



Using social media to
promote archives

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The National Archives



The National Archives
Government Organisation



ARCHIVES AT NIGHT
THE ART OF WAR

Fri 13 May | 18:00-21:00

[Book Now](#) [Liked](#) [Message](#) [...](#)

Promote

THIS WEEK

16,401
Post Reach

855
Post Engagement

25
Book Now

3
Website Clicks

6 of 6
Response Rate

54 minutes
Response Time

Timeline About Photos Events More ▾

Search for posts on this Page

85% response rate, 54-min response time
Respond faster to turn on the badge

22k likes +77 this week

Post reach of 16,401 this week

[Status](#) [Photo/Video](#) [Offer, Event+](#)

 Write something...

 **The National Archives**
Published by SocialSignIn [?] · Yesterday at 12:31 · 

@BFI will be in Kew discussing how public record #films affect our

Recent

2016

2015

2014

2013

2012

Different uses for social media

- Sharing expertise
- Promotion of events and services
- Customer service
- Providing research and guidance
- Opening up access to your collection

What's worked for The National Archives

- Collaboration
- Sharing professional opinion
- NEW content – new files, new resources, new research
- Relevant and timely content – linked to anniversaries, seasonal celebrations, news topics and national days
- Twitter Q&A's and discussions

Sharing expertise

The gloves are off

Sunday 1 September 2013 | Hannah Clare | Behind the scenes | 32 comments

How many of us have thought that white cotton gloves are a must for the safe handling of precious documents? What do you think when you see archival documents being handled with white gloves on television?

Well, until I became a Conservator at The National Archives, I hadn't really questioned the need for them; when I saw the white gloves in the media I assumed that they indicated the document was being well treated and cared for.



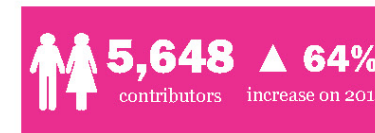
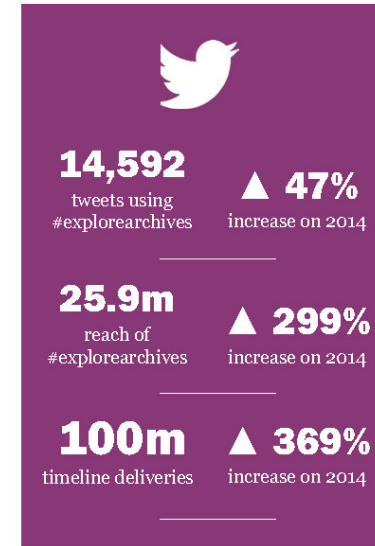
Bulky gloves like these can make handling documents more difficult

But this isn't necessarily the case. And from now on crews filming at The National Archives will have to follow the same rules for handling documents as those in our reading rooms – they will have to remove their white gloves!

Collaboration: Explore Your Archive

This infographic shows the results of the social media activity on Twitter and visits to the Explore Your Archive website.

More people talked about archives, to bigger audiences, than ever before!



Relevant and timely content



National Archives UK @UkNatArchives
Happy International Archives Day everyone!
#IAD15 pic.twitter.com/NX5SaQnCvd

Impressions	39,062
Total engagements	984
Media engagements	255
Retweets	249



National Archives UK @UkNatArchives
Take a look at Thomas Cromwell's original papers: <http://socsi.in/5URSM> #WolfHall
pic.twitter.com/eFp7MockBJ

Impressions	32,406
Total engagements	1,738
Media engagements	914
Link clicks	312



National Archives UK @UkNatArchives
Did you know the first computer programmer was a woman? #InspiredBy Ada Lovelace
<http://socsi.in/173Kb> #womensday
pic.twitter.com/c7tQI1WUM9

