



## #QR 1863: A Collaborative Twitter Reenactment of Quantrill's Raid

### Tweets

*A collaboration of several Lawrence cultural institutions that resulted in the live-tweeting of an imagined, real-time reenactment of Quantrill's Raid on its 150th anniversary.*

### Goals for Webinar

- Using social media to interpret history
- Creating a successful social media campaign
- Involving the public in the job of "doing history"

Julie McPike, Freedom's Frontier  
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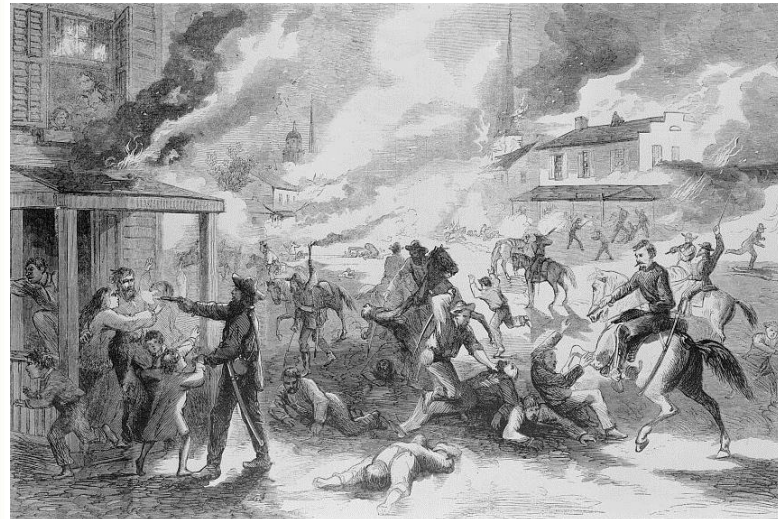
**Trending: The  
secret to our  
success...**

**Involving  
community  
members was  
THE KEY to  
success**



## Why Quantrill's Raid?

Tweets



**Trending: Pick your "thing"**

**We found that using a single one-day or two-day event is easier to organize.**



# Why Twitter?

## Tweets

- Widely used, free and anyone can participate.
- Today, Twitter allows anyone to report breaking news to millions with shared hashtag, i.e. #Ferguson.

**Trending: Figure out your platform**

**Twitter isn't right for everything. Different platforms have different strengths.**

## Welcome to Twitter.

Connect with your friends — and other fascinating people. Get in-the-moment updates on the things that interest you. And watch events unfold, in real time, from every angle.

Our gorgeous Earth at night under a #fullmoon

Tweet and photo by @astro\_reid  
4:20 PM - 12 Jul 2014

<input type="text" value="Phone, email or username"/>	
<input type="password" value="Password"/>	<input type="button" value="Sign in"/>
<input checked="" type="checkbox"/> Remember me · <a href="#">Forgot password?</a>	
New to Twitter? <a href="#">Sign up</a>	
<input type="text" value="Full name"/>	
<input type="text" value="Email"/>	
<input type="password" value="Password"/>	
<input type="button" value="Sign up for Twitter"/>	



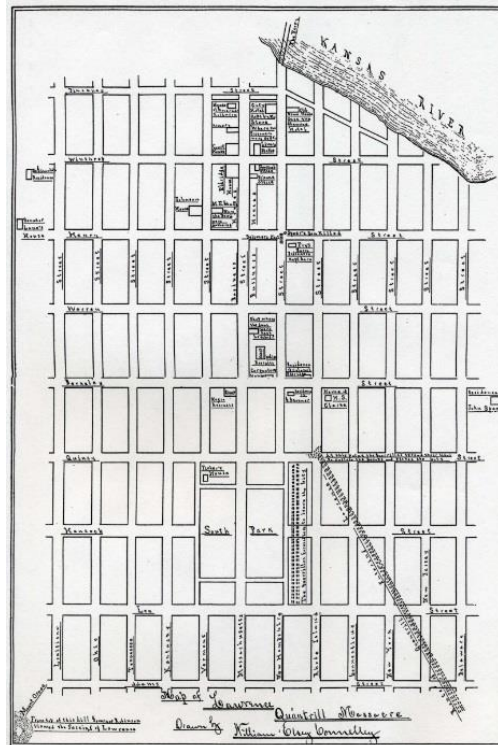
## Early Planning and Goals

### Tweets

- Share multiple perspectives
- Create an educational tool for classrooms
- Trend worldwide

**Trending: Start sharing early**

**The more stakeholders you can involve early on, the better.**





## Get Help From Experts

### Tweets

- Consulted with Kansas Humanities Council for advice
- Received mini-grant to support project
- Brought scholars together with the public

**Trending: Ph.D.s please**

**Merge academia with public history. Both sides benefit!**



Freedom'sFrontierNHA @ffnha · 4 Jun 2013

Thanks to [@kshumanities](#) for sponsoring [#QR1863](#) with a mini-grant to include humanities scholars [@jeremyneely](#) and [@JonathanEarle2](#)

← 1 ★ 2 ...











