

Social Media Strategy for the University of Regina Archives and Special Collections

Objective

Archives and Special Collections is making increased use of social media in its operations. The purpose of this strategy document is to set aims and measures for our use of social media. Social media tools assist Archives and Special Collections in connecting with researchers and others in the community with an interest in our collections. Our ultimate aim is to make the research endeavor smoother for researchers and to learn from their research experiences to strengthen our collections and our service delivery.

Coordination with Library social media tools

Archives and Special Collections is a component unit of the University Library. As such it will utilize the social media and other external communications tools maintained by the Library. Archives and Special Collections will endeavor to participate on the External Communications and Promotions Team and will use Library social media to communicate general information about our collections and services.

Specific social media tools for digital collections

In addition Archives and Special Collections will maintain a separate suite of social media tools to listen, communicate and engage with users of its digital projects and digital collections. The aim of this suite of tools is to specifically engage and interact with researchers around our digital materials.

Desired outcome	Social Media Tool
Communicate updates and information about our digital projects.	Facebook
Highlight materials recently digitized and specifically digitize materials of interest to given topics.	Flickr, Facebook, HistoryPin
Actively seek user feedback.	Facebook

Promotion and monitoring

Archives and Special Collections will utilize Library and University communications tools to promote its specific social media tools. Promotion activities will be coordinated with the Library where applicable.

The University Archivist and Library Digital Collections Administrator will monitor and be responsible for responding to comments on our specific social media tools. Other Archives and Special Collections staff may provide assistance and/or advice.

Assessment and review

This Social Media Strategy will be reviewed six months after adoption, and every six months thereafter, to ensure that objectives are being met and that the strategy, as a whole, remains responsive. Archives and Special Collections will collect various statistics on the use and reach of our social media tools. The key success measures that will be used to assess the strategy will include:

1. Our digital projects are routinely highlighted by our social media tools.
2. Our services and collections are routinely highlighted on Library social media tools.
3. Researchers and users are aware of Archives and Special Collections' social media presence.
4. Researchers and users engage with Archives and Special Collections via social media.

Approval

Prepared by: University Archivist
Approved by: Library Leadership Team
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