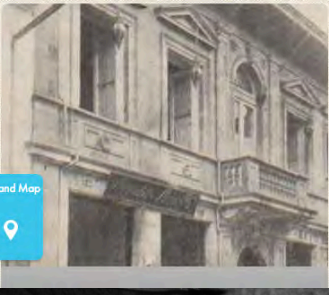
Biblioteca Nacional de Colombia - Fondo Sirigi

Collection

Bogotá en la Biblioteca Nacional

La memoria fotográfica de Bogotá, patrimonio documental de los colombianos que reposa en la

1011



Knight Foundation and IMLS Projects

- Reimagining libraries to fit the information needs of the 21st century
- With an understanding that libraries are important gathering places in the community, and that the roles of librarians are continually evolving to fit the needs of their communities



Local examples – San Francisco Public Library



San Francisco Public Library
Español | 中文

Keyword, Aut
New Catalog

Home Books & Materials eLibrary Services Kids Teens Calendar

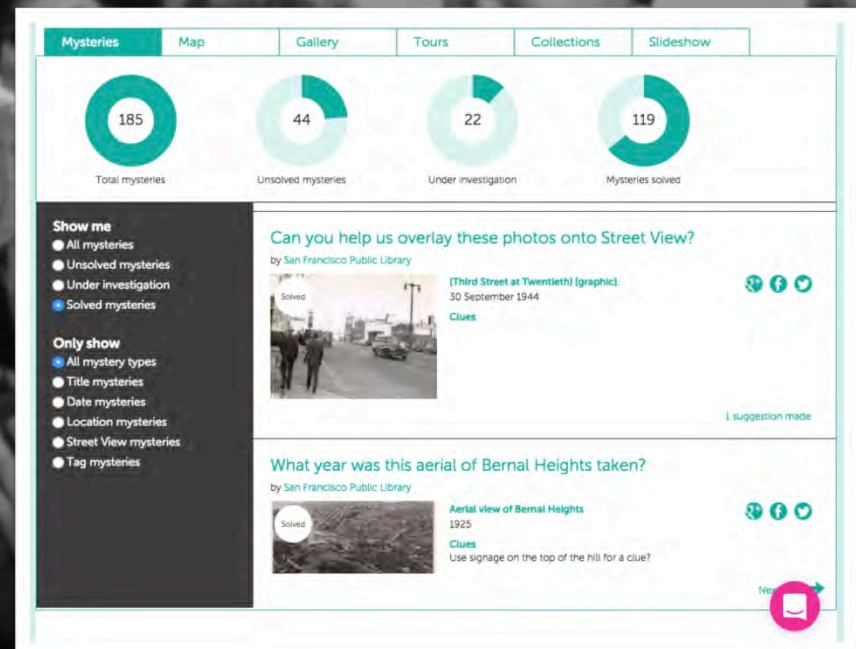
Home > Calendar > Events > Share Your History on Historypin

Share Your History on Historypin



[Add to My Calendar](#) [Like 0](#) [Share](#) [Twitter](#) [Pinterest](#) [Tumblr](#) [Facebook](#)

Learn how to share your personal historical photos on Historypin, a Web site where millions of people come together from across different generations, cultures and places, to share small glimpses of the past and to build up the huge story of human history



Mysteries Map Gallery Tours Collections Slideshow

185 Total mysteries

44 Unsolved mysteries

22 Under investigation

119 Mysteries solved

Show me

- All mysteries
- Unsolved mysteries
- Under investigation
- Solved mysteries

Only show

- All mystery types
- Title mysteries
- Date mysteries
- Location mysteries
- Street View mysteries
- Tag mysteries

Can you help us overlay these photos onto Street View?
by San Francisco Public Library

Solved [Third Street at Twentieth] (graphic)
30 September 1944
Clues



1 suggestion made

What year was this aerial of Bernal Heights taken?
by San Francisco Public Library

Solved Aerial view of Bernal Heights
1925
Clues
Use signage on the top of the hill for a clue?




New


Local examples – San Francisco Public Library

The Bold Italic Follow   Sign in / Sign up

HOME SAN FRANCISCO OAKLAND PHOTO ESSAY FOOD HUMOR TRAVEL POLITICS

SHARE

- 
- 
- 




(Columbus and Grant)

You can see the rest of this North Beach collection pinned to mapping non-profit Historypin's [Year of the Bay project](#), where they are crowdsourcing an archive of Bay Area history. They encourage people to add their own photos and comments, and to solve Bay Area mysteries [on their site](#).

All photos courtesy of Robert Durden Color Slide Collection, San Francisco History Center, San Francisco Public Library.

Mysteries Map Gallery Tours Collections Slideshow

North Beach in the 70's and 80's
[Exit Slideshow](#)



5/16 "R. Iacopi & Co., 1986." - 11 October 1986 by San Francisco Public Library

A photograph showing two women working on a large map spread out on a table outdoors. The woman on the left is wearing a red shirt and a white hat, leaning over the map. The woman on the right is wearing a black top and is looking at the map. The map is a world map with various regions highlighted in different colors. The background shows a lush green garden and a building. The text "Cultural Heritage Technology Landscape – How We Fit In" is overlaid in white on the image.

Cultural Heritage Technology Landscape – How We Fit In

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Kerri Young | infopeople webinar

Cultural Heritage Technology Landscape – How We Fit In

There are:

- Collection Management Systems



- Online access tools



Cultural Heritage Technology Landscape – How We Fit In

But there are also:

- Programs and Projects: activities with digital components set out to achieve a certain thing