Impressions	30,828
Total engagements	770
Media engagements	205
Retweets	176

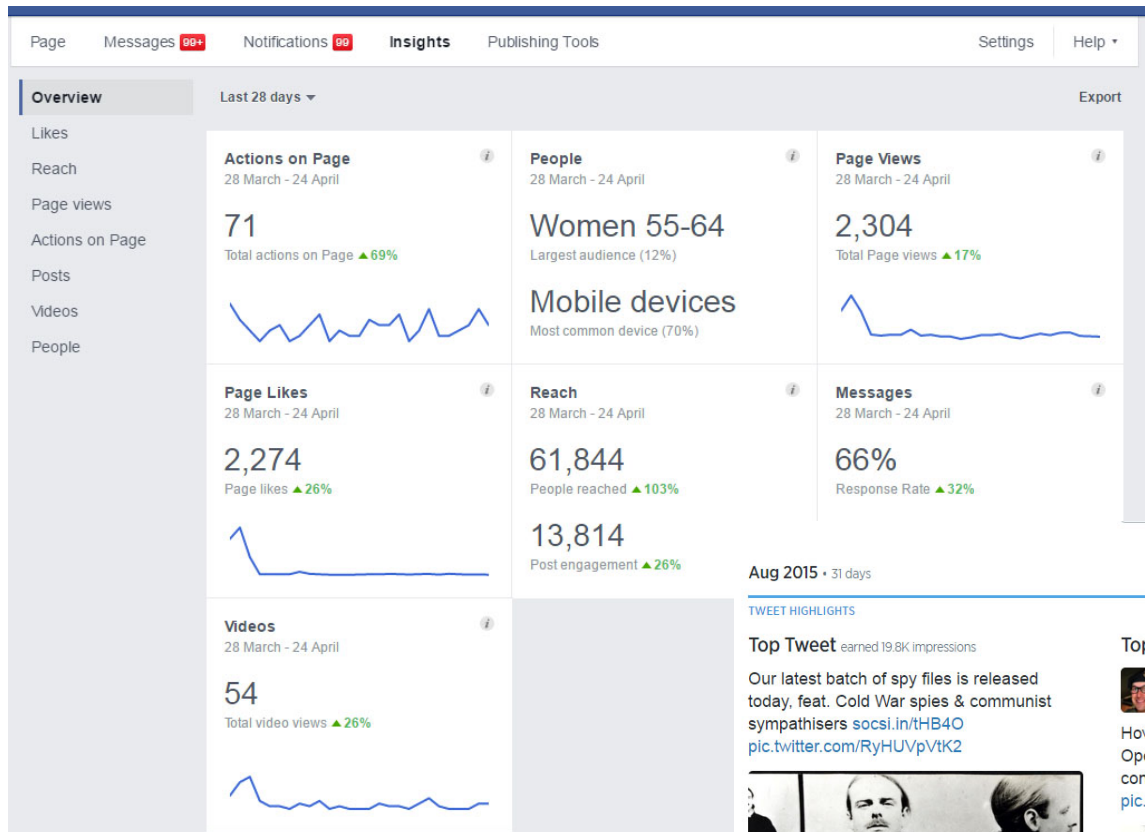
Less successful



Benefits

- You can do this without a big budget
- You can reach global audiences
- Two way communication between archivists and archive users
- Allows you to be responsive
- Helps take your collection beyond your reading room and website
- Can be monitored and measured

Defining success and measuring impact



Aug 2015 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 19.8K impressions
Our latest batch of spy files is released today, feat. Cold War spies & communist sympathisers [socsi.in/tHB4O](https://www.socsi.in/tHB4O)
pic.twitter.com/RyHUVpVtK2



4 64 27

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 79.2K people

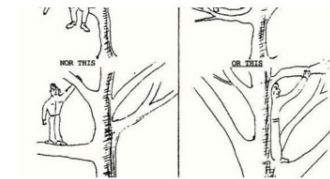


Top mention earned 953 engagements



Major Laurence Roche
@ArmyPost · Aug 16

How to hide in a tree - from #WW2 Special Operations Executive guide to camouflage & concealment | via [@UkNatArchives](https://twitter.com/UkNatArchives)
pic.twitter.com/z3qeEDt7jB



5 30 30

[View Tweet](#)

