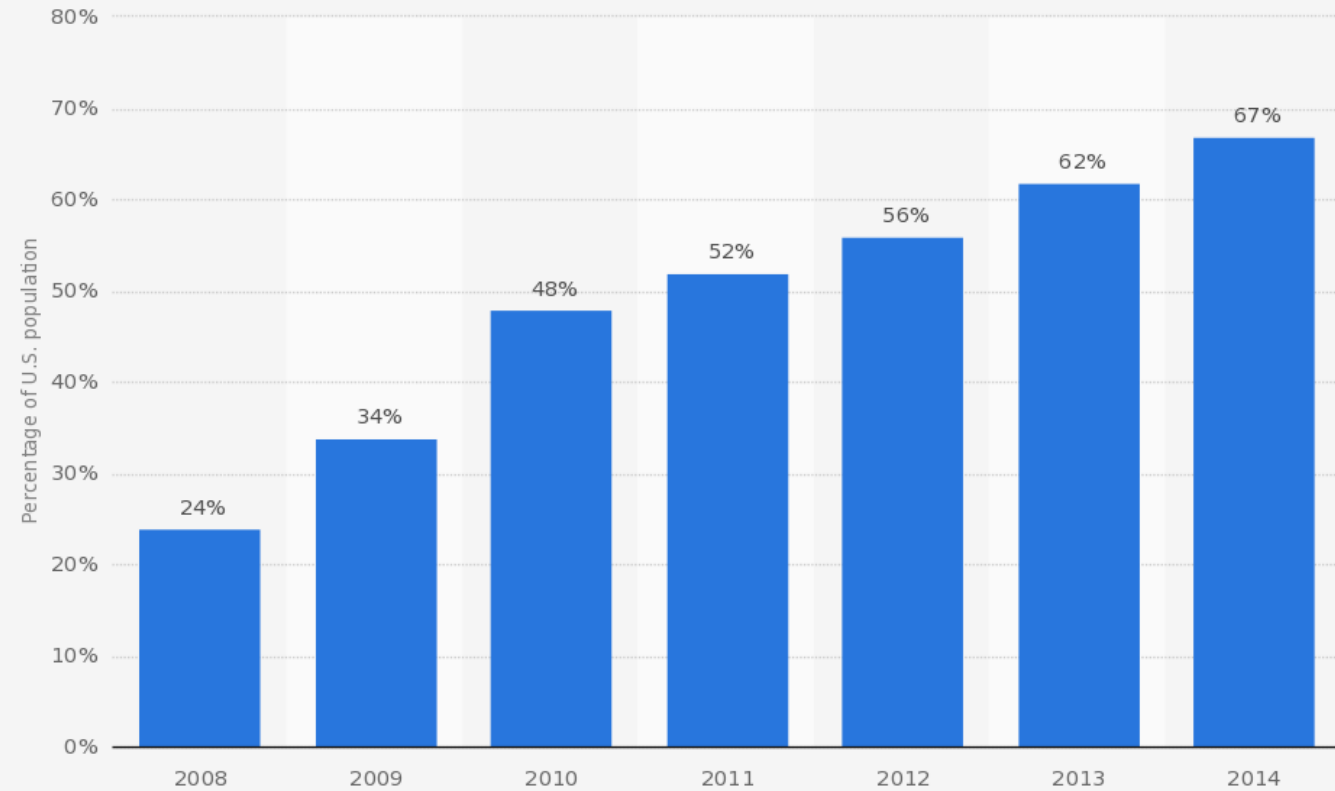


# Social Media 101

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University of Wisconsin-Milwaukee

# why it matters

**Percentage of U.S. population with a social network profile from 2008 to 2014**



**Sources:**

Edison Research; Triton Digital  
© Statista 2015

**Additional Information**

United States; Edison Research; Triton Digital; 2000 to 2014; 2014  
n = 2,023; 12 years and older

# what's out there?

- Blogs
- Facebook
- Flickr
- Instagram
- Pinterest
- Twitter
- Tumblr  
(and more)



# how to start

- Consider your audience
- Macro or micro focus?
- Pick a platform (or two)
- Follow other archives & special collections
- Develop content
- Join the conversation

## some tips for SUCCESS

- Be your (professional) self
- Be realistic about what you can handle
- Involve others
- Use a dashboard like Hootsuite to manage content across multiple platforms
- Think visual content

# more tips for success

## Archives on **facebook**

## SOCIAL MEDIA POSTING GUIDE

### WHAT TO POST

- Text, photos & videos from your holdings  
Provide caption & link to collection if possible.
- Photos from exhibits, classes & events  
At repository & that your repository is a part of.
- Short blurbs about your holdings, exhibits, etc.  
Show users what your repository is working on.
- Links to online resources, online exhibits, etc.  
No raw links! Make sure to provide context.
- Share relevant posts from other users  
From other repositories, parent institution, etc.  
Should be no more than 10-15% of your content.