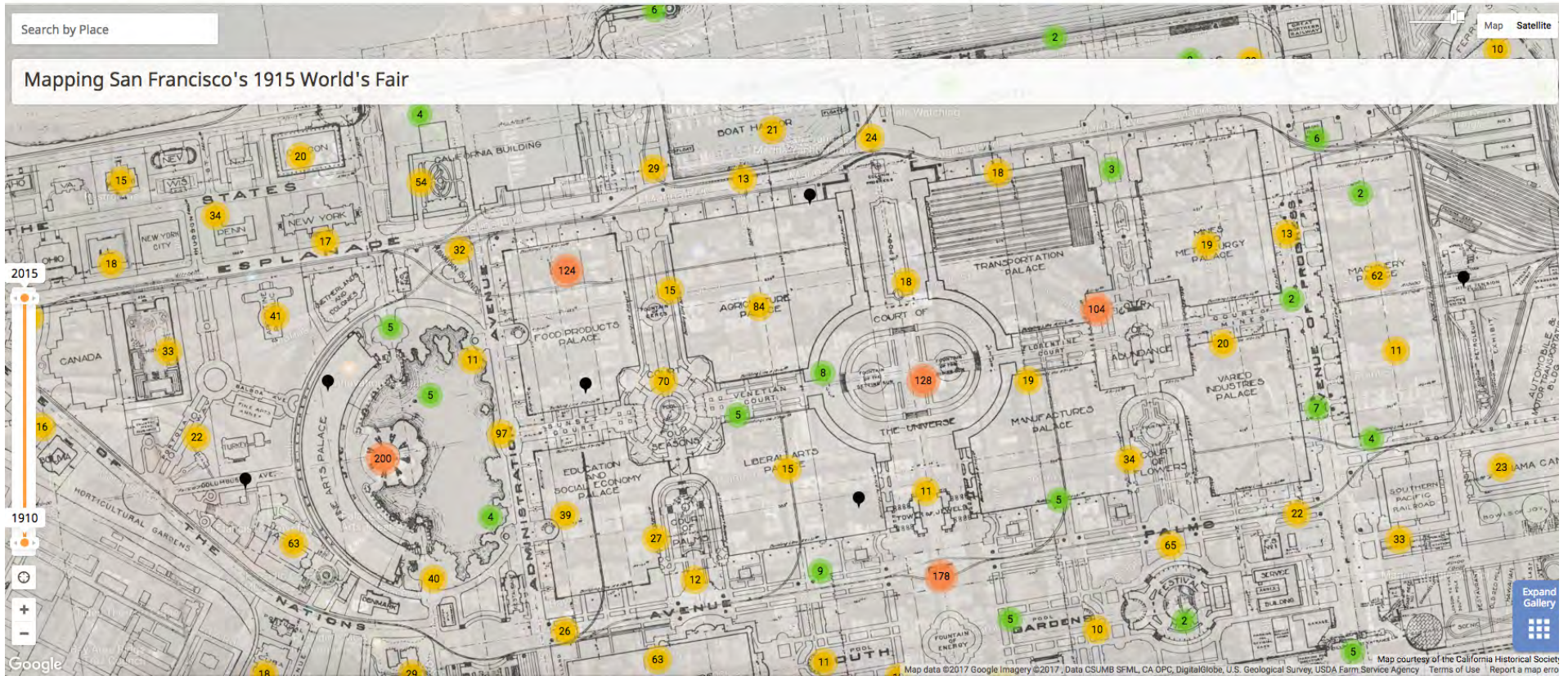
Cultural Heritage Technology Landscape – How We Fit In

- Programs and Projects: activities with digital components set out to achieve a certain thing
 1. Archives driven (PPIE project, etc.)

Mapping San Francisco's 1915 World's Fair

Show me:

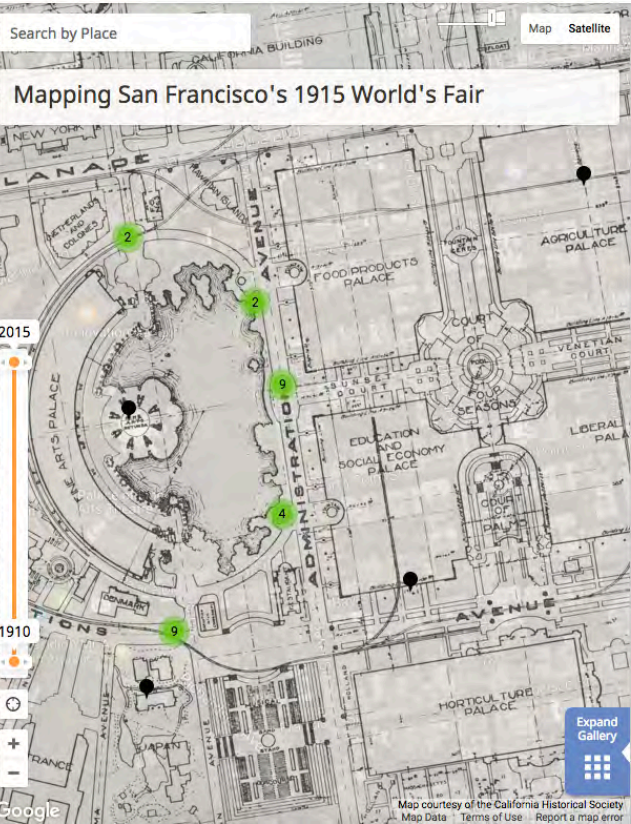
Mapping San Francisco's 1915 World's Fair



Show me: has streetview



Most Popular



107 0

California Hist...

[Tower of Jewels and Court of the Universe, Panama Pacific

32 0

San Francisco P...

Eddie Rickenbacker in a racing car on the Avenue of Palms

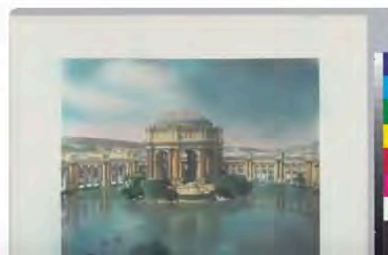
Panama Pacific International Exposition.

53 3

California Hist...

[Visitors at the Palace of Fine Arts, Panama Pacific Intl. Expo,

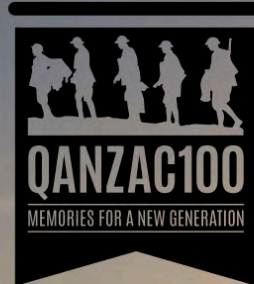
62 0



San Francisco P...

Cultural Heritage Technology Landscape – How We Fit In

- Programs and Projects: activities with digital components set out to achieve a certain thing
 1. Archives driven (PPIE project, etc.)
 2. Community driven (Comparte tu Rollo, etc.)



