

SNAP Online Outreach meeting #1

Time: 7 pm EST

Location: Google+ Hangout

Present: Rebecca Goldman, Andrea Boltz, Gloria Gonzalez, Helen Schubert, James Northway, Lisa Huntsha

I. SNAP blog: let's do this!

- a. Platform? (Wordpress, Blogspot, etc.)
- b. Ideas for a few initial posts

II. Relationship to other complimentary blogs

- a. HackLibSchool
 - i. Gloria will send introductory email to Lisa and Rose Chou, HLS editor
 - 1. The retrospective and session reports for conferences (HLS did

Chicago SAA: <http://hacklibschool.wordpress.com/2011/09/02/saa11-a-retrospective/>) may be useful to re-apply to the blog, including regional conferences and workshops

III. Regular Blog Features

- a. Proposal crafting using guest posts
- b. Website and current event reviews
- c. Gloria will get input on this topic from *SNAPshots* staff writers

IV. Relationship with *SNAPshots*

- a. *SNAPshots* can be primarily used for content with longer length (academic writing for example, article/book reviews and creative writing)
- b. Gloria and Lisa are responsible for determining best outlet for content
- c. *SNAPshots* can give SNAPpers the opportunity to "publish" and get comfortable writing for public audiences, also has different meaning on resumes for job-seekers

V. Relationship with Social Media

- a. HootSuite in the works
- b. Goal to have pre-scheduled tweets and posts
- c. Lisa and Helen are responsible for determining when and who posts
 - i. Posting duties can be covered by others periodically when needed
- d. Methods to connect Facebook, Twitter, and Blog for cohesiveness

VI. Blog Name

- a. URL is fixed, will be SNAProundtable.wordpress.com
- b. Blog title TBD
- c. Blog account will be linked to SNAP Gmail account

7. Other Topics

- a. Post about blog title
- b. Questions for SNAP about preferred venues for particular types of content, and other social media outlets for outreach and promotion
 - i. Pintrest? Not for now...
- c. Page for featuring online archival exhibits and collections
- d. Map view of archival programs
 - i. Better content for website rather than blog, due to fixity
- e. Website contacts for Archivists of Color roundtable

- i. SAA Directory can be used to look up steering committee and members
- f. Blog design and logo
 - i. Not sure if SNAP can have it's own logo
 - ii. Other roundtables may have logos
 - 1. Visual Materials site: <http://archivesinaction.com/VMS/>
 - 2. EAD
 - iii. Rebecca will follow up
- g. Announcement/Reminder about *SNAPshots* design contest
 - i. Blog and Listserv will be used
 - ii. SAA prefers for all official roundtable communication to go through Listserv

List of Things to Do:

Gloria: Email Rose from HackLibSchool, send official SAA logo to Lisa, follow up with Lisa after *SNAPshots* staff meeting

Rebecca: poll for generally good meeting times, ask SAA about logo (can we have one?)

Helen: Set up HootSuite; Send email to listserve re tweeting @ NEA; Send email to listserv re what people would like to see on each existing platform & what other platforms they might like to see; follow up w/ Lisa re who will crosspromote blog on Twitter/Facebook & how (HootSuite vs. Wordpress); look into setting up a LinkedIn group & check w/ Kate Theimer regarding any SAA rules/regs that would govern it.

Lisa: Set up blog on wordpress, put call out to see what name people would like the blog to have

Lisa's ideas (sent to Rebecca in August):

I would like to propose the implementation of a new SNAP blog. Here, we can read and write posts relevant to new and upcoming archives professionals and interact in a format that we, most likely, are quite familiar with. I would love to serve as the editor and facilitator for maintaining this blog and its content. I have experience blogging and utilizing other social media platforms. I believe a blog is a natural component for a group of our type to have and I have outlined ideas for the blog content below. At start-up, I would also like to put a call out to SNAP members asking what content they would like to see in a blog for our group. Additionally, SNAProundtable.wordpress.com is available (unless there is a better name you all can come up with)!

Proposed Content Ideas:

- + Dear Margaret
- A "Dear Abby" type column where people can ask questions anonymously to a fictitious Margaret Cross Norton (actually the blog authors(s), of course), who responds via the blog.
- + Ask an Archivist

- A constantly running question and answer column on the blog that allows members to post a question and more experienced archivists to respond publicly.

- + Graduate School Reviews

- A series of posts where SNAP members, or guest contributors, help aspiring archives professionals make an informed school decision by reviewing the graduate school they attended. And, for everyone else, it is always interesting to hear others' stories on how they got interested in archives, their education, and where it has led them.

- This series could also include suggestions for continuing education opportunities, or perhaps this could be a separate section/series on the blog.

- This series could be implemented by putting a call out to the list and having SNAP members sign up to submit their post to the SNAP blog editor who will schedule this series of posts.

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- + Article, Website or Current Events Reviews

- Blog editor can post links to articles, website and other content relevant to SNAP members and facilitate a discussion in the comments section.

- Blog editor would also welcome these types of review submissions from SNAP members on content of their choosing.

- + Meet up Sections

- Find other archivists in your area and plan meet ups via the blog.

- Encourage participants of these meet ups to write a little something afterward to inspire other meet ups, and other groups, in the future.

- + Slogan Contest

- We've all heard "archivists make it last longer." What else can we come up with to promote our profession and show our humorous side? Could SNAP use a tagline? What would it be?

- + Sidebar:

- Include a sidebar blogroll of other interesting archives blogs to follow.

- + Other potential blog post ideas:

- What to wear to an interview

- Job searching techniques

- Continuing education options

- How to promote your archives in the community

- Balancing many roles in one position

- Providing a meaningful internship experience for your interns

- Reviews of internship experiences