

## 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.
- Reblog content from other users  
Add to a conversation or boost a message.

## TIPS FOR GOOD CONTENT

- Keep it short and sweet  
Tumblr is a microblog. Images > text.
- Engage followers & other users in conversation  
Builds community and expands potential audience.
- Tag your posts to broaden reach  
Use #archives, #history, #lit, #education, etc.
- Always attribute reblogged content  
It's polite to mention your source!
- It's okay to be playful & informal in posts  
Gifs & memes are a big part of tumblr culture.

## METRIC FOR SUCCESS

Several possible ways to measure effectiveness

- Use analytics to track link clicks & page visits  
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 content several times a week  
Both original & reblogged content.

## A FEW PROJECTS TO TRY

- "On this date": image & text about hist. events  
Try to connect it to your holdings.
- Behind the scenes images & videos  
Activities like preservation, processing, etc.
- 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.
- Hold a meme / caption contest  
Have followers create captions for funny photos.

## A FEW ARCHIVES ON TUMBLR

Get inspired by these repositories\*

- Archives of American Art  
<http://archivesofamericanart.tumblr.com>
- Preservation at the National Archives  
<http://preservearchives.tumblr.com>
- Today's Document  
<http://todaysdocument.tumblr.com>
- U of Iowa Special Collections & Univ Archives  
<http://uispeccoll.tumblr.com>
- University of Southern California Libraries  
<http://usclibraries.tumblr.com>

\*More here: <http://ex-tabulis.tumblr.com/archivists>