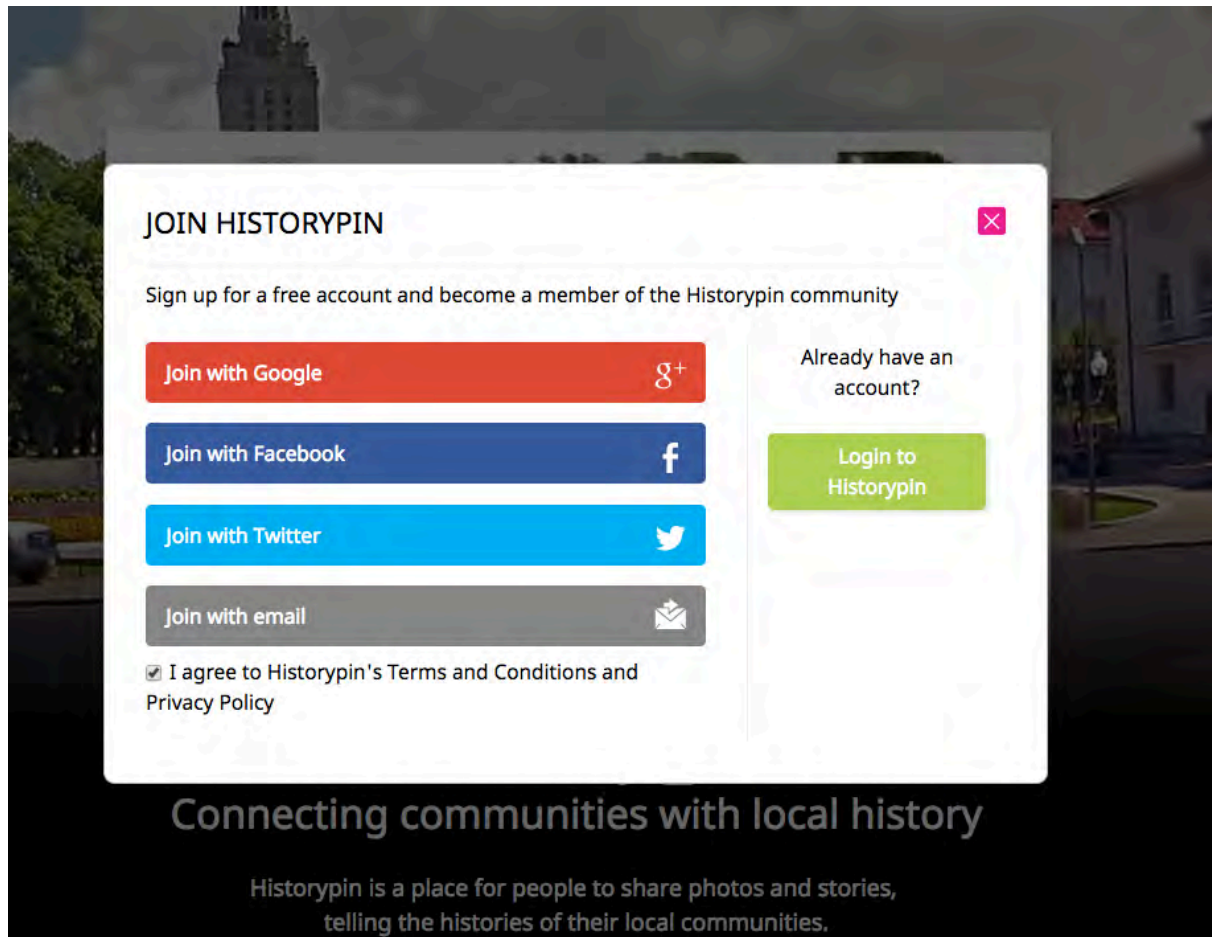
*Discover and share stories commemorating
the First World War in Queensland.*

This project is proudly supported by the Queensland Government





Getting your library set up on Historypin



Creating an account

- Click “Join” on historypin.org
- Choose a Google, Facebook, Twitter, or email to create an account
- If you join with Google, remember to log back in the same way (as opposed to logging in with Email)

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A photograph of two men sitting at a table in what appears to be a pub or bar. The man on the left is younger, with dark hair and glasses, wearing a dark blue shirt and a red lanyard. He is leaning forward, looking at a laptop. The man on the right is older, with white hair and glasses, wearing a grey suit jacket and a light-colored tie. He is also looking at the laptop and smiling. In the background, there is a bar counter with various items on it. A glass of beer is on the table to the right. The text "Customizing a Profile" is overlaid in white on the image.

Customizing a Profile

historyp'n



Joined 05 March 2012

Library of Virginia

Has pinned: [771 pins](#), created [13 collections](#) and [2 tours](#)

Has had 23061 profile views

[Website](#) • [Facebook](#) • [Twitter](#)

About

The Library is one of the oldest agencies of Virginia government, founded in 1823 to preserve and provide access to the state's incomparable printed and manuscript holdings. Our collection, which has grown steadily through the years, is the most comprehensive resource in the world for the study of Virginia history, culture, and government. We acquire, preserve, and promote access to unique collections of Virginia's history and culture and advance the development of library and records management services statewide. <http://www.lva.virginia.gov/>

Activity

- Library of Virginia** added the pin [Virginia Beach](#) 29 August 2014
- Library of Virginia** added the pin [Virginia Beach](#) 29 August 2014
- Library of Virginia** added the pin [Virginia Beach](#) 29 August 2014
- Library of Virginia** added the pin [Virginia Beach](#) 29 August 2014
- Library of Virginia** added the pin [Beach Babies](#) 29 August 2014

[See more](#)

Collections

Library of Virginia has 13 collections which have 0 people helping, a total of 1475 pins and are about virginia, us and natural disaster

Your Profile

- Your own hub on Historypin



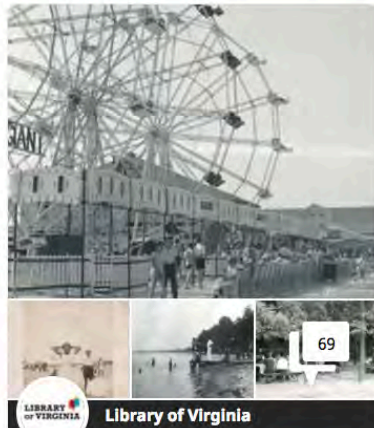
Collections

Library of Virginia has **13 collections** which have **0 people helping**, a total of **1475 pins** and are about **virginia, usa** and **natural disaster**



Create a Collection

A collection is a group of pins, usually around a place, theme or event. You can upload your own pins, gather other people's, or invite people to contribute.



LIBRARY OF VIRGINIA
COLLECTION
So Long, Sweet Summer

 Edit  Delete



LIBRARY OF VIRGINIA
COLLECTION
Letterhead from the Library of Virginia

 Edit  Delete



Your Profile

- On your profile page, view all of your Collections, Pins, and Tours
- Create new ones from this page, and also delete and edit items

historyp/n

EDIT PROFILE

Name

Library of Virginia

About

The Library is one of the oldest agencies of Virginia government, founded in 1823 to preserve and provide access to the state's incomparable printed and manuscript holdings. Our collection, which has grown steadily through the years, is the most comprehensive resource in the world for the study of Virginia history, culture, and government. We acquire, preserve, and promote access to unique collections of Virginia's history and culture and

Your Home Town

Search for your home town

Why are we asking for this? Because we'd like to share local pins with you and enable other people to discover you and your stuff. Your home town will appear on your Profile, but we'll never share your specific address with anyone. Read more in our [data protection policy](#).

