Using social media to promote archives

@LauraCowdrey
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.

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!

- #explorearchives: 14,592 tweets (Monday 16 November in UK & Ireland, Tuesday 17 November in Edinburgh)
- #archiveselfie: 1,900 tweets (Tuesday 17 November in Ireland)
- #yearinarchives: 2,000 tweets (Wednesday 16 November in UK & Ireland)
- #archivesrock: 2,400 tweets (Thursday 10 November in UK, Ireland & London)
- #archiveanimals: 3,700 tweets (Friday 20 November in UK, Ireland & London)

- Thunderclap: 423 supporters, 1,826,325 social reach, 1,475 click-throughs to website
- #explorearchives: 14,592 tweets, ▲ 47% increase on 2014
- Reach of #explorearchives: 25.9m, ▲ 299% increase on 2014
- Timeline deliveries: 100m, ▲ 369% increase on 2014
- ExploreYourArchive.org: 5,648 contributors, ▲ 64% increase on 2014

8,664 visits, 14,717 page views
Relevant and timely content

<table>
<thead>
<tr>
<th>National Archives UK @UkNatArchives</th>
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<tr>
<td>Happy International Archives Day everyone! #IAD15 pic.twitter.com/NX5SaQnCvd</td>
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| Impressions | 39,062 |
| Total engagements | 984 |
| Media engagements | 255 |
| Retweets | 249 |

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<td>Take a look at Thomas Cromwell's original papers: <a href="http://socsi.in/5URSM">http://socsi.in/5URSM</a> #WolfHall pic.twitter.com/EFp7MocKBJ</td>
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| Impressions | 32,406 |
| Total engagements | 1,738 |
| Media engagements | 914 |
| Link clicks | 312 |

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<td>Did you know the first computer programmer was a woman? #InspiredBy Ada Lovelace <a href="http://socsi.in/173Kb">http://socsi.in/173Kb</a> #womensday pic.twitter.com/c7tQ11WUM9</td>
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| Impressions | 30,828 |
| Total engagements | 770 |
| Media engagements | 205 |
| Retweets | 176 |
Less successful

108 yds in 4½ days
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
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
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

The story of the British Army on the Western Front during the First World War is waiting to be discovered in 1.5 million pages of unit war diaries. We need your help to reveal the stories of those who fought in the global conflict that shaped the world we live in today.

GET STARTED!

Working together with Citizen Historians during the First World War Centenary
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