

SAA BUSINESS ARCHIVES SECTION COLLOQUIUM, AUGUST 8, 2012; SAN DIEGO, CA USING SOCIAL MEDIA (SESSIONS 1, 2 & 3)

Sample Questions for Discussion on Corporate/Business Archives' Use of Social Media:

- What is your Archives social media presence?
- Do you have an internal and/or external blog?
- Do you have a social media policy?
- How to measure ROI?
- How do you measure success if you engage in social media presences?

Social Media Tools In Use ¹	Int. Use	Ext. Use	Goals/Activity	Policy	Complications	ROI	Specific Corp. Archives Users Identified
Smart Phone App(s)	NA	x	<ul style="list-style-type: none"> • Consumer outreach • Enhance exposure 	No information recorded	<ul style="list-style-type: none"> • Expensive • IP and proprietary information issues 	<ul style="list-style-type: none"> • "Usually get a bang for the buck" 	Coca-Cola
Blog	X	X	<ul style="list-style-type: none"> • Support corp. communications initiatives • Increase public awareness, sales, etc. • Increase internal awareness of Archives 	<ul style="list-style-type: none"> • Vetting required (for all but Coca-Cola) • Requirement of company identification varies 	<ul style="list-style-type: none"> • Time-consuming to write & keep current • Approvals necessary in some companies • Potential company vs. employee identification • IP and proprietary information issues 	<ul style="list-style-type: none"> • Needs to be defined, tracked, measured 	Coca-Cola ² , Disney, NBC/Universal ³ , NYSE, Wells Fargo
Chatter	X	NA			<ul style="list-style-type: none"> • Maintaining use only for internal company purposes 		No information recorded
Facebook	NA	X	<ul style="list-style-type: none"> • Support corp. communications initiatives • Archives serve as content and resources providers for timelines and brands materials • Increase public awareness, sales, etc. • Increase internal awareness of Archives 	<ul style="list-style-type: none"> • Vetting required (for all but Coca-Cola?) • Requirement of company identification varies 	<ul style="list-style-type: none"> • Time-consuming to write & keep current • Approvals necessary in some companies • Potential company vs. employee identification • IP and proprietary information issues 	<ul style="list-style-type: none"> • Needs to be defined, tracked, measured 	Coca-Cola No other information recorded
Flickr	NA	X	<ul style="list-style-type: none"> • Photo sharing 	No information recorded	<ul style="list-style-type: none"> • IP issues 	<ul style="list-style-type: none"> • Needs to be defined, tracked, measured 	No information recorded
Pinterest	NA	X	<ul style="list-style-type: none"> • Support corp. communications initiatives • Increase public awareness, sales, etc. • Increase internal awareness of Archives 	No other information recorded	No other information recorded	<ul style="list-style-type: none"> • Needs to be defined, tracked, measured 	Coca-Cola

¹ Wikipedia mentioned as source of information on company, but submissions by corporate entities generally are not accepted. PR firms tend to submit revisions/-corrections.

² No vetting required

³ 100th Anniversary Blog

SAA BUSINESS ARCHIVES SECTION COLLOQUIUM, AUGUST 8, 2012; SAN DIEGO, CA

USING SOCIAL MEDIA (SESSIONS 1, 2 & 3)

Social Media Tools In Use ⁴	Int. Use	Ext. Use	Goals/Activity	Policy	Complications	ROI	Specific Corp. Archives Users
Tumblr.	NA	X	<ul style="list-style-type: none"> • Support corp. communications initiatives • Archives serve as awareness builder for brands • Increase public awareness, sales, etc. 	No information recorded	No information recorded	<ul style="list-style-type: none"> • Needs to be defined, tracked, measured 	No information recorded
Twitter	NA	x	<ul style="list-style-type: none"> • Support corp. communications initiatives • Archives serve as awareness builder for brands • Increase public awareness, sales, etc. 	Archives responsible	<ul style="list-style-type: none"> • Time-consuming to write & keep current • Approvals necessary in some companies 	<ul style="list-style-type: none"> • Needs to be defined, tracked, measured 	Coca-Cola
Yammer	X	NA	No information recorded	No information recorded	<ul style="list-style-type: none"> • Maintaining use only for internal company purposes 	No information recorded	No information recorded
YouTube	NA	X	<ul style="list-style-type: none"> • Support corp. communications initiatives • Archives serve as awareness builder for brands • Increase public awareness, sales, etc. 	No information recorded	No information recorded	<ul style="list-style-type: none"> • Needs to be defined, tracked, measured 	All companies represented by a participant?

Other ideas from a BAS Colloquium for additional information capture and/or BAS Survey on topic of Social Media Use:

Discussion concerning Return on Investment (ROI) and how to measure it:

- Statistics on the number of hits on page, blog, etc
- Search engine optimization – get/bring users to your blog by appearing first in the results list of a internet search
- How to measure and evaluate:
 - Define what metrics should be used
 - Goals must be established

Why do business/corporate archives need to have a social media presence?

- Increase awareness both internally and externally
 - Internal blog can address archives awareness within organization
- Purpose should be defined specifically by the business or repository/institution:
 - What is your goal?
 - Increase sales dollars?
 - More members or consumers?
 - Increase donations?
- Archives is part of the whole, but may not have or need to have its own social media presence externally

⁴ Wikipedia mentioned as source of information on company, but submissions by corporate entities generally are not accepted. PR firms tend to submit revisions/corrections.

SAA BUSINESS ARCHIVES SECTION COLLOQUIUM, AUGUST 8, 2012; SAN DIEGO, CA USING SOCIAL MEDIA (SESSIONS 1, 2 & 3)

How to build a following on internal blogs:

- Good headline
- Good photos/images
- 'Shorter is better'
- Daily news stories provide a connection
- Post on other people's posts - leads to people recommending you
- Hand out business cards with the web address
- Do something interactive
 - Examples– "caption this photo"
 - Contest and winners ('no prizes, just the glory')
- Temper your expectations and go simple
- Cross fertilize between different social media channels
- Help already established bloggers by contributing information, facts, images and request 'provided by Archives' credit tag
- Host guest bloggers
- Number of words – keep it succinct and interesting

How do you define success?

- Number of fans? Viewership?
- Search engine optimization – gets you top-of page on search results (Google)
- Difficult to measure due to there being no standard terminology
 - Changes in terms based on the tool – Facebook (ex. "Likes") is different from Twitter (ex. "retweets") and from Instagram
- Know your goals and use appropriate voice for each media
- Take long view on measuring yourself

Do you have an App and App considerations?

- Expensive, but usually get the bang for the buck
- Interactive narration of history; way to take picture of yourself and insert yourself into a picture
- Tour of the storage space – ex. "Very Best of Coca-Cola"
- Heritage timeline Apps on iPhone and iPad
- Make sure it is in your requirements when developing any web presence
- Think and plan for how Apps can be made user friendly and appealing
- Avoid Flash unless you just want it on a standard website – Flash is too clunky for reapplication on an App development