Year of Birth

Why are we asking for this? Because Historypin aims to bring people of all ages together, and so we're keen to know how we're doing at that. Your date of birth will not appear on your Profile and we'll never share it

Photo

LIBRARY
OF VIRGINIA

Add profile image



Website

<http://www.virginiamemory.com>

Facebook

<http://www.facebook.com/LibraryofVA>

Twitter

<http://www.twitter.com/LibraryofVA>

Google+

eg. <https://plus.google.com/u/0/113644149150964577059>

Customizing your profile

- Using the Edit Profile from your Profile page, add information about your library, and link out to any external sites or social media

historypin

Notifications

Manage what emails you get from us

Alerts



Send me an email when anything happens to my pins, tours and collections

Historypin newsletter



Send me the occasional historypin newsletter

Customizing your profile

- Sign up for alerts for any activity on your content
- ...and sign up for the Historypin newsletter!

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Uploading pins

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UPLOAD A PIN

Choose what would you like to pin



Photo




Video or sound



Text

Add a file from your computer



Drag and drop your file here to
or

[Add file](#)

Or, add a link to an image on the web

 +

DESCRIBE

Title *(required)*

0/100

Description

What can I upload?

- Photo files
- Photos from a url
- Audio and video from a url
- Text only

historyp/n

DESCRIBE

Title *(required)*

0/100

Floods on Abingdon High Street

Description

I took this photo in 1953 when we had one of our wettest winters and the village flooded. The waters were so deep that everyone was using boats to get around - this is our vicar in a boat outside the local corner shop.

Metadata

What you need:

- Title
- Date
- Location
- All pins must be added to a collection

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HOW YOUR PIN CAN BE USED

Please select a licence to let other people know if and how they can reuse your material.

If you created the digital item, you can choose the licence. If someone else created the digital item, you need to use the same licence and rights holder that it currently has. We recommend using a Creative Commons licence so other people can use your material. Find out more about [Creative Commons](#).

<p>Licence</p> <p>Creative Commons Attribution-ShareAlike (CC-BY-SA) <input type="button" value="v"/></p>	<p>What does this mean?</p> <p>Other people can remix, tweak, and build upon your item even for commercial purposes, as long as they credit you and licence their new creations under the identical terms.</p>
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HOW YOUR PIN CAN BE USED

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<p>Copyright (c) all rights reserved No known copyright restrictions. Public Domain Open Government Licence Creative Commons 0 (no rights reserved) Creative Commons Attribution (CC-BY) ✓ Creative Commons Attribution-ShareAlike (CC-BY-SA) Creative Commons Attribution-NoDerivs (CC-BY-ND) Creative Commons Attribution-NonCommercial (CC-BY-NC) Creative Commons Attribution-NonCommercial-ShareAlike (CC-BY-NC-SA) Creative Commons Attribution-NonCommercial-NoDerivs (CC-BY-NC-ND)</p>	<p>What does this mean?</p> <p>Other people can remix, tweak, and build upon your item even for commercial purposes, as long as they credit you and licence their new creations under the identical terms.</p>
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Metadata

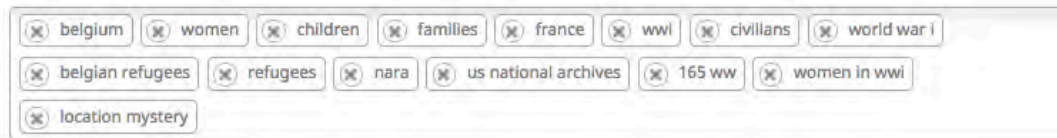
Optional information you can add:

- Content licenses
- Tags
- Other information from your CMS

historyp/n

WHAT IS THIS ABOUT

Tags



Metadata

Optional information you can add:

- Content licenses
- Tags
- Other information from your CMS

historyp/n

OTHER INFO ✕ Hide additional fields

Rights statement

This image is part of the Smith Collection at the National Library. To purchase a print, get in touch with help@nationallibrary.org

Creator

John Smith or National Library

Link to source

<https://www.flickr.com/photos/97740102@N02/20994320252/>

Identifier

Smith Collection 10089

Cancel

Save

Metadata

Optional information you can add:

- Content licenses
- Tags
- Other information from your CMS

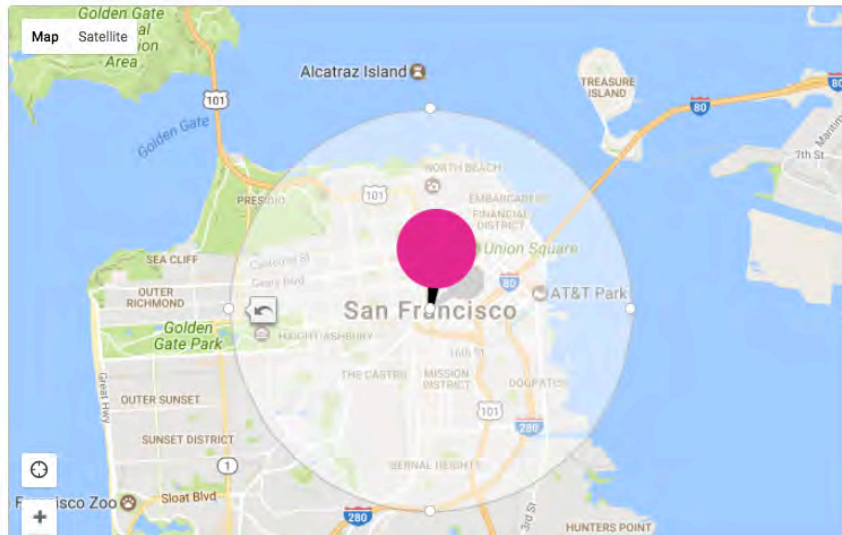
historyp/n

WHERE IS THIS FROM? *(required)*

I have a rough location for my pin eg. a town or region

I have an exact location for my pin eg. a full address or street

San Francisco, CA, United States

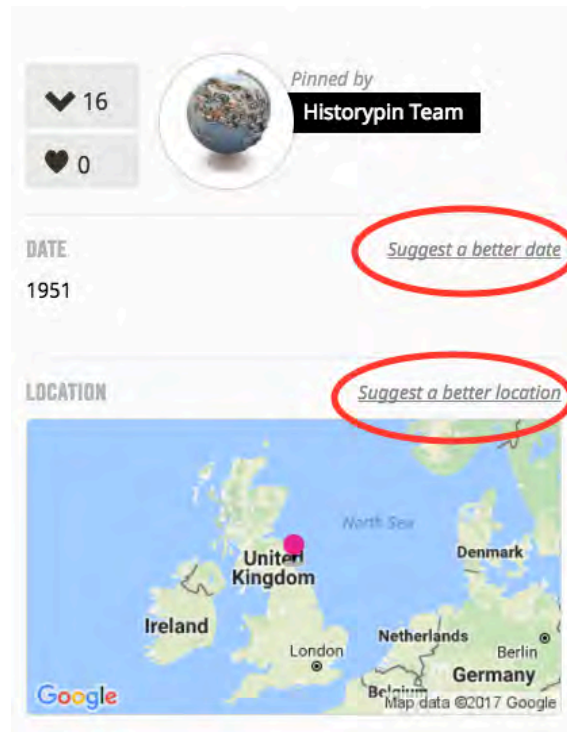


Rough Locations

- If you don't know the exact location where a photo was taken or recorded, then use the "rough location" feature to choose an approximate location

historypin

Rough Locations



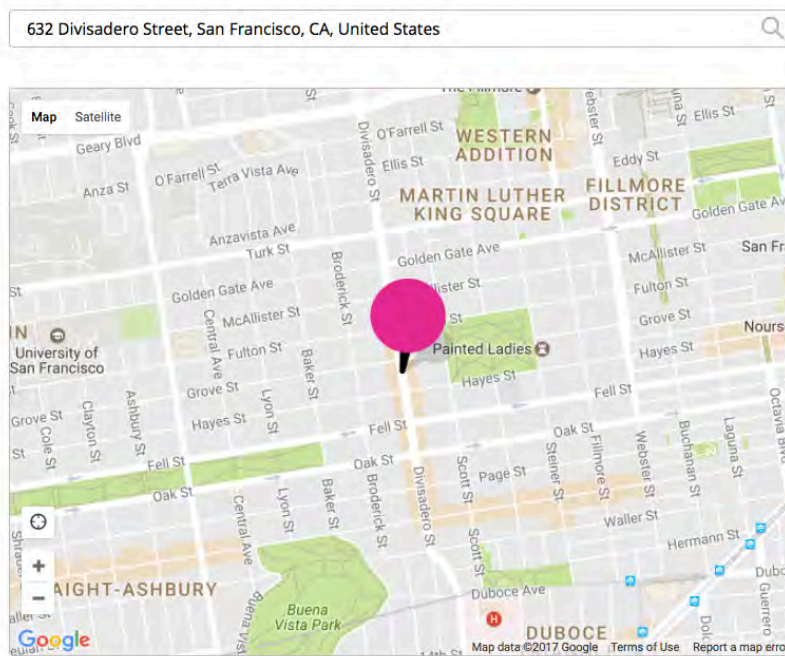
- Any Historypin user can suggest better locations (and dates) for your content using our new crowdsourcing tools

- Changes are made automatically, but you'll get a notification when this happens and can change it back if you disagree

historypin

WHERE IS THIS FROM? *(required)*

- I have a rough location for my pin eg. a town or region
- I have an exact location for my pin eg. a full address or street



Exact Locations

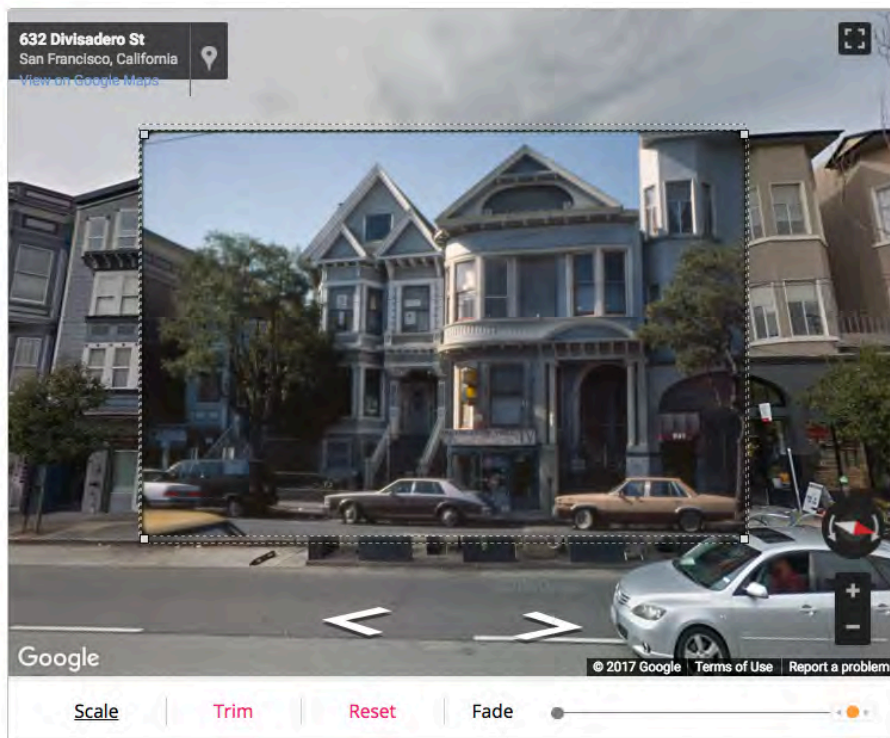
- Choose “I have an exact location” if you know where your photo was taken or audio/video was recorded
- Type in the address, or move the pin on the map to find the location

historypin



If this is an outdoor photograph and you know exactly where it's from, try lining it up with the current Street View.

Yes, let's try!