### TIPS FOR GOOD CONTENT

- Think headline, not article  
Get attention. Then add question, photo, or link.
- A photo is worth 1,000 words  
Don't let your page become too text-heavy.
- Tell stories from your collections  
Helps users & stakeholders relate to materials.

### METRIC FOR SUCCESS

Several possible ways to measure effectiveness

- Use analytics to track page visits & link clicks  
Facebook Insights offers a variety of statistics.  
Free services include Google Analytics, bit.ly, etc.
- Number of likes, shares & comments on posts  
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 every other day  
Best frequency to get and keep likes.  
Posting too often buries new content too quickly.

### A FEW PROJECTS TO TRY

- "On this date": image & text about hist. events  
Try to connect it to your holdings.
- Connect archives to current events  
Video of football game in 1952 for game in 2012.  
Image of Twain book & call no. on Twain's b-day.
- Publicize events for your repository  
Exhibits, genealogy workshops, class visits, etc.
- "Found in the archives": image & text  
Get submissions from researchers if possible.
- Featured image of the week  
Try to relate to an event, season, holiday, etc.
- Recent acquisitions: image & text  
Encourage users to come in & see collections.
- Use Facebook's timeline feature  
Chronicle the history of your parent organization.

### A FEW ARCHIVES ON FACEBOOK

Get inspired by these repositories

- US National Archives  
[www.facebook.com/usnationalarchives](http://www.facebook.com/usnationalarchives)
- Coca-Cola Archives  
[www.facebook.com/CokeArchives](http://www.facebook.com/CokeArchives)
- University of Pennsylvania Archives  
[www.facebook.com/pennarchives](http://www.facebook.com/pennarchives)
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Guide created by REBECCA HOPMAN  
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# facebook






**Staubitz Archives**  
Library


 Like  Follow  Message 

**Create Page**

**Recent**  
2014  
2013  
2012  
2011  
2010  
1962  
1870  
1852  
Founded

**Timeline** | About | Photos | Reviews | More ▾

**PEOPLE** >  
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3 visits  
Anna Stadick, Anastasia Brown and 23 others like this.  
     +20  
Invite your friends to like this Page

 Post  Photo / Video

Write something on this Page...

 **Staubitz Archives**  
November 13, 2014 ·   
Carthage College students in Carthage, Illinois moved into the basement of the new buildings on this date in 1871  
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## US National Archives

Washington, DC · [www.archives.gov](http://www.archives.gov) · 

The nation's record keeper, from across the country and Washington, DC. Read our policies: <http://go.usa.gov/4YeC>

75  
Boards


1,275  
Pins

92  
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3,930  
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34  
Following

### Women's History Month




27






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### The Monuments Men




30






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### Iraqi Jewish Archives




10






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### Records of Rights




43






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### Remembering President Ken...




20






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### Teaching Resources






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### A National Policy of Nagging




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0:03 / 0:28


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# blogs

## Scope Notes

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# Special Collections Research Center

the blog of the special collections research center at the university of chicago library

MARCH 18, 2015

### Beaumontabilia

A new guide to the William Beaumont Collection is now available on the Special Collection Research Center's website. William Beaumont (1785-1853) was a surgeon in the United States Army and pioneer in gastroenterology. He is best known for the experiments he conducted on the digestive tract of French-Canadian fur trapper, Alexis St. Martin, between 1825 and 1833. On June 6, 1822, Dr. Beaumont was summoned to treat Alexis St. Martin on Mackinac Island (Beaumont was then serving as a post surgeon at Fort Mackinac), for gunshot wounds in the stomach. St. Martin survived, but with a permanent hole, or gastrocutaneous fistula, in his stomach. For eight years Dr. Beaumont used this opening into St. Martin's stomach for hundreds of physiological studies of the digestive system. The experiments demonstrated the importance of gastric juice in digesting food, and proved that the process of digestion is essentially a chemical process. He published his findings in

### ABOUT THE SCRC BLOG

The Special Collections Research Center (SCRC) is located on the first floor of The Joseph Regenstein Library. We are the University of Chicago's home for its rich collections of rare books, manuscripts, and archives, and provide these primary sources to stimulate, enrich, and support research, teaching, learning, and administration at the University of Chicago. Special Collections also makes these resources available to a broad constituency as part of the University's engagement with the larger community of scholars and independent researchers.

# measuring success

- Two ways of measuring statistics
  - Internal tools
  - External tools
- Set realistic goals for yourself
  - Engagement
  - Number of followers





# Thank you!

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