

Access to business archives: *the opportunities and pitfalls of social media*

Kiara King, Ballast Trust Archivist

The Ballast Trust

THURSDAY, SEPTEMBER 4, 2014

PICTURE OF THE WEEK


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Merchant Shipping

I am currently volunteering at the Ballast Trust where I have access to a large collection of the merchant shipping photographs held at the Ballast Trust.

The picture below depicts one of the photographs from the collection.





Did you spot our Dan McDonald photos on 'Grand Tours' inc. Roman? More puffers online bit.ly/1p8pHc3





Y Mail News Sports Finance Weather


flickr You People Groups Explore


 **Ballast Trust** 
ballastrust

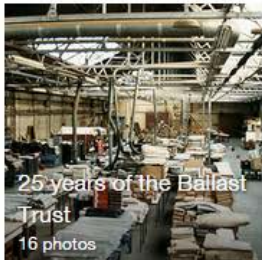
Photostream Albums Favorites



Merchant Ships
10 photos



Letterhead Collection
27 photos


Paddlesteamers
432 photos


The Working Archive
19 photos


25 years of the Ballast Trust
16 photos


Yards
40 photos


Letterhead Collection
1920s - 1960s
17 photos

Social Media

websites and applications that enable users to create and share content or to participate in social networking



Social media benefits

For Archives:

- Promote your archive and its collections to a wider audience
- An audience that is engaged with you
- Link back to your archives' website or online catalogue
- Get feedback from others about your services

For Archivists:

- Build and maintain a professional profile
- Connect and learn from other information professionals
- Keep up to date with news, articles, conferences

Twitter: Marks and Spencer Company Archive



Search Twitter



TWEETS
2,243

FOLLOWING
932

FOLLOWERS
2,271

FAVORITES
80

M&S Archive

@MandSHeritage FOLLOWS YOU

We're all about the history of Your M&S - 130 years of it! Tweeting about discoveries, collection, events & schools programme. Visit us at University of Leeds.

Leeds, UK

marksintime.marksandspencer.com

Joined October 2012

Tweet to

Message

83 Followers you know

Tweets

Tweets & replies

Photos & videos



M&S Archive @MandSHeritage · 7h

Want to know more about this fascinating object? Visit [@mylearning_org](http://bit.ly/1tBfXE)



[View more photos and videos](#)

M&S Archive retweeted

Twitter: RBS Remembers WW1 project



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TWEETS
75

FOLLOWING
66

FOLLOWERS
113

FAVORITES
1

RBS Remembers WW1

@RBS_WW1

Exploring what the First World War meant for our constituent banks, their staff and their customers.

RBSremembers.com

Tweet to RBS Remembers ...

19 Followers you know



Tweets

Tweets & replies

Photos & videos



RBS Remembers WW1 @RBS_WW1 · Oct 15

15Oct1914: National Bank of Scotland decides to insure its London office against enemy bombs



4



RBS Remembers WW1 @RBS_WW1 · Sep 26

National Bank of Scotland staff golf outing 1909. 6yrs later Harry Porteous, 2nd from R, was killed at Loos



Twitter - #tbt #throwbackthursday



Notifications



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HarperCollinsUK



@HarperCollinsUK



Follow

Today from the [#HCArchive](#): The Collins family's mini bookcase & books from the early 1900s! [#tbt](#) [#throwbackthursday](#)



RETWEETS

44

FAVORITES

32



11:45 AM · 10 Oct 2014

Twitter - #otd #onthisday

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Royal Albert Hall

@RoyalAlbertHall



Follow

#OTD in 1914 we held 'A Great Patriotic Concert' to fundraise for the war effort
bit.ly/1vYRimk #WW1Centenary



The Grand Priory of
The Order of the Hospital of St. John
of Jerusalem in England.

SOVEREIGN HEAD AND PATRON:
HIS MAJESTY THE KING.



A GREAT
PATRIOTIC CONCERT



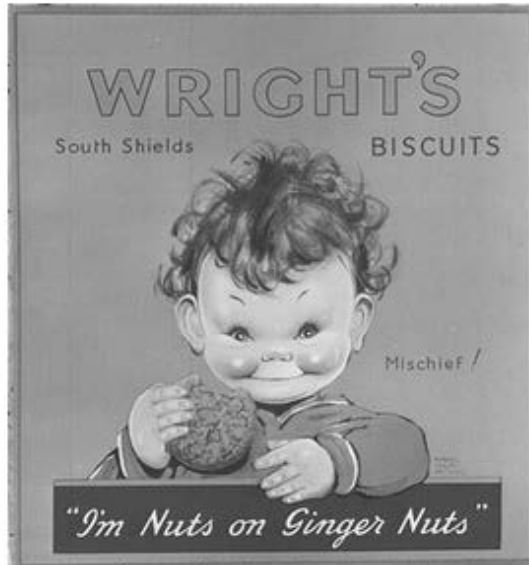
Flickr: Tyne & Wear Archives

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Wright's Biscuits

Tyne & Wear Archives & Museums

Wright's Biscuits was a well known company in South Shields, South Tyneside. Set up as a maker of... [See more](#)

[View all albums](#)[Photos](#)[Map](#)


Blogging: Laura Ashley

STORE LOCATOR

LOG IN / REGISTER

LAURA ASHLEY

SEARCH



YOUR WISHLIST

YOUR BAG >

0 ITEMS £0.00

FURNITURE

DECORATING

HOME ACCESSORIES

CURTAINS & BLINDS

FASHION

DESIGN SERVICE

BE INSPIRED

OFFERS

FREE UK FURNITURE DELIVERY

CLICK & COLLECT

INTEREST FREE CREDIT

THE BLOG

AT HOME

IN THE WARDROBE

KID'S CORNER





GO SEE

MAKE & DO

WIN IT!