Street View locations

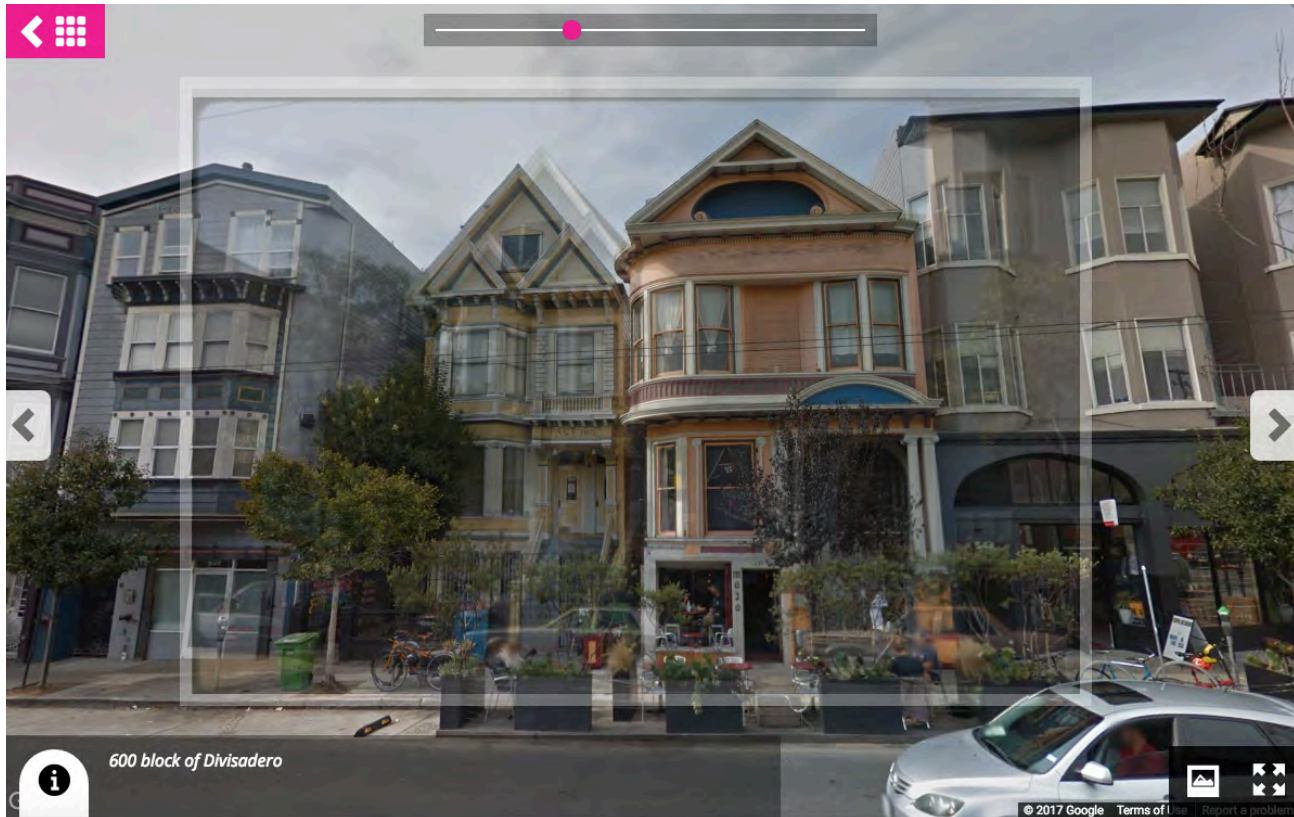
- If you have an exact location then you can do a Google Street View overlay (if available in your area)
- Use the tools in the pop-up window to adjust size, crop, and move up and down the street using the Street View tools



Street View locations

- The final product

historyp/n



Street View locations

- The final product

historyp/n

A photograph of two men in a pub setting. On the left, a younger man with dark hair and glasses, wearing a dark blue shirt and a red lanyard, is leaning over a laptop. On the right, an older man with white hair and glasses, wearing a grey suit jacket and a light-colored tie, is sitting in a green chair and looking at the laptop. A glass of beer is on the table to the right. The background shows a bar with various bottles and a white mug.

Advanced: Bulk uploading

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Bulk uploader: spreadsheet metadata

- For uploading multiple items at once

Spreadsheets available for:

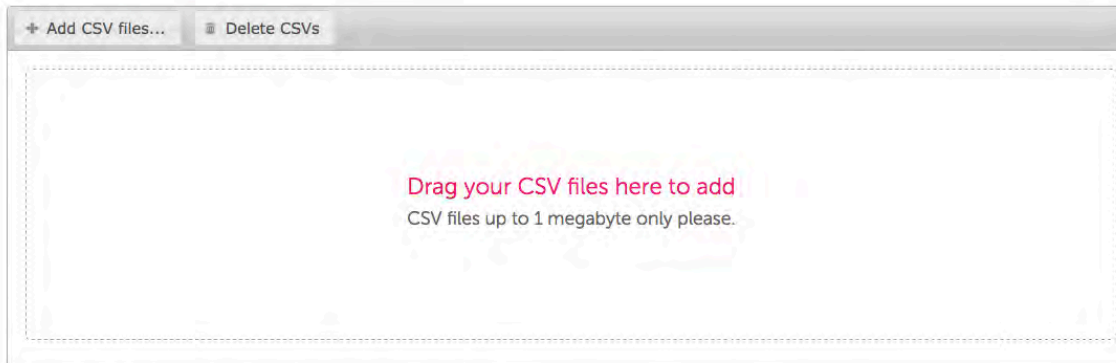
- Photo files
- Photos via urls
- Video and audio via urls
- Text only

	A	B	C	D	E
1	File name*	Photo title*	Tags	Date*	Latitude/Longitude*
2	0001v (13).jpg	"The beast of Berlin we're going to get him"	World War I, Library of Congress, war songs, popular music, music, sheet music, propaganda, Wilhelm II, William II, New York, kaiser wilhelm ii	1918	40.718923, -73.942328
3	0001v.jpg	"K-K-K-Katy"	World War I, Library of Congress, war songs, popular music, music, sheet music, New York, us soldiers, women	1918	40.718923, -73.942328
4	0001v (1).jpg	"The Yanks with the tanks (will go through the German ranks)"	World War I, Library of Congress, war songs, popular music, music, sheet music, New York, tanks, German Soldiers, german army, germans, explosions, us tank corps, propaganda, pickelhaube, german soliders	1918	40.718923, -73.942328
5	0001v (2).jpg	"The shrapnel blues fox trot song"	World War I, Library of Congress, war songs, popular music, music, sheet music, illinois, chicago, african american soldiers, african americans, shrapnel, 8th infantry regiment, 8th division, veterans	1919	41.873871, -87.630785
6			World War I, Library of Congress, war songs, popular music, music, sheet music, wisconsin, marinette,		

Bulk Uploader for Chrome and Firefox

1. Close all other applications and tabs in your browser.
2. Click 'Add CSV' and select your completed CSV.

Note: You must add the CSV before the images.



