# National Archives Social Media Strategy FY 2017-2020

| 1. Tell Great Stories | | 2. Deepen Engagement | | 3. Grow Our Audience | | 4. Cultivate a Social Media Community | |
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| We find and choose stories that resonate with our audiences, make emotional connections, and increase understanding of our shared history. We support staff in crafting great stories from our holdings and we reflect on what makes stories successful so that we can improve. | | We engage our audiences through exciting, low-barrier opportunities for audiences to be a part of our mission and do meaningful work on behalf of their country and fellow citizens. | | We reach more people, and diversify our audiences, by being present on popular platforms and publishing content that people feel compelled to share with their networks. We develop relationships with influencers and partners to reaching even more people in meaningful ways. | | Our social strategy and production team serves as community manager and internal resource for staff. We help our staff across the nation become a cohesive community that seizes opportunities to develop special media skill sets and works together to make the biggest impact. | |
| **Initiatives** | **Action Items** | **Initiatives** | **Action Items** | **Initiatives** | **Action Items** | **Initiatives** | **Action Items** |
| 1.1 Support staff storytelling | ●Coach staff in using content strategy and set success metrics<br>●Establish a Digital Plan for all projects to function as a checklist of best practices and a capsule strategy<br>●Coordinate logistics for different levels of staff involvement<br>●Establish a Social Media Idea Lab | 2.1 Coordinate agency-wide campaigns for maximum engagement | ●Choose topics that audiences want to talk about and share<br>●Plan and develop campaigns ahead of time<br>●Select the best platforms for each campaign<br>●Establish a quarterly editorial calendar for the agency | 3.1 Inspire people to share | ●Become a GLAM community leader by creating a resource on archives.gov for hashtags and other social trends<br>●Address policies and services in our public spaces, like taking photos and wifi<br>●Define a strategy for choosing hashtags for social campaigns<br>●Feature most-requested items in our holdings<br>●Ensure web content is easy to share with simple buttons<br>●Use hashtags that encourage sharing and help us connect with communities<br>●Establish a working group of content creators who are using social media to drive physical traffic | 4.1 Create a social strategy and production team | ●Assemble a team that can focus, provide direction for, and support the agency's social media needs<br>● Define and refine task areas that support the professional development of NARA staff in social media management |
| 1.2 Define a content strategy | ●Create an agency-wide social media content strategy<br>●Use the strategy to guide posts, campaigns, and long-term plan | 2.2 Leverage partners and influencers | ●Develop and sustain partnerships<br>●Create social media tool kits for partners and influencers to support calls to action<br>●Research and invite influencers to special events such as Instameets and Tweetups<br>●Create a cohesive outreach campaign for the annual Virtual Genealogy Fair | 3.2 Target messaging to specific audiences and platforms | ●Focus on key audiences: educators, history buffs, curious nerds, museum visitors, and genealogists<br>●Use analytics and user experience tools to better understand our audiences<br>●Choose the best platforms for each post and to connect with the right audiences | 4.2 Provide opportunities to develop and innovate together | ●Create guides, checklists, and tipsheets to make best practices appealing and easy to use<br>●Use NARAtions as a digital training blog for sharing lessons learned and how-to tips<br>●Support communication and collaboration with webinars, conference calls, Google Hangouts, and use of the ICN<br>●Organize lightning sessions and field trips for staff to explore new ideas<br>●Highlight successes with managers and supervisors to underscore importance of social media work |
| 1.3 Focus on quality and impact over quantity | ●Ensure staff are engaged more deeply on a smaller number of targeted projects<br>●Procure and maintain a Social Media Analytics Dashboard<br>●Use analytics to evaluate performance of posts and apply to future content creation<br>●Host workshops led by curators about content selection | 2.3 Use crowdsourcing to drive participation in our mission | ●Include call-to-action links in social media posts to participatory activities<br>●Offer participatory activities that are unavailable elsewhere<br>●Build connections with schools and youth groups to participate in crowdsourcing<br>●Promote crowdsourcing opportunities to on-site visitors | 3.3 Connect social media to news and trends | ●Tie our records to current issues by hosting in person events for local audiences<br>●Support the agency's communications goals with social media tactics<br>●Pitch social campaigns to traditional news outlets and new media publications<br>●Look for stories within the staff<br>●Establish a Trend Team to look ahead<br>●Add and prune platforms and tactics based on audience trends | 4.3 Give social media a seat at the planning table | ●Each department with a presence on social media (especially Exhibits, Education and Public Programs( has a social media point of contact on the team<br>● Every exhibition has a social media strategy and a budget for paid social media placements |
| 1.4 Create exceptional content that uses the latest technology | ●Make style guides, templates, and tutorials for well-designed content<br>●Create a strong visual identity and brand-aligned designs for images and multimedia<br>●Create a workflow that makes it easy for content creators to work with designers<br>●Provide templates and tools for content creators to use to make graphics and brand aligned designs | 2.4 Create new ways to discover and share the latest stories | ●Display social media feeds on our websites for easy access and sharing<br>●Find new ways to leverage social media content, such as email marketing<br>●Invite the public to help curate social media platforms, such as Today's Document | 3.4 Strategically boost our efforts with paid media | ●Use promoted posts, hashtags, and accounts to reach new people<br>●Develop splashy campaigns in partnership with the Foundation | 4.4 Make it easy for anyone to participate | ●Create and maintain technology, resources, and equipment to increase staff participation<br>●Make scanners accessible to staff who might come across interesting content for sharing on social media<br>●Develop easy ways for staff to identify a story for sharing on social media by using an embedded "staff reporter"<br>●Negotiate terms of service and work with general counsel to push innovation within government constraints |
| **Data in Action**<br>●Create a report at the conclusion of every project with insights and recommendations for future projects<br>●Share most popular posts on a weekly basis<br>●Hold monthly sessions to discuss successes and failures<br>●Host annual retreat to share lessons learned | | **Data in Action**<br>●Define measures of success at the start of each project<br>●Use a pre-project plan and post-project report for each campaign to align objectives with tactics and assess our work | | **Data in Action**<br>●Use analytics to study audience behaviors and inform choices about platforms and content<br>●Track audience engagement metrics (comments, shares, replies, hashtags) to understand successful tactics<br>●Track clicks from social media to our websites to better understand the digital customer journey<br>●Develop a worksheet for tracking and reporting on audience engagement with our social media efforts | | **Data in Action**<br>●Use critical data about campaigns, audiences, and past successes for supporting the development of staff skill sets<br>●The Social Media Data Lab provides coaching to optimize future content based on data trends. | |