

WHAT TO POST

- Text, photos, videos & audio from your holdings
Provide context & link to collection if possible.
- Photos from exhibits, classes & events
At repository & that your repository is a part of.
- Links to online resources, online exhibits, etc.
No raw links! Make sure to provide context.

TIPS FOR GOOD CONTENT

- Blogs are for text, but don't overdo it
Best range: 200-500 words; try to stay < 700.
- Always include images or videos in post
Breaks up text & keeps posts visually interesting.
- Tag posts with relevant keywords
Lets readers find similar posts & broadens reach.
- Create categories for posts
Lets readers navigate blog & track themes & series.
- Offer multiple ways to subscribe to blog
Through platform, RSS, email, etc. Broadens reach.

METRIC FOR SUCCESS

Several possible ways to measure effectiveness

- Use analytics to track link clicks & page visits
Most blogging platforms offer analytics.
Free services include Google Analytics, bit.ly, etc.
- Number of likes, reblogs & comments
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 1-2 times a week
Best frequency to get & keep readers.

A FEW PROJECTS TO TRY

- "Archival mysteries" posts
Either stories from holdings or mysteries you want users to help solve (e.g. – unknown ppl in photos).
- Behind the scenes text, images & videos
Activities like preservation, processing, etc.
- Themed series of posts
"Facial Hair Friday," "What's Cookin' Wednesday," weekly image/document, Haunted Halloween, American Archives Month, Nat'l Library Week, etc.
- Recent acquisitions: image & text
Encourage users to come in & see collections.
- Profile people and organizations
Highlight interesting collections in your holdings.
- Special blog: diary / letters
Create separate blog to follow a series of posts revolving around a diary, letters, etc.

A FEW ARCHIVES ON BLOGS

Get inspired by these repositories

- What's Cookin' @ Special Collections
<http://whatscookinvt.wordpress.com>
- Prologue
<http://blogs.archives.gov/prologue/>
- Joseph F. Culver Civil War Letters
<http://blog.lib.uiowa.edu/culver/>
- Terrapin Tales
<http://umdarchives.wordpress.com>