3. Click 'Add files' and select the images you wish to add.
Note: You can have more records in your CSV file than photos. ie. You can have 500 files listed in your CSV, but upload 100 images at a time.
4. Wait for all the files to populate the list below.
5. Scroll down and check all the meta data has loaded.
6. Scroll down and check that all your records have meta-data in the fields and that it looks correct.
Note: If there is no meta-data in the fields, the record may be missing from the CSV or the data may be incorrectly formatted.
7. If you wish, you can edit or enter meta-data at this stage.
Warning: Changes will not be saved until you click Upload and the image is successfully uploaded.
8. Click 'Upload All' or click the arrow next to each file to upload a single file.

Bulk uploader: Upload page

- First you need us to send you the upload link (email hello@historypin.org, or me)
- Once you have the link, upload your csv and items on the upload page (items from urls will populate automatically on the download page)
- Click "Upload all" and you're done!
- We're working on a new bulk-uploader

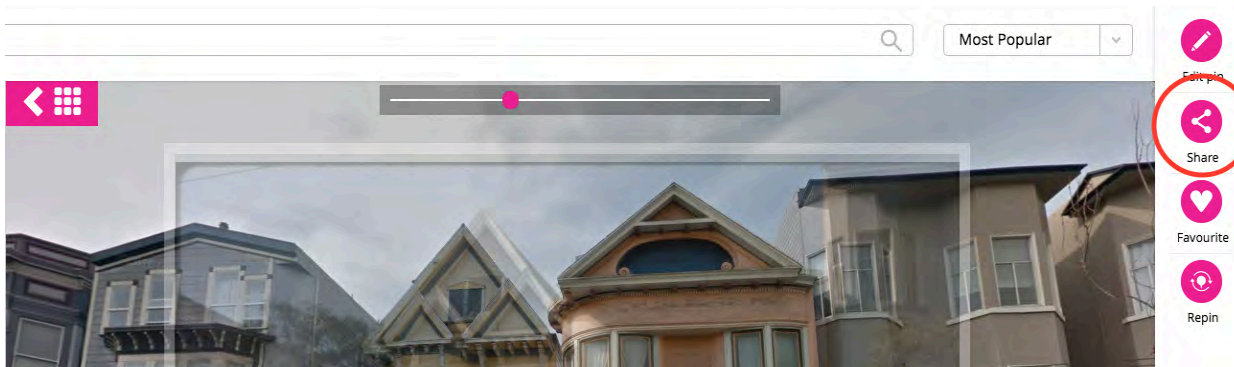
A photograph of two men sitting at a table in what appears to be a pub or bar. The man on the left is younger, with dark hair and glasses, wearing a dark blue shirt and a red lanyard. He is leaning forward, looking at a laptop. The man on the right is older, with white hair and glasses, wearing a grey suit jacket and a light-colored tie. He is also looking at the laptop and smiling. In the background, there is a bar counter with various items on it, including a white mug and a glass. A glass of beer is on the table in front of the older man. The text "Sharing your Collections" is overlaid in white on the image.

Sharing your Collections

historyp/n

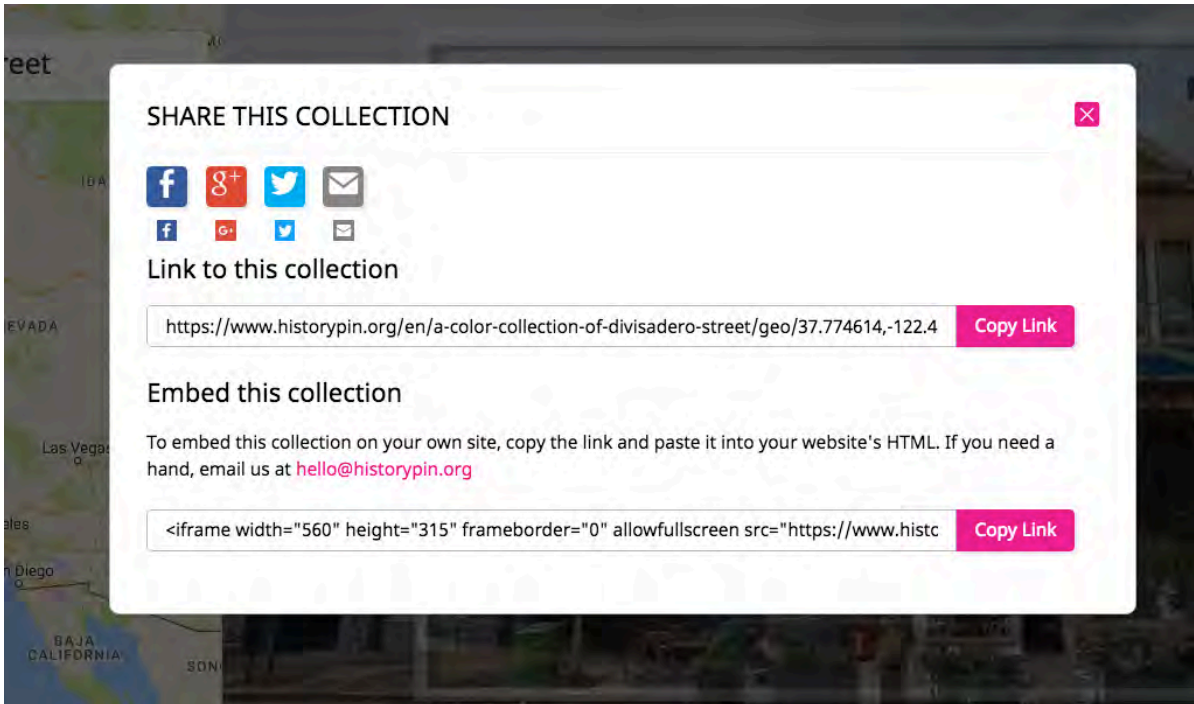
Social Media

- Use the links in the “Share” button of an item, collection, tour, or profile page to share it on social media



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Embedding

A screenshot of a web interface showing a sharing and embedding modal. The modal is titled "SHARE THIS COLLECTION" and has a close button (X) in the top right corner. Below the title are social media sharing icons for Facebook, Google+, Twitter, and Email. Underneath these icons is a section titled "Link to this collection" with a text input field containing the URL "https://www.historypin.org/en/a-color-collection-of-divisadero-street/geo/37.774614,-122.4" and a pink "Copy Link" button. Below that is a section titled "Embed this collection" with a paragraph of text: "To embed this collection on your own site, copy the link and paste it into your website's HTML. If you need a hand, email us at hello@historypin.org". At the bottom of this section is a text input field containing the HTML code: "<iframe width='560' height='315' frameborder='0' allowfullscreen src='https://www.histc" and a pink "Copy Link" button. The background of the modal is a blurred map and street view image.

