

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