

## WHAT TO POST

- Text, photos & videos from your holdings  
Provide context & link to collection if possible.
- Announcements about repository & events  
Changes in hours, website changes, event info, etc.
- Links to online resources, online exhibits, etc.  
No raw links! Make sure to provide context.
- RT relevant tweets from other users  
Should be no more than 30% of your content.

## TIPS FOR GOOD CONTENT

- Keep it short and sweet  
<125 characters allows for manual RTs.
- Shorten links & place at end  
Highest probability of CTR\*
- Engage followers & other users in conversation  
Builds community and expands potential audience.
- Use hashtags intelligently & sparingly  
Incorporate #words into natural language & make tags to track an event/series (#fire1912, #saa12).

## METRIC FOR SUCCESS

Several possible ways to measure effectiveness

- Use analytics to track link clicks  
Free services include bit.ly, goo.gl & ow.ly.
- Number of favorites, RTs/MTs & 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 at least once a day  
More is better & vary timing.
- Space out tweets  
No more than 1/hr (excluding replies).
- Best CTR\*: 8:30-11:30am, 2:00-5:00pm  
Test it for yourself! Bad: 1-7am, 12-1pm, 6-7pm.
- Tweet on the weekend  
Less busy means greater CTR but less RTs.

## A FEW PROJECTS TO TRY

- #onthisday: image & text about hist. events  
Try to connect it to your holdings.
- Study campaign (i.e. #UMDStudy)  
Tips for students & links to relevant resources.
- Publicize events for your repository  
Exhibits, genealogy workshops, class visits, etc.
- Trivia about holdings & parent institution  
Engage users with fun facts and contests.
- Extended campaigns (only occasional)  
Create new account for special exhibit, diary, etc.

## A FEW ARCHIVES ON TWITTER

Get inspired by these repositories

- US National Archives (@USNatArchives)
- The British Postal Museum & Archives (@postalheritage)
- University of Iowa Special Collections & University Archives (@UISpecColl)
- Niels Bohr Library & Archives (@AIPhistory)

\*Click-through rate