

Tweet NY Public Library an emoji, get a related image back

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While brainstorming ways to highlights it digital image archive, The New York Public Library came up with—the emoji bot.

If you tweet an emoji to NYPL Emoji Bot , you will get an automatic reply with a related image from its vast digital collection.

So if you tweet clinking beer glasses, you might get a response showing two people clinking wine glasses.

An emoji of a birthday cake icon might generate an image of two people blowing out candles on a huge cake.

The emoji project came about as the library sought to highlight its more than 694,000-item digital image archive.

Digital Experience Producer Lauren Lampasone says it began with a spreadsheet of existing emoji characters and matching images added over several months.

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Online:

NYPL Emoji Bot: bit.ly/2cmdEw9

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