Narrowing the Focus of Digital and Social Media Outreach

ARCHIVES 2015
AN INTRODUCTION BY JOSH HAGER
STATE ARCHIVES OF NORTH CAROLINA
SOCIAL MEDIA MAP
A Snapshot of the Evolving Social Media Landscape

http://www.ovrdrv.com/social-media-map
Potential Researchers

Your Archives

http://scnfamily.org/old/youth/maze/index.html
Potential Researchers

CUT THROUGH THE MAZE OF THE WEB AND GO STRAIGHT TO YOUR AUDIENCE BY NARROWLY TARGETING YOUR OUTREACH

Your Archives

http://scnfAMILY.org/old/youth/maze/index.html
ONE DOES NOT SIMPLY MAKE AN "ARCHIVES" PAGE
How to Think Narrowly

- Make subject-specific websites or digital exhibits that have a narrow focus
- Market your social media accounts based on specific subjects with built-in audiences
- Create entirely new social media accounts based on collections that will generate significant interest
  - Create a one-stop page for any kind of info about the subject covered, including news and videos outside of your holdings
FOCUSED ON ONE SUBJECT

GOT MORE THAN 100 HITS ON SITE
Want More Info?

- Check out *The American Archivist (Spring/Summer 2015)* for a more in-depth discussion of my research

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