AUG 2015 SUMMARY

Tweets
58

Profile visits
9,706

New followers
1,793

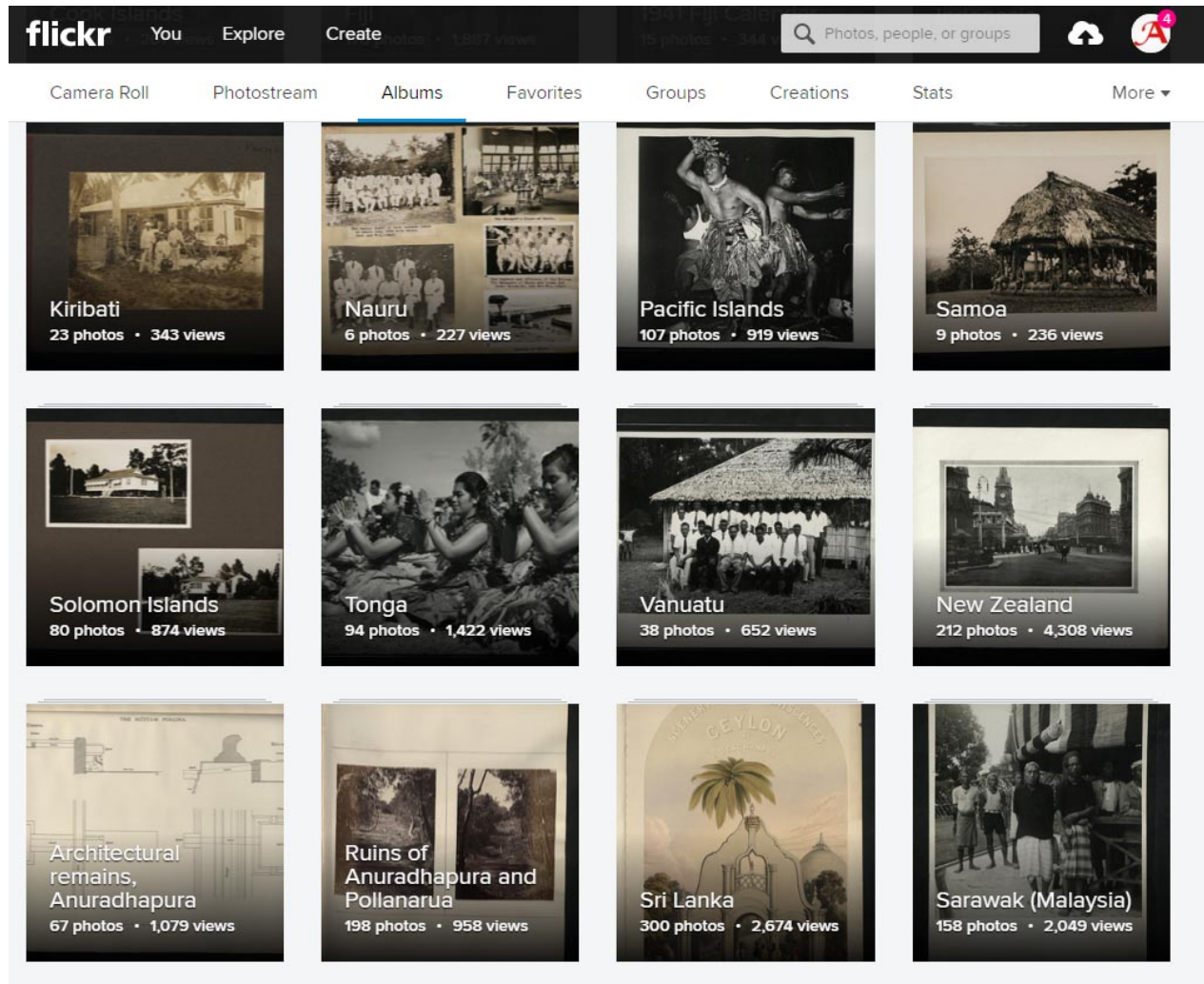
Tweet impressions
441K

Mentions
482

What to watch out for

- Need to dedicate resource
- Privacy and data protection laws
- Need to know about any third party copyright within your collection
- Potential reputational risks
- Users expectations

World through a lens





[pennyrichardsca](#) pro (6 months ago)

Original of this image:



★ Dabbler16 added this photo to their favorites. (6 months ago)



[The National Archives UK](#) pro (6 months ago)

Absolutely chuffed we've made it onto one of your works at last. What a lovely thing.



Operation War Diary



What's next



In conclusion

- There are a variety of ways you can use social media, depending on what your goals are
- New content or timely and relevant content works well
- Images and videos increase engagement and sharing
- You can monitor and measure social media
- You don't need to spend money, but you do need to dedicate resource
- There's always new channels and new things to learn

Questions?