INSIDER TIPS

19 POSTS CONTAINING ARCHIVIST



ARCHIVIST ANGELA'S WEEK IN PICTURES


Angela the Laura Ashley Archivist reveals her week in pictures...

THE PRINT WITH A PAST: COTTAGE SPRIG

Join us as we learn a little bit about our beloved print, Cottage Sprig...


Q

LET'S KEEP IN TOUCH



Sign up

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Instagram: Guinness

 kkingaling



THROUGH THIS SPACE
Hands pass. And grip.
Hands that guide trucks.
Push pens.
Hold spanners.
Programme computers.
Paint. Write. Operate.
Hands with something
in common -
Guinness!

**guinness**

Follow

6 months ago

Guinness has always had universal appeal, and this poignant Guinness ad from 1967 reflects this.

♡ pbuckholz, ch_thebearded_bruh, koala_reginald and 621 others like this.

**mummaholt**
@danielgeoghan for your information

**ppgraphy**
👍👍👍👍👍

**m_gaffney**
Not sure I'd call it poignant. Retro maybe.

**cacv1272**
1967... Computers... Interesting.

**daniel041175**
Thats true.....

**mellie1024**
♥Surgeons LOVE Guinness!!! I do!

**dustinmccooy**
I lalalalalove this

**babushka_official**
@guinness

Pinterest: British Postal Museum & Archive

New British Stamps



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Our New Home



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Stamps & Philately



Follow

Mail Rail



Follow

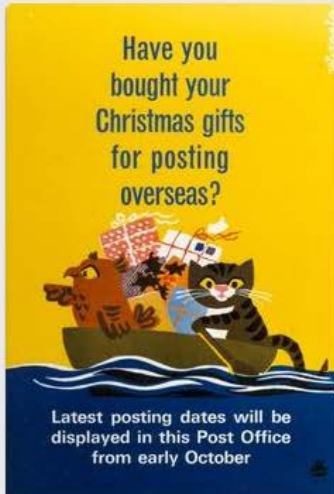
Letter Boxes



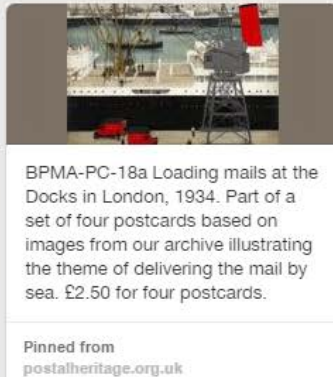
Follow

The British Postal Museum ...

Unfollow board



Poster advertising the final posting



Opportunities for business archives

- Tell your brand's unique story
- Connect to a global audience
- Build an engaged community around your archive
- Provide your company with authentic original content
- Raise your profile internally and externally
- Link up your efforts and platforms
- Make the most of hashtags to join conversations
- Showcase your images

Pitfalls

- Ignoring comments – interact with your public
- Spamming – create tailored content for different platforms
- Not proofreading your content
- Finding a consistent voice
- Not allocating time - can you sustain content and activity?
- Will it create unrealistic expectations of access?
- Measure your activity and decide on important metrics for you (likes, retweets, follows, comments, shares??)

Case Study: University of Glasgow Archive Services

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Glasgow Uni Archives
@GUArchives

University of Glasgow Archive Services hold the records of the University from its foundation in 1451 to the present day and the Scottish Business Archive.

 Glasgow

 gla.ac.uk/services/archi...

 851 Photos and videos



TWEETS 2,958

FOLLOWING 804

FOLLOWERS 2,581

FAVORITES 181

Tweets

Tweets & replies

Photos & videos

 **Glasgow Uni Archives** @GUArchives · 7h

Lovely afternoon with all the @ScotsArchives 'skills for the future' trainees and chance to meet rest of the host organisations #hlfskills

  1  1 

 **Glasgow Uni Archives** @GUArchives · 8h

This drawing of Benavon is from a sailor's fascinating WW2 POW diary which is full of drawings #RealinoCatchOfTheWeek

How to??

- “Just jump in” vs developing a strategy
- Identify company aims/messages/objectives – how can the archive support them?
- Decide on whether to support your corporate accounts or create an archive account – or have both!
- Content calendar

GU Archives: #OnThisDay tweets using our Uni Story resource

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Glasgow Uni Archives
@GUArchives

#OnThisDay 1874, the Western Infirmary was formally opened. Regarded as 'one of the best equipped' in the country!



