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

Kiara King, Ballast Trust Archivist
The Ballast Trust

Merchant Shipping

I am currently volunteering at the Ballast Trust where I have been looking at the merchant shipping photographs held at the Ballast Trust.

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

Want to know more about this fascinating object? Visit bit.ly/1tBlfXE @mylearning_org
15Oct1914: National Bank of Scotland decides to insure its London office against enemy bombs

National Bank of Scotland staff golf outing 1909. 6yrs later Harry Porteous, 2nd from R, was killed at Loos
Today from the #HCArchive: The Collins family's mini bookcase & books from the early 1900s! #tbt #throwbackthursday
#OTD in 1914 we held 'A Great Patriotic Concert' to fundraise for the war effort bit.ly/1vYRimk #WW1Centenary
Flickr: Tyne & Wear Archives

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

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...
Facebook: Coca-Cola Archives

Welcome to our Facebook Page. This is the companion to our blog and is administered by Archivist, Ted Ryan. We will highlight our role in pop culture and...

READ MORE

Coca-Cola Archives shared a link.
Yesterday

5 Coca-Cola employees will come to work dressed in vintage Coca-Cola delivery driver uniforms on Halloween and will be tweeting and documenting their day on the @coke_archives Instagram and Twitter feeds. Follow along!
http://www.coca-colacompany.com/coca-cola-unbottled/coke-employees-dress-to-deliver-happiness-for-halloween
Guinness has always had universal appeal, and this poignant Guinness ad from 1967 reflects this.

@mummaholt
@danilgeoghan for your information

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

@cacv1272
1967... Computers... Interesting.

@daniel041175
That's true....

@mellie1024
♥️ Surgeons LOVE Guinness!! I do!

@dustinmccoyy
I lalalala love this

@babushka_official
@guinness
Have you bought your Christmas gifts for posting overseas?

BPMA-PC-18a Loading mail at the Docks in London, 1934. Part of a set of four postcards based on images from our archive illustrating the theme of delivering the mail by sea. £2.50 for four postcards.

Pinned from postalheritage.org.uk

Latest posting dates will be displayed in this Post Office from early October

Keeping in touch – the Post Office at the Docks, 1962. Part of a set of four postcards based on images from our archive illustrating the theme of delivering the mail by sea. £2.50 for four postcards.

Pinned from postalheritage.org.uk

£6.99 | A set of 4 coasters featuring images based on a selection of GPO posters from The British Postal Museum & Archive. Each coaster measures 10.6x10.6cm, with cork backing and wipe clean surface.

Pinned from

£9.99 | Encourage a healthy team spirt in your home or your office with this fabulous mug featuring a 1952 internal GPO poster advocating team work to "Make hard work easier and quicker". Made from bone china. Dishwasher and microwave safe.
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

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
gw.ac.uk/services/archi...

851 Photos and videos

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

Glasgow Uni Archives @GUArchives · 8h
This drawing of Benavon is from a sailor's fascinating WW2 POW diary which is full of drawings #BenLineCatchOfTheWeek
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

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

The University of Glasgow Story

On This Day: 23rd of October

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 99 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
Great stuff! RT @GUArchives For this wks #bizhis let me introduce one of the men behind @TennentsLager Hugh Tennent!
The beginnings of Anchor Line Ltd can be seen in 1836, when the two Handyside brothers, Nicol and Robert Handyside, established the Handyside line as shipping agents and merchants in Glasgow, Scotland. Initially, they chartered tonnage to trade with the Baltic and Russia. This line operated under the name N & R Handyside & Co, and in 1866, the name Anchor Line was used by them for the first time, but this name was not adopted widely until 1920, when the company operated as Anchor Line Ltd.
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 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...
DISCUSSION
Between April 1947 & March 1948 386,304 cups of tea were served in the Guardian news canteen #bizhis #archives