Social media may be here to stay, but are your posts?

It's the only planet with Twitter!

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Digital Collections Manager
State Library of North Carolina

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Electronic Records Branch Head
North Carolina State Archives
Overview

- The transition from paper to the web
- Social media and its uses
- Why archive web-based content?
- Who is best positioned to archive this material (including whether or not there might be natural collaborations that could be formed)
- Things to consider when archiving this type of content
- How this content can actually be archived
Transition from physical to digital

- Most public and university libraries in the state now have a web presence of some kind.
- Many use the web to communicate information formerly distributed in print or via email (newsletters, brochures, reference interactions, etc.).
- Reach people where they are and that is **online**.
Rise of Social Media

- Speaking of reaching the people where they are...they are not only online, but on social apps!
- Social apps are a good way to reach massive numbers of patrons
- Social apps are addictive
Ad Age presents the results of an extensive survey profiling media use in 2011 by type of media, generation, and time of day.

**KEY**

<table>
<thead>
<tr>
<th>Online Activities</th>
<th>Offline Activities</th>
<th>Section Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>News &amp; Information</td>
<td>Radio</td>
<td>Generation</td>
</tr>
<tr>
<td>Facebook</td>
<td>Movies on a TV set</td>
<td></td>
</tr>
<tr>
<td>Entertainment</td>
<td>TV</td>
<td></td>
</tr>
<tr>
<td>Videos</td>
<td>Console Games</td>
<td>Percent using media</td>
</tr>
<tr>
<td>Games</td>
<td>Personal Media Players</td>
<td></td>
</tr>
<tr>
<td>Shopping</td>
<td>Newspapers</td>
<td></td>
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<tr>
<td></td>
<td>Magazines</td>
<td></td>
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<tr>
<td></td>
<td>Books</td>
<td></td>
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<tr>
<td></td>
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</table>

**GENERATION AGE RANGE**

<table>
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<tr>
<th>Generation</th>
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<tbody>
<tr>
<td>Baby Boomers</td>
<td>47-65</td>
</tr>
<tr>
<td>Generation X</td>
<td>30-46</td>
</tr>
<tr>
<td>Adult Millennials</td>
<td>18-29</td>
</tr>
<tr>
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**ONLINE ACTIVITIES**
- News & Information
- Facebook
- Entertainment
- Videos
- Games
- Shopping

**OFFLINE ACTIVITIES**
- Radio
- Movies on a TV set
- TV
- Console Games
- Personal Media Players
- Newspapers
- Magazines
- Books
- Music (not on the radio)

**SECTION BREAKDOWN**

**GENERATION AGE RANGE**
- BABY BOOMERS: 47-65
- GENERATION X: 30-46
- ADULT MILLENNIALS: 18-29
- TEEN MILLENNIALS: 13-17
- IGEN: 12 & under

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**11PM-2AM**

**VISUALIZATION BY** MBAOncle.com

**BASED ON DATA PROVIDED TO**
- Ad Age
- Magid Generational Strategies

Percentages in each section do not add up to 100, since members of each generation may use more than one media type during that time slot.
ARE WE ADDICTED TO SOCIAL MEDIA?

- 11% UNDER 25 YEARS OLD CAN BE INTERRUPTED BY AN ELECTRONIC MESSAGE DURING SEX.
- 6% OVER 25 YEARS OLD CAN BE INTERRUPTED BY AN ELECTRONIC MESSAGE DURING SEX.
- 24% UNDER 25 YEARS OLD CAN BE INTERRUPTED BY AN ELECTRONIC MESSAGE WHILE IN THE BATHROOM.
- 12% OVER 25 YEARS OLD CAN BE INTERRUPTED BY AN ELECTRONIC MESSAGE WHILE IN THE BATHROOM.
- 49% UNDER 25 YEARS OLD CAN BE INTERRUPTED BY AN ELECTRONIC MESSAGE DURING A MEAL.
- 27% OVER 25 YEARS OLD CAN BE INTERRUPTED BY AN ELECTRONIC MESSAGE DURING A MEAL.
- 22% UNDER 25 YEARS OLD CAN BE INTERRUPTED BY AN ELECTRONIC MESSAGE DURING A MEETING.
- 11% OVER 25 YEARS OLD CAN BE INTERRUPTED BY AN ELECTRONIC MESSAGE DURING A MEETING.

