

First World War 100: 2014 launch period

In January we launched our First World War 100 programme, with the first major records releases and events of the programme.

Launches and events

On 14 January, we launched the first batch of digitised First World War Unit War Diaries and 'Operation War Diary' (an online crowdsourcing partnership project between The National Archives, Imperial War Museums (IWM) and Zooniverse).

On 22 January we released the digitised 'Conscription Appeals' series (MH47).

Media

The WO95/Operation War Diary launch achieved remarkable blanket coverage across national and international media. Broadcast coverage was particularly strong with coverage including: BBC Breakfast, BBC News at Ten, BBC 6 Music, BBC News 24 (rolling news repeated hourly), Channel 5 News, ITV News and Channel 4 News. It received significant column inches in nine national newspapers and the release was also picked up internationally.

The Conscription Appeals released on 22 January 2014 brought further international, national and regional media coverage.

Web traffic

The War Diaries launch saw an uplift of 221 per cent in traffic to with 156,036 visits made by 138,297 visitors (77 per cent of whom had not previously visited our website). The period delivered our most successful ever month in terms of the number of documents downloaded.

In its first week after launch, the Operation War Diary website (www.operationwardiary.org) saw 104,167 pages classified, 148,402 visitors to the site and 85 diaries completed.

Social media

In January @UKNatArchives trended for the first time on Twitter and we gained over 500 Twitter followers and over 700 new Facebook likes in the week after launch.

In February (20-22) we attend the *Who Do You Think You Are?* Live exhibition at Olympia. We are still analysing the statistics from the event but we know that the marketing team signed up more than 600 people for our newsletters and the experts from ARK answered many hundreds of questions.

What's next?

The second batch of WO95 will be released during the w/b 6 March. Jeremy Paxman will be giving a talk as our 'Writer of the Month' on 28 March.

Marketing

March 2014