

Boosting Your Presence: Using Canva to Promote Academic Archives

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Abstract:

Promoting archival collections, exhibitions, and programs is an essential step in boosting visibility, traffic, and engagement. When the Central Piedmont Community College Archives moved into its new location in the summer of 2022, we turned to Canva — an online graphic design platform — to bring greater awareness to our redesigned physical space and enhance our digital presence. Incorporating Canva into our marketing activities also allowed us to create powerful first impressions, become more approachable, and generate interest and curiosity within students, faculty, staff, and members of the general public.

Our poster addresses the following questions: How can archivists and support staff utilize free resources and tools, such as Canva, to promote their services and collections? What are the long-term benefits of using Canva when promoting archival resources? How can our experiences at the Central Piedmont Archives help inspire other academic archives?

This poster describes the various ways in which Canva elevated our designs and kept us relevant, presents examples of its implementation, includes findings based on interactions with and feedback from archival users, highlights the main advantages of promoting with Canva, and provides ideas for other archival professionals from small academic institutions looking to promote their services and collections.

About the author:

Johnamarie Macias is the Archives Assistant at Central Piedmont Community College in Charlotte, North Carolina. She attended Cornell University and earned a B.A. in Archaeology. She also attended Queens College, City University of New York (CUNY), where she attained her Master of Library Science (MLS) degree and Certificate in Archives and Preservation of Cultural Materials.