The ethics of sustainability

Or: how to keep your site online on behalf of your community
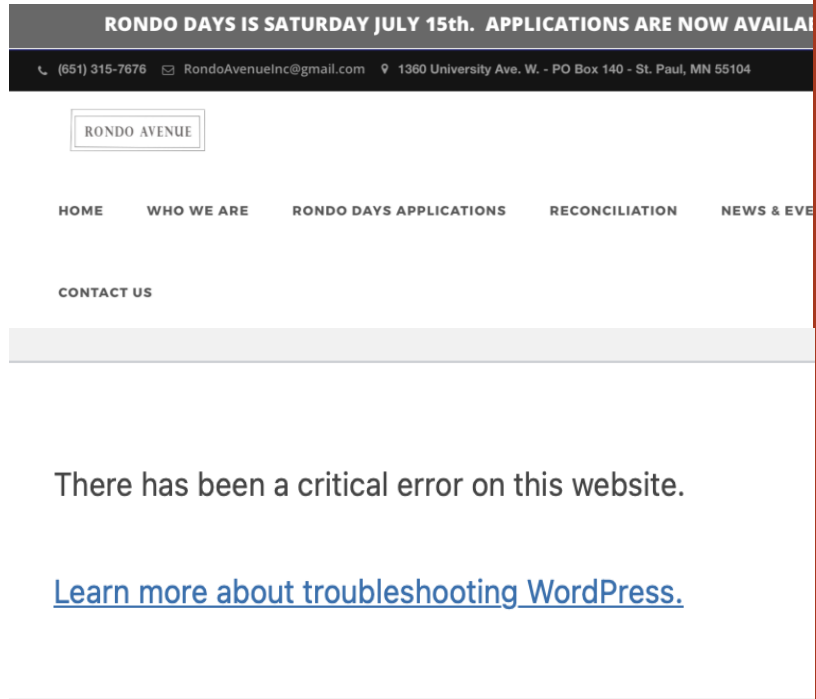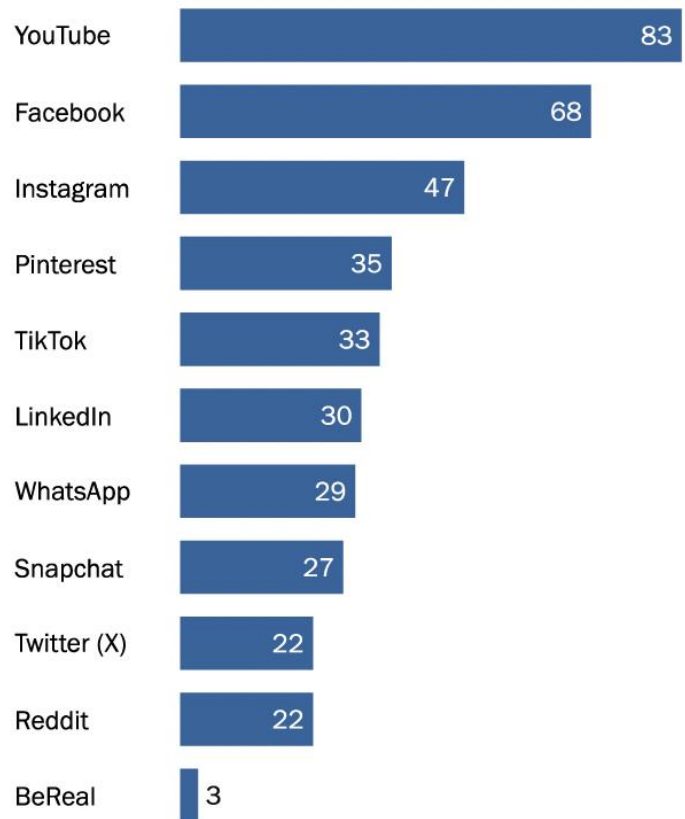

RONDO DAYS IS SATURDAY JULY 15th. APPLICATIONS ARE NOW AVAILAB

(651) 315-7676   RondoAvenueInc@gmail.com   1360 University Ave. W. - PO Box 140 - St. Paul, MN 55104

RONDO AVENUE

HOME   WHO WE ARE   RONDO DAYS APPLICATIONS   RECONCILIATION   NEWS & EVE

CONTACT US

There has been a critical error on this website.

Learn more about troubleshooting WordPress.

There has been a critical error on this website.

Learn more about troubleshooting WordPress.