## Preparing for the Raid

### Tweets

- Create a timeline
- Identify main and secondary characters
- Promote, promote, promote

 Freedom's FrontierNHA @ffnha · 30 May 2013  
Great to spend the morning with folks from @WatkinsMuseum @visitlawrence and @TheEldridge on the #KWLN with #hankbooth. #QR1863

  1  

 Freedom's FrontierNHA @ffnha · 30 May 2013  
Check out Hank Booth's show on [KWLN.com](http://KWLN.com) to learn about some #QR1863 events.

**Trending: Script it, sorta.**

**A detailed timeline acts as a script that participants can follow.**





## Bringing in the Public

### Tweets

- Exhausted our contacts!
- Two public meetings (June & July) to “train,” share, learn, plan



**Julie Mc** @lengerj · 18 Jun 2013

Listening to @jeremyneely lead discussion about MO-KS 1863. This stuff is best part of my job. #qr1863



**Freedom'sFrontierNHA** @ffnha · 18 Jun 2013

Thanks to the #Lecompton Players: Mahala Doyle, Dr. Stringfellow and Sheriff Jones for finding time to come to the #qr1863 meeting.



**Freedom'sFrontierNHA** @ffnha · 18 Jun 2013

Here at the #CastleTeaRoom in #Lawrence for the #QR1863 meeting. See you in a few minutes!

**Trending: Build confidence IRL**

**Volunteers want to do a good job, especially if you network them together IRL.**





# Historical Accuracy

## Tweets

- First-person accounts
- Using local and online sources
- Creativity when writing tweets: it's a blend of history and theater

**Trending:  
Knowledge is  
power!**

**Know your  
history and the  
rest will follow.**

## Kansas Memory



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 [Alex E. Case collection](#)  
Date: 1866 - 1917  
*Quantrill's raiders as they rode towards Lawrence. Case also relates his memories of the Cheyenne Indian raids on Marion in 1868 and shares stories about his neighbors A. A. Moore*  
Search terms also appear in the [text version](#) of this item.

 [Benjamin Talbot Babbitt to Governor Thomas Carney](#)  
Creator: Benjamin Talbot Babbitt  
Date: December 30, 1863  
*letter, prominent New York soap manufacturer B. T. Babbitt writes to Kansas governor Thomas Carney to offer 100 packages of his soap to the victims of Quantrill's raid on Lawrence*

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# Branding

## Tweets

- First-person tweets from a Twitter account set up for each historical character
- All tweets tagged with #QR1863
- Follow along on Twitter or through the 1863lawrence.com website

**Trending: Layer your approach**

**The Twitter hashtag and having a dedicated website allowed for multiple access points.**

A screenshot of three tweets from the #QR1863 hashtag, dated August 21st. Each tweet includes a profile picture of a historical figure, the user's name and handle, the text of the tweet, and the hashtag #QR1863. The first tweet is from Jetta Dix (@JettaDix1863) about Chauncey. The second is from Pelathe 1863 (@Pelathe1863) about the horror of destruction, with a link to a photo and a retweet from Julia Lovejoy 1863. The third is from Larkin Skaggs 1863 (@LSkaggs1863) about whiskey and shooting at hotel windows.

**Jetta Dix** @JettaDix1863 21 Aug  
Chauncey had stayed in the house until fire drove him out. He climbed down the ladder I had placed against the building early today. #QR1863  
Expand

**Pelathe 1863** @Pelathe1863 21 Aug  
The horror of destruction by man is 1,000 times any act of God. #stupidHumans #QR1863 [pic.twitter.com/8fewZvrUBW](http://pic.twitter.com/8fewZvrUBW)  
Retweeted by Julia Lovejoy 1863  
[View photo](#)

**Larkin Skaggs 1863** @LSkaggs1863 21 Aug  
(swilling more whiskey, looking from side to side, a sense of his aloneness creeping in.) Out now! (shooting at the hotel windows) #QR1863  
Expand



## Aug 2013: Big leadup

### Tweets

- Tweet early and often!
- Spread the word about #QR1863 with a party
- Work with local internet provider to ensure reliable wireless network
- Final meeting/dress rehearsal

**Trending: Create your own buzz.**

**The more you tweet, the more attention you'll get.**

 Retweeted by Freedom'sFrontierNHA



**Jeremy Neely** @jeremyneely · 12 Jun 2013

@Sarajferg @todayin1963 I love them! I'm actually helping @ffnha gear up to livetweet/reenact Quantrill's 1863 attack on Lawrence. #QR1863



[View conversation](#)



## August 21, 2013

### Tweets

- Staged a “war room” with maps, town crier, live stream & laptops.
- Opened staging area to public.