SHARE THIS COLLECTION

[f](#) [g+](#) [t](#) [✉](#)

Link to this collection

[Copy Link](#)

Embed this collection

To embed this collection on your own site, copy the link and paste it into your website's HTML. If you need a hand, email us at hello@historypin.org

[Copy Link](#)

- Click the same “Share” button to get an embed link for your website or blog
- Remember that the embed view will reflect the place you were when you pressed the “Share” button

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A photograph showing two men in a pub setting. On the left, a younger man with dark hair and glasses, wearing a dark blue shirt and a pink lanyard, is leaning over a laptop. On the right, an older man with white hair and glasses, wearing a grey suit jacket and a light-colored tie, is sitting in a green chair and looking at the laptop with a smile. A glass of beer is on the table to the right. The background shows a wooden bar with various items.

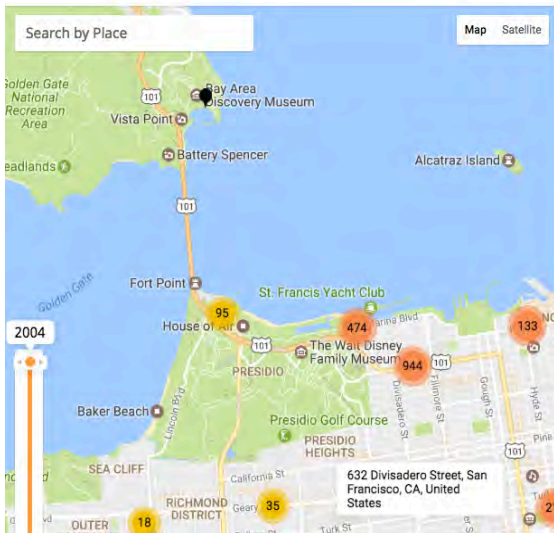
Viewing your content

historyp'n

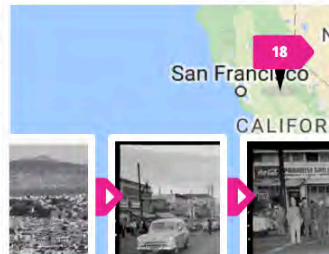


San Francisco Public Library

Show me:



COLLECTION
San Francisco Public Library
's Collection



San Francisco P...

TOUR
A selection of Bernal Heights photos

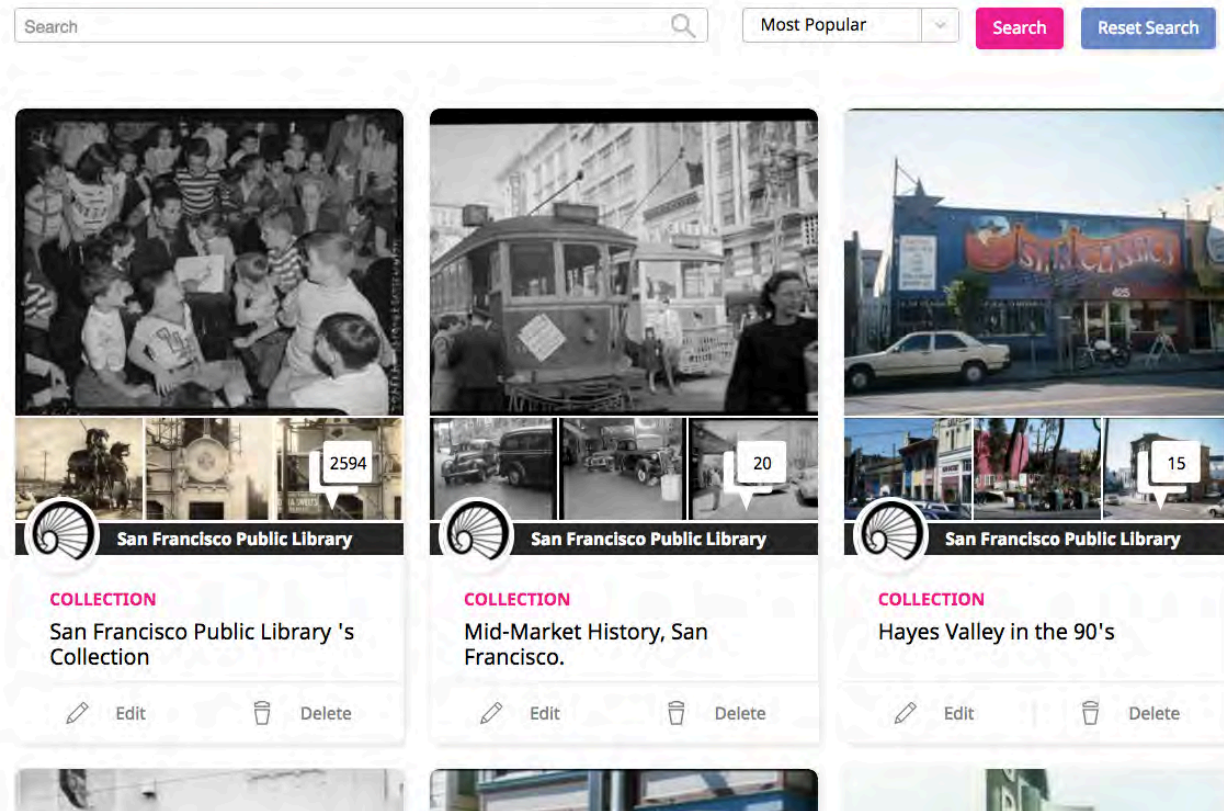
A selection of Bernal Heights photos from the San Francisco Police Records and other collections, showing the changing

On a Map

- On your Profile page, go to “View all on Map” under your Pins, Collections, or Tours

Collections started by San Francisco Public Library

Search Most Popular



The screenshot shows a Pinterest interface with a search bar at the top. Below the search bar, there are three collection cards. Each card features a main image, a smaller grid of images, a count of items, and a title. The first card has a count of 2594 and is titled 'San Francisco Public Library 's Collection'. The second card has a count of 20 and is titled 'Mid-Market History, San Francisco.'. The third card has a count of 15 and is titled 'Hayes Valley in the 90's'. Each card also includes 'Edit' and 'Delete' options.

San Francisco Public Library
COLLECTION
San Francisco Public Library 's Collection
Edit Delete

San Francisco Public Library
COLLECTION
Mid-Market History, San Francisco.
Edit Delete

San Francisco Public Library
COLLECTION
Hayes Valley in the 90's
Edit Delete

In a List

- On your Profile page, go to “View all in List” under your Pins

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Questions

Kerri Young
Engagement Manager
Historypin
kerri.young@historypin.org