Community responsibility and sustainability

Facebook; about half use Instagram

*% of U.S. adults who say they **ever** use …*

YouTube	83
Facebook	68
Instagram	47
Pinterest	35
TikTok	33
LinkedIn	30
WhatsApp	29
Snapchat	27
Twitter (X)	22
Reddit	22
BeReal	3

Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.
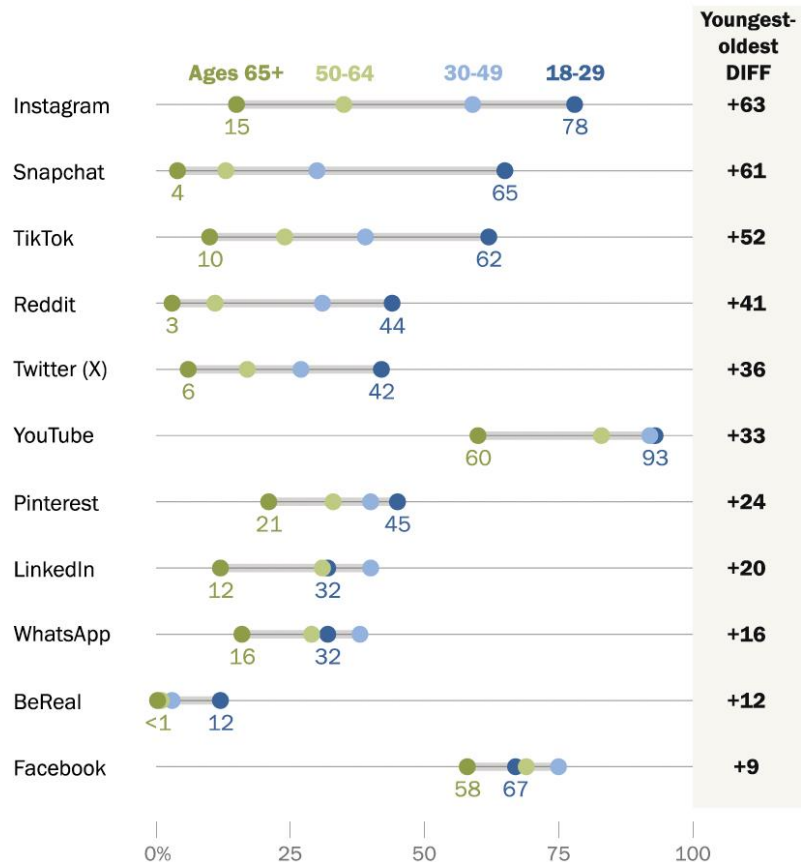"Americans' Social Media Use"

Who's our community? Where are they online?

- **Where do we look for resources/community info?**
- **Where do our kids and grandkids look?**
- **Where do our parents and grandparents look?**

https://www.pewresearch.org/internet/2024/01/31/americans-social-media-use/

The youngest U.S. adults are far more likely to use Instagram, Snapchat and TikTok; age differences are less pronounced for Facebook

*% of U.S. adults who say they **ever** use ...*

Note: All differences shown in DIFF column are statistically significant. The DIFF values shown are based on subtracting the rounded values in the chart. Respondents who did not

Who's our community? Where are they online?

- **Where do we look for resources/community info?**
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Where should we keep stuff?

Social media sites:
- *Keep the rights to use your content once it's online*
- *Can limit your control over how information is used and reposted*
- *Make it hard to download your content and move it somewhere else*

But also:
- *You usually have a say in how long will it stay up*
- *Most platforms give you some privacy controls*
- *The platforms are easy to use*
- *Your audiences are there*

Learn a lesson from the British Library.

LOCKSS: Lots of Copies Keeps Stuff Safe.
AND
Don't outsource your heritage.

- *Build skills within your community*
- *Distribute several copies on platforms that behave differently (e.g. Facebook, Digital Arc, Wayback Machine)*
- *Keep your primary copy on a platform where the content will be stable and broadly accessible (Digital Arc, printed copies deposited at the local library, etc.)*

How do file names help?

What is "metadata"?
- *Information about a digital file that you can see before you open the object.*
- *File names are metadata!*

Why does naming matter for sustainability?

Names like 2025_04_27_StuffedWalrus.png let us
- *Figure out what is in the image without opening the image*
- *Figure out whether the image format is good (no HEIC!)*
- *Find backup copies of files*