**Trending: IRL  
again!**

**Although the  
action was all  
online, having a  
place for people  
to gather was  
important.**



**Dr. Prentiss 1863** @DrPrentiss1863

21 Aug

Screams resound on sides as a ride. Worse than all my dreams of Hell. [#QR1863](#)

Expand



**Louis Carpenter** @LCarpenter1863

21 Aug

My God, they've just shot someone trying to get away! This is more than a raid, it's organized murder! [#QR1863](#)

Expand



**WilliamQuantrill1863** @WQuantrill1863

21 Aug

Accept their surrender! Bring the men out and send them to City Hotel as hostages! [#QR1863](#)

Retweeted by John McCorkle 1863

Expand



**Sarah Fitch** @Sarah\_Fitch1863

21 Aug

Dear God! They've shot him! They killed my dear! They've kicked us out into the street and are looting our home! Somebody! Help! [#qr1863](#)

Expand



**John Speer 1863** @JohnSpeer1863

21 Aug

Gunfire. Screaming. Damn raiders, damn their black souls. Have to find somewhere to hide. [#QR1863](#)





# August 21, 2013

## Tweets

- Evening 'talkback' program with scholars Jeremy Neely (via Skype) and Jonathan Earle

**Trending: AND AGAIN!**

**The public appreciated the chance to come together to reflect and discuss.**







# Going Rogue

## Tweets

- A few rogue accounts that, by and large, followed the spirit of the project

**Trending: But what if...**

**There's no control on Twitter, so give your tweeters the tools they need to do a good job.**



**Jim Lane 1863** @Lane1863 · 21 Aug 2013  
Wish you had a vote for each of those ears. RT @Lanecrackscorn: Hey @Lane1863 what has 500 ears and hates @LSkaggs ? This corn! #qr1863



**Horse 1863**  
@Horse1863



Let me out of this stall! Let me at them! Ad astra per equum! #QR1863

Reply Retweet Favorite More

13  
RETWEETS

10  
FAVORITES



4:14 AM - 21 Aug 13

**Cinnamon** @Cinnamon1863 · 21 Aug 2013  
You can run from Lawrence, Quantrill, but the syphilis will still get you. #Notinmyhouse #QR1863







## The Reach of #QR1863


### Tweets

- 1.3 million accounts reached
- 5 million impressions
- 7,800 tweets
- 1,824 accounts used #QR1863
- Trending worldwide throughout August 21

**Trending:  
Measure success**

**Find a way to track Twitter involvement. The results will impress boards and bosses.**

### Trends · Change

#AJazeeraAmerica  Promoted

#tipsformewdirectioners

#MentionSomeoneBeautiful

#QR1863

#10ThingsImAttractedTo

#pplsforum

Damascus

Happy Hump Day

Blue Moon

Sophia



# The Response

## Tweets

- National and local media coverage
- Won over skeptics
- People were late to appointments and did little work
- No 'hijacking' took place

**Trending: Have faith & work hard**

**Your vision + good planning \* power of partners = something really cool**



**Katy Ibsen** @nesbik · 21 Aug 2013

Lawrence & #QR1863 had an awesome nod from the WaPo! Bravo to all who are putting on the "tweet-enactment!" [washingtonpost.com/blogs/she-the-...](http://washingtonpost.com/blogs/she-the-...)

 Washington Post



**Quantrill rides again to Lawrence: This time on Twitter #QR1863**

By Diana Reese @DianaReese


The heroic stories of everyday citizens -- especially women -- are told through "live-tweeting" of William Quantrill's 1863 raid on Lawrence, Kansas on its 150th anniversary.



**Karli Ritter** @KarliRitter · 21 Aug 2013

Fascinated this AM by the re-enactment of history, minute by minute via social media. Follow #QR1863 to learn all about Quantrill's Raid

Expand




 Reply  Retweet  Favorite  More



**Austin Brown** @Austin\_Brown\_ · 21 Aug 2013

This is in my top 3 of all time best social media campaigns-- #QR1863 [twitter.com/1863Lawrence/q...](http://twitter.com/1863Lawrence/q...)

Expand

 Reply  Retweet  Favorite  More



## Future of #QR1863

### Tweets

- Spawned similar projects
- Developing searchable database of tweets with educational programming
- Replay automatically and add additional historic voices

**Trending: Think long-term**

**We didn't plan for a future for this project...the public asked for it.**



## What did we learn?

### Tweets

- Collaboration helps project grow
- Give volunteers freedom to work within a system
- Call attention to your good work!
- Like other public programming, plan for the worst and enjoy success
- You can do this alone, but working with the community creates a bigger impact and is more rewarding

### Trending:

**YOUR FUTURE  
SOCIAL MEDIA  
CAMPAIGN**



Julie McPike

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