18% OF PEOPLE UNDER 25 YEARS OLD CAN’T GO MORE THAN A COUPLE HOURS WITHOUT CHECKING IN ON FACEBOOK.

61% OF PEOPLE UNDER 25 HAVE TO CHECK IN ON FACEBOOK AT LEAST ONCE A DAY.

55% OF PEOPLE OVER 25 HAVE TO CHECK IN ON FACEBOOK AT LEAST ONCE A DAY.

OF IPHONE USERS CHECK/UPDATE TWITTER BEFORE THEY GET OUT OF BED.

28%

OF IPHONE USERS CHECK/UPDATE TWITTER BEFORE THEY TURN ON THEIR TV.

26%

OF IPHONE USERS RELY ON TWITTER FOR THEIR MORNING NEWS.

23%

48% OF PEOPLE CHECK/UPDATE FACEBOOK AND/OR TWITTER AFTER THEY GO TO BED.

SOURCE: HTTP://WWW.RETREVO.COM
Library usage of social media

- Facilitate contests (trivia, photo, etc.)
- Put a face to the library
- Gather feedback
- Broadcast (live events, tours, informational videos, etc.)
- Announcements (new acquisitions, events, etc.)
- Collaboration (staff to staff, staff to patron, and patron to patron)
- Reference (sharing Q & A, lib guides, QR codes)
- Training
Why archive the web?

- Much of the content the library shares on the web and via social apps is subject to retention under the Public Records Law
  - Publications
  - Correspondence
  - Policies
  - Reports
  - Meeting agendas/minutes
Public Records Law

- § 121.5 (a). Public records and archives. State Archival Agency Designated. – The Department of Cultural Resources shall be the official archival agency of the State of North Carolina with authority as provided throughout this Chapter and Chapter 132 of the General Statutes of North Carolina in relation to the public records of the State, counties, municipalities, and other subdivisions of government.

- General retention schedules
  - University [http://www.records.ncdcr.gov/colleges.htm](http://www.records.ncdcr.gov/colleges.htm)
  - Community College [http://www.records.ncdcr.gov/stateagy.htm](http://www.records.ncdcr.gov/stateagy.htm)

- For program retention schedules check online at [http://www.stateschedules.ncdcr.gov/Search.aspx](http://www.stateschedules.ncdcr.gov/Search.aspx) or contact the Archives
What does that mean?

- Of what we discussed using these tools to accomplish, the blue items could be considered part of the public record and require retention for some length of time
  - Publications (newsletters, brochures, reference interactions, etc.)
  - Facilitate contests (trivia, photo, etc.)
  - Broadcast (live events, tours, informational videos, etc.)
  - Announcements (new acquisitions, events, etc.)
  - Put a face to the library
  - Gather feedback
  - Collaboration (staff to staff, staff to patron, and patron to patron)
  - Reference (sharing Q & A, lib guides, QR codes)
  - Training
OR to be more specific...