The Infirmary

RETWEETS
6

FAVORITES
3



The University of Glasgow Story

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Alumni

Women

WWI Roll of Honour

WWII Roll of Honour

Information about

Academic Posts

Awards & Prizes

Commemoration Day

Officers of the University

home > University of Glasgow Story > On This Day

Log-in / Register

On This Day: 23rd of October

[Previous Day](#)

[Next Day](#)

Select a Date

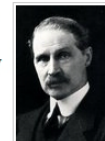
23 ▼ Oct ▼ Go

On this day in 1922:

Andrew Bonar Law becomes Prime Minister

Andrew Bonar Law, Rector of the University 1919-1922, is the only British Prime Minister to be born outside the UK. He was also the shortest serving Prime Minister of the twentieth century, serving only 209 days.

• [Andrew Bonar Law](#)



On this day in 1967:

Memorial Service for Albert Luthuli

There was a memorial service in the University Chapel for former Rector Albert Luthuli, who died in July that year.

• [Albert Luthuli](#)

GU Archives: connect with live businesses

Notifications Messages # Discover Search Twitter

Tennent's Lager
@TennentsLager

Following

Great stuff! RT @GUArchives For this wks #bizhis let me introduce one of the men behind @TennentsLager Hugh Tennent!

← ↻ ♡ ☆ ⋮

The Bailie, Vol XXV, N° 628, 29* Oct 1884.



1884

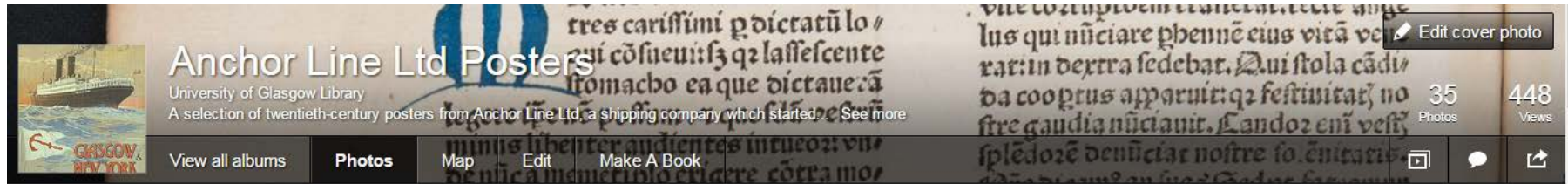
IT'S
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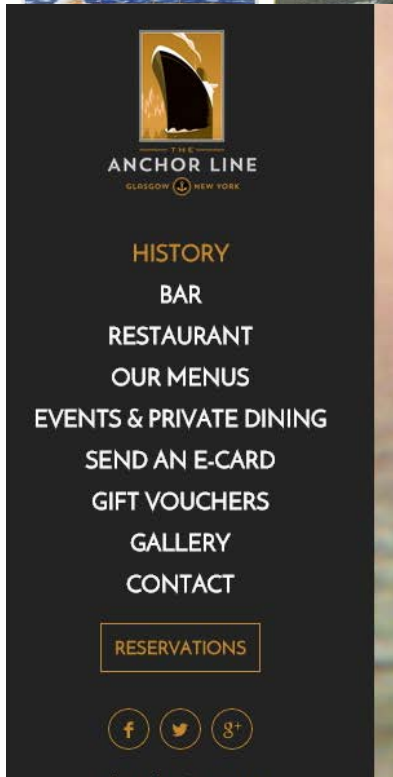
T
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GU Archives: connect with new businesses



THE ANCHOR LINE - THE HISTORY



The beginnings of Anchor Line Ltd can be seen in 1838 brothers, Nicol and Robert Handyside, established the Glasgow, Scotland, as shipbrokers and merchants. They chartered tonnage to trade with the Baltic and Russia. They operated under the name N & R Handyside & Co, and the name Anchor Line was used by them for the first time, by



Glasgow Uni: corporate use of our content

Messages

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Glasgow University

@GlasgowUni



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Throwing back to 1968: @uofglibrary when it moved from the West Quad of Gilbert Scott building. Via @GUArchives #tbt



Glasgow Uni: corporate use of heritage for marketing #worldchangerswelcome



ADAM SMITH
EXPLAINED THAT THE SEEMING CHAOS OF MARKET
BEHAVIOUR COULD BE EXPLAINED THROUGH A FEW
SIMPLE PRINCIPLES



uniglasgow

Following

7 days ago

This Wednesday we feature one of our best known world changers, Adam Smith. He is widely cited as the father of modern economics and over 200 years after his death, he is still among the most influential thinkers in the field of economics today. Adam Smith was only 14 when he started as a student at Glasgow. In 1751 he returned as Professor of Logic, transferring to the Chair of Moral Philosophy shortly

♥ littleredmwalsh, ghaidaalsulami, sarahlikeparis and 123 others like this.



lindahly

@lindahlf



Leave a comment...



DISCUSSION





GNM Archive
@GuardianArchive



Following

Between April 1947 & March 1948 386,304 cups of tea were served in the Guardian news canteen #bizhis #archives

