

Explore your archive social media plan

Sector toolkit

This year we hope to provide a framework for archives services to take part in coordinated social media activity. By working together we hope to increase the reach of the sector's activity and share the diversity and value of archives with a wider audience. As with all aspects of the EYA campaign, archive services can choose the extent to which they participate but are encouraged to join in as much as possible.

Also, while the aim is to amplify the sector's voice within the campaign week, #exploearchives can and should be used throughout the year.

Summary of strategy

Audiences

We have identified several key audiences to target with EYA activity. At a local level you may add to these based on your existing communities and audiences and the collection you hold. If you would like any help to target specific audiences please contact us.

Key audiences:

- Social media users who have an interest in history, particularly on Twitter and Facebook
- Followers of national organisations who may not be aware of other archive collections in the UK
- International archives who can join in the conversations on social media
- Archivists and archive services, museums, historical societies and local interest groups
- Archive sector stakeholders, local authorities, parent organisations and key decision makers for archive services

Aims

Very broadly we aim to increase the amount of social media content created by archives and to coordinate this activity so that it has a greater impact and reaches non-archive users. We have provided a framework that archives can get involved with that we hope neither constrains nor stretches them beyond the resources they have available for EYA.

Key aims:

- To increase the amount of social media activity – accounts and content – from archives, by providing the tools, skills and support for services to use social media effectively
- To amplify voice and reach of the archives sector to raise awareness of EYA and increase engagement with the public and new audiences
- To widen the target audience of the EYA campaign to increase the number of social media followers, engage with the wider public and drive traffic to the EYA website and Facebook page to support activity and events being held around the country

Methods

- Ensure consistent use of the #exploearchives tag on all Facebook messages and tweets and also on any other social media channels where content is being shared, for example Instagram, Pinterest and YouTube.
- We will create a [Thunderclap campaign](#) in support of archives. We ask that everyone participates and signs up to it and that they promote to their followers, local media and well-known ambassadors.
- We will run a week of Twitter activity, following the successful model of [#museumweek](#) which will use a daily hashtag to focus discussions on social media around different themes

The National Archives' role

- Using The National Archives' corporate accounts we will target audiences on a national and organisational level and will re-promote the stories, content and messages that are being shared using #exploearchives.
- We will promote the Thunderclap and EYA campaign using all digital channels available to us, including our website, blog and newsletters.
- We will coordinate and generate interest in the daily themed hashtags by blogging an explanatory introduction to each theme and examples from our collection.

How to take part

Build up to EYA campaign week	
Straight away	Register your participation in #exploearchives week on Twitter
	Let us know if you have any planned social media activity that we can help promote
	Begin promoting your planned activity, events, resources and collection using #exploearchives <ul style="list-style-type: none"> • Remember to tweet at your local community groups, local media and if applicable, your well-known ambassadors
From w/c 13 October 2014	Sign up to the Thunderclap (details to follow shortly)
	Promote the Thunderclap and #exploearchives week to your followers
	Continue promoting your planned activity, events, resources and collection using #exploearchives
EYA campaign week 10 – 14 November 2014	
Throughout the week	Share your social media content using #exploearchives and all other activities, events and resources
	Share well-known ambassador stories and any publicity received, including links to broadcast, online and printed coverage, using #exploearchives
	Consider live tweeting from your events using #exploearchives
	Change your avatar and profile pictures to one of the EYA versions

	<p>Join in with the daily hashtags. See below for the themed hashtags and ideas if you're looking for inspiration.</p> <p>Where possible include #explorearhives and the daily hashtag in your posts.</p>
<p>Monday 10 November</p> <p>#DayInTheLife</p>	<p><i>An insider's perspective of a typical (or not so typical) day in an archive</i></p> <p><i>Possible ideas:</i></p> <p>Photo diary of a day in the life of an archivist or researcher</p> <p>Blogs and posts about the work you do – preserving documents, working with researchers, how the archive is run, unusual tasks</p> <p>Live tweeting</p> <p><i>Possible channels:</i></p> <p>Twitter, Facebook, blog, Instagram, Youtube</p>
	<p>Thunderclap goes live.</p>
<p>Tuesday 11 November</p> <p>#WW1archives</p>	<p><i>An opportunity to commemorate and remember WW1 ancestors and to explore the stories and records held within archive collections</i></p> <p><i>Possible ideas:</i></p> <p>Share your WW1 resources and collections</p> <p>Highlight any personal stories from within your collection or from researchers</p> <p>Carry out a 'How to research your WW1 ancestors' Q&A on Twitter or Facebook</p> <p>Share how you are marking the centenary</p> <p><i>Possible channels:</i></p> <p>Twitter, Facebook, blog, Instagram, Flickr, Pinterest, Youtube</p>
<p>Wednesday 12 November</p> <p>#askarchivists</p>	<p><i>A unique opportunity for the public to connect directly with the experts, and get their questions answered. From research tips to career advice.</i></p> <p><i>Possible ideas:</i></p> <p>Be on hand to answer any questions from the public throughout the day or offer time slots.</p> <p>Answer questions on research, on how to become an archivist, on your collection</p> <p><i>Suggested channel:</i></p> <p>Twitter</p>
<p>Thursday 13 November</p> <p>#archiveselfie</p>	<p><i>Create and share your archive self-portraits and historic selfies found in the archives</i></p> <p><i>Possible ideas:</i></p> <p>Share photos of yourself and encourage your users to share their pictures (may need promoting in advance)</p> <p>Encourage your well-known ambassadors to share their pictures</p> <p>Share examples of 'selfies' that you find in your collection</p> <p>Do a big Oscar inspired selfie</p> <p><i>Possible channels:</i></p> <p>Twitter, Instagram, Facebook</p>

Friday 14 November #archiveanimals	<i>Animal stories, pictures and pets! Anything goes.</i> <i>Possible ideas:</i> Share animal stories and images from your collections <i>Possible channels:</i> Twitter, Facebook, Instagram, Flickr, Pinterest
Saturday 15 November I love to #explorearhives	<i>Finishing the week with a celebration of why archives are great and encouraging archive users and members of the public to share their thoughts</i> <i>Possible ideas:</i> Encourage all your event visitors to post on Twitter and Facebook what they've enjoyed about their visit and the Explore Your Archive week Encourage your staff and regular visitors to share the reasons they love using and working with archives <i>Possible channels:</i> <i>Twitter, Facebook, Instagram</i>
Post-campaign week	
November 2014	Evaluation Short feedback surveys will be circulated to all participating archive services to collate social media statistics. Reporting on all social media activity completed
November 2014 onwards	Continued use of #explorearhives to promote collection and archive activity

Get in touch

If you would like any help of advice or have social media activity planned that you would like to share, please get in touch with	Laura Cowdrey Email: Laura.cowdrey@nationalarchives.gov.uk Twitter: @lauracowdrey
For broadcast and publication media and press advice contact:	Shona Lowe or Andrew Harrison Email: press@nationalarchives.gov.uk Twitter: @TNApressofficer
For information about the EYA programme contact:	Matt Greenhall Email: matt.greenhall@nationalarchives.gov.uk Twitter: @GreenhallMatt Or Marie Owens Email: marie.owens@archives.org.uk Twitter: @ARAPubAffairs