

Social Media Guides for Archives

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Check out the “Archives on Facebook,” guide posted on the following page.

To view all of these guides, please visit Rebecca’s site at: <http://rebeccahopman.com/resources/socialmedia/index.html>

In 2012, I created a series of one-page, social media posting guides for archivists and librarians. The guides include suggestions on what and when to post, tips for good content, projects to try, potential ways to measure social media “success,” and some repositories that use each platform to their advantage.

I wrote these guides to fill a gap in archives- and library-specific social media information. Most of the resources I have found are anecdotal in nature, and, while I love hearing about other repositories’ projects, I could not find much practical, platform-specific advice on what types of media and information to post, or how to post effectively. These guides are my attempt to provide practical advice to those who want it, while still including some ideas for inspiration.

I hope archivists and librarians reference these guides as necessary, or use them when preparing for a new social media account. Archivists and librarians should be thoughtful and strategic about their social media plans. Yes, social media should be fun, creative, and often spontaneous, but to be truly effective, social media programs should include targeted campaigns and consistent content.

The ingenuity of my fellow archivists and librarians continuously inspires me. I love looking through [the gifs](#) the University of Iowa Special Collections & Archives posts on tumblr – what a great, visual way to share your holdings. And North Carolina State University Libraries’ ongoing [My #HuntLibrary campaign](#) is a fantastic way to share user-generated content. My favorite non-archives (or library) campaign is the University of Wisconsin-Madison’s [#UWRightNow project \(2012 and 2013\)](#). Not only were these campaigns an amazing success for the university, but imagine having that much material documenting what your organization was like at a certain point in time to archive for future researchers!

Check out a sample from these guides, “Archives on Facebook,” on the following page.

Archives Month at Visual Communications (VC)

By: Helen Kim, Archivist, Visual Communications | Helen.a.kim@gmail.com

As grad students in Austin (and with the encouragement of archival advocate, Dr. David Gracy), my fellow archivists-in-training and myself celebrated Archives Month by hosting “Archives Week,” a series of events that included lectures and workshops for the general public.

After getting my first job, I missed that opportunity to do public outreach that Archives Month provided. As the archivist for Visual Communications (VC), a nonprofit media arts organization focused on nurturing Asian American filmmakers, I realized that few of our constituents knew that we held archival collections documenting Asian American activism.

When the next year rolled around, our staff started conceptualizing what exactly we wanted to achieve during Archives Month. We worked on creating a campaign called “Make your mark: Asian Americans who paved the way” that included several components. First, we created an Archives Month poster to share and showcase. We then asked a group of community members involved with the events portrayed in our holdings to participate. Each week, we featured their personal essays paired with corresponding collection photos on our blog. They wrote about Asian American filmmaking, ethnic enclaves, redevelopment, and Japanese American redress from World War II internment.

We also designed a survey with two goals in mind—to receive feedback, but more importantly, to use as an informational tool to educate our audience about the existence of our collections. In it, survey takers learned about our holdings, how to research them, and our online resources. To

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Archives on **facebook.**

SOCIAL MEDIA POSTING GUIDE

WHAT TO POST

- ⦿ **Text, photos & videos from your holdings**
Provide caption & link to collection if possible.
- ⦿ **Photos from exhibits, classes & events**
At repository & that your repository is a part of.
- ⦿ **Short blurbs about your holdings, exhibits, etc.**
Show users what your repository is working on.
- ⦿ **Links to online resources, online exhibits, etc.**
No raw links! Make sure to provide context.
- ⦿ **Share relevant posts from other users**
From other repositories, parent institution, etc.
Should be no more than 10-15% of your content.

TIPS FOR GOOD CONTENT

- ⦿ **Think headline, not article**
Get attention. Then add question, photo, or link.
- ⦿ **A photo is worth 1,000 words**
Don't let your page become too text-heavy.
- ⦿ **Tell stories from your collections**
Helps users & stakeholders relate to materials.

METRIC FOR SUCCESS

Several possible ways to measure effectiveness

- ⦿ **Use analytics to track page visits & link clicks**
Facebook Insights offers a variety of statistics.
Free services include Google Analytics, bit.ly, etc.
- ⦿ **Number of likes, shares & comments on posts**
These stats are useful, but don't rely solely on them.
- ⦿ **Increase in reference queries**
Both by traditional means & through social media.
- ⦿ **More visitors at events, exhibits & repository**
Ask where visitors heard about event & repository.

WHEN TO POST

- ⦿ **Post every other day**
Best frequency to get and keep likes.
Posting too often buries new content too quickly.

A FEW PROJECTS TO TRY

- ⦿ **"On this date": image & text about hist. events**
Try to connect it to your holdings.
- ⦿ **Connect archives to current events**
Video of football game in 1952 for game in 2012.
Image of Twain book & call no. on Twain's b-day.
- ⦿ **Publicize events for your repository**
Exhibits, genealogy workshops, class visits, etc.
- ⦿ **"Found in the archives": image & text**
Get submissions from researchers if possible.
- ⦿ **Featured image of the week**
Try to relate to an event, season, holiday, etc.
- ⦿ **Recent acquisitions: image & text**
Encourage users to come in & see collections.
- ⦿ **Use Facebook's timeline feature**
Chronicle the history of your parent organization.

A FEW ARCHIVES ON FACEBOOK

Get inspired by these repositories

- ⦿ **US National Archives**
www.facebook.com/usnationalarchives
- ⦿ **Coca-Cola Archives**
www.facebook.com/CokeArchives
- ⦿ **University of Pennsylvania Archives**
www.facebook.com/pennarchives
- ⦿ **Society of American Archivists**
www.facebook.com/archivists



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