

**Society of American Archivists
COMMITTEE ON PUBLIC AWARENESS**

**Zoom Meeting
11/17/2022, 3:00 - 4:00 pm CT**

Agenda

Zoom Link: <https://cmu.zoom.us/j/91830914522?pwd=Z1FYdW8vL1dSWDBUUXB0d0JaWXRzZz09>
ID: 91830914522
Passcode: 093938

- I. Roll Call: Katherine, Julia Pillard, Anna, Andrew, Claudia, Rebecca, Kelsie, Laura, and Kristi

Notetaker: Katherine Barbera

- II. Review [September](#) meeting minutes

- III. COPA Mini Retreat October 2022 - [Notes](#)

- IV. #Ask An Archivist Day Update and Stats (Julia P.)

- A. Thank you to everyone who participated on Twitter and Instagram
- B. AAAD was trending for a little bit on Twitter
- C. Twitter
 - 1. 3,000 discrete tweets were sent
 - 2. SAA sent 51 tweets
 - 3. 64,000 impressions
 - 4. The top tweet of the day was about poor labeling
- D. Instagram
 - 1. 1000 posts on Instagram
 - 2. The top posts for SAA were from AAAD
- E. We did not expand to Facebook or LinkedIn, but other SAA members did have content on those platforms
- F. High-level comparison with past years
 - 1. Stats from past years:

Year	Unique Users	Total Tweets
10/30/2014	1,949	6,065
10/01/2015	3,184	7,845
10/05/2016	3,742	10,005
10/04/2017	4,077	8,927
10/03/2018	2,909	6,758
10/02/2019	724	6,060
10/07/2020	1657	4537
10/13/2021	1229	3111

2. The total engagement has gone down (total tweets) → this year we had 3,000 total tweets
 3. In the past, there was a call for participants in AAAD in advance. This happened again this year. There were 32 members.
- G. Are there other platforms we should consider?
1. Twitter is currently a little unstable, and SAA is sticking with it for the time being but does not have a specific plan
 2. Mastodon is a possibility
 - a) From the outside, it can feel exclusive (lots of small “buckets” or communities that are siloed), so may not lend itself well to an event meant to reach a mass audience
 3. Instagram is probably the most viable
 4. TikTok is also a possibility, but perhaps not the best for this content
- H. Engagement Model → is “Ask” asking too much?
1. this idea came up at the retreat
 2. Is there another mode of participation that can be easier? One that encourages more passive participation?
 3. Could look at rebranding AAAD or using different verbiage (“ask”) to see if people engage more with a different type of request
 4. People don’t read hashtags as different words so the verb may not be the issue
- I. We can look to other events similar to AAAD for inspiration
1. Ask a librarian
 2. ask a folklorist
 3. ask a curator

- J. Problem: Not everyone was using the right hashtag → this is not taken into account when gathering the stats
 - 1. AskAnArchivistDay
 - 2. AskAnArchivist
 - 3. ArchivesAwareness
 - 4. ArchivesAWARE
 - 5. One way to combat this issue is to get the word out ahead of time
- K. Problem: Archivists talking to other archivists
 - 1. Can we ask archivists to tackle this at the local level?
 - 2. Are there other places we could encourage people to go that would allow for a different type of engagement?
 - 3. We utilized the stories function on Instagram effectively → ask me anything (AMA)
 - a) people did engage with this
 - b) it's more anonymous
 - c) it's really broad and may feel less intimidating
 - 4. Encourage archivists to do this type of outreach all year

V. Sub-Group Updates/Discussion

- A. Public Engagement (Laura LaPlaca, Rebecca Goldman, Kelsie Dalton)
 - 1. AskAnArchivistDay 2023: It's OK if it evolves because the internet has evolved since 2014 when COPA started this event
 - 2. Twitter changing might be a good opportunity to change AAAD for the better
 - 3. A Goal for the future: create some content in advance for audiences to engage with
 - a) Create videos for Instagram and TikTok
 - b) Look at institutions that are doing this successfully
 - c) Think about AAAD as a year-long project rather than just a single day
 - (1) Ex: take the year to gather questions (preloaded questions) and use AAAD to answer them in videos
 - d) Create a chain effect by tagging other institutions, increasing followers and engagement for everyone involved
- B. Training and Resources (Andrew Weymouth, Claudia, Anna)
 - 1. Social media analytics and data viz training

- a) this would provide support for social media engagement by giving an overview of basic and free tools
- b) this training would be a good tool to prep in advance of the next ask an archivist day
- c) what might this resource look like?
 - (1) a text guide that could be available on the microsite
 - (2) something that has the ability to post videos, text, and audio clips will do the trick
 - (3) opportunity to get other archivists involved
- d) Next steps: contact Abigail in SAA to let her know about the idea, brainstorm content and wireframe, and then pull together the resources
- e) Opportunities and Points to Consider:
 - (1) Use this as an opportunity to create a process/model for future training resources
 - (2) Possible collaboration with the new user studies section
 - (3) Encourage people to give social media a try, even if they haven't done it before
 - (4) "all press is good press"
 - (5) Make sure the training content is flexible, so it's not alienating
 - (6) Social media takes skill and practice; and people need to have the willingness to learn and experiment
 - (7) Possibility to "tier" the training such as basics (tips and tricks), intermediate, and advanced
 - (a) skill stacking
 - (b) reach everyone where they are
 - (8) Opportunities to offer both technical analytics and content that is more social media campaign related

C. ArchivesAWARE! Blog updates (Kristi, Angie Piccolo)

1. [Calendar](#)

2. Possibility to use social media to bring more content to ArchivesAWARE
 - a) Advertise on social media using an approach similar to news organizations
 - b) Ex: Do you have a story on X topic?
 - c) Get people to come to us with stories

VI. Standing Updates

- A. Council Report (Rachel Winston)
 1. not in attendance
- B. COPP (Krista Ferrante)
 1. not in attendance
- C. Joint Working Groups
 1. CoSA/NAGARA/SAA/ALA/RAAC (Krista Ferrante and Kate) - meets every month
 - a) [November Meeting Notes](#)
 2. COPP/COPA/RAAC/I&A - meets bi-yearly
 - a) no meeting yet this year

VII. Other Business

- A. [COPA documents](#) (Chair)
 1. Update [microsite](#) with latest notes, etc.
- B. 2022/2023 work plan
 1. [Draft](#)
- C. General open call for other business, ideas, and discussion
 1. New members! If you do not have access to the [COPA shared folder](#), let Kate know, and she'll give you access

Next Call: 3rd Thursdays of the month at 3 PM CT

Next Notetaker: Katherine Barbera, **Kristi Chanda**, Kelsie Dalton, Rebecca Goldman, Laura LaPlaca, Angie Piccolo, Anna Trammell, Andrew Weymouth, Claudia Willett.