<table>
<thead>
<tr>
<th>Record Type</th>
<th>Retention Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agency publications</td>
<td>Permanent if historical (pg. 53, #2)</td>
</tr>
<tr>
<td>Video recordings</td>
<td>Permanent if historical (pg. 54, #12)</td>
</tr>
<tr>
<td>Advertisements (announcements)</td>
<td>3 years after expiration (pg. 53, #1)</td>
</tr>
<tr>
<td>Citizen complaints and service requests</td>
<td>1 year after resolution (pg. 3, #13)</td>
</tr>
<tr>
<td>Correspondence (user feedback &amp;</td>
<td>5 years (pg. 3, #16; pg. 54, #9)</td>
</tr>
<tr>
<td>submissions)</td>
<td></td>
</tr>
<tr>
<td>Collaboration</td>
<td>Variable (pg. 1, #5; pg. 5, #25; pg. 6, #30, etc.)</td>
</tr>
<tr>
<td>Training</td>
<td>Permanent if historical (pg. 3, #15)</td>
</tr>
<tr>
<td>Policies, rules, &amp; procedures</td>
<td>Permanent if historical (pg. 8, #46; pg. 21, #2)</td>
</tr>
<tr>
<td>Agendas &amp; minutes</td>
<td>Permanent if historical (pg. 1, #2)</td>
</tr>
<tr>
<td>Annual/biennial reports</td>
<td>Permanent (pg. 10, #54; G.S. § 125-5)</td>
</tr>
<tr>
<td>Website files (major change to site)</td>
<td>Permanent if historical (pg. 55, #14)</td>
</tr>
</tbody>
</table>
Why else would we archive the web?

- Records Management
  - Ephemeral nature
  - Historical value
    - Corporate memory
  - Legal value
    - E-discovery

Who should be responsible?

Anyone have a guess?

Yep, government employees are on the hook for retaining materials in compliance with the Public Records Law and special librarians have a responsibility to work with corporate compliance to make sure their companies are not put at greater risk.

Image: A group of women raise hands to volunteer for picket duty during the Shirtwaist strike of 1909-1910. Shared by Kheel Center, Cornell University on flickr
Why me?

- Public Records Law/Records Management
- For the website
  - You probably have direct access to all of the files
  - You created the content so you have the rights to do what needs to be done
- For social media
  - You own the accounts and are uniquely positioned to be able to determine who can access the content
Can I get a little help?

- We’re all in the same boat
- Look for natural collaborations
  - State Lib & Archives
  - Website Archives
- Ideas...
  - Geography-based collaboration (either partnering with close neighbors or setting up geographically dispersed storage)
  - Technology-based collaboration (finding others using the same tools)
  - Piggyback collaboration (working together for another project...just do this too)
Things to keep in mind

- You are not alone
  - We’re doing it
  - Local governments are doing it
    - City of Los Angeles (http://webarchives.cdlib.org/a/la/gov)
    - City of Egan, MN (http://archive-it.org/public/partner.html?id=520)
    - City of Raleigh (not actually crawling yet though)
- It’s not easy, but it is doable
  - San Francisco Public Library (http://archive-it.org/public/partner.html?id=160)
- Most libraries don’t have a budget for this either
  - Open source tools – free as in puppy, not free as in beer
  - Automated processes
So what exactly do I need to do?

- Determine what to archive
- Look at options for archiving
- Look at options for partnering
- Try it, adjust, and try it again
- Tell others what you are doing so they can learn from you

- Ask for help if you need it! DCR can help.
So what exactly do I need to do?

- Determine what to archive
  - Find out what your organization is already doing
    - Maybe someone is already doing some type of archiving or backup activity
  - Look at web structure
    - One URL or many?
- Look at social media accounts
  - What apps?
  - How many accounts?
  - What type of information is exchanged on each account

Image: Follow me on Twitter! @woofer_kyyiv.
Shared by Slava Baranskyi on flickr
<table>
<thead>
<tr>
<th>Tool/Service</th>
<th>Coverage</th>
<th>Cost</th>
<th>Storage Location</th>
<th>Notes</th>
</tr>
</thead>
</table>
| Backupify        | Twitter, Facebook, LinkedIn, Flickr, Blogger, Picasa, Zoho (also Google Apps if pay extra) | 1GB = free
10GB = $4.99/mo
unlimited = $19.99/mo | Cloud                                         | Weekly backups for free accounts and nightly for paid accounts. |
| Tweetake         | Twitter                                                | free                                              | Local            | See site for limitations on coverage                                                    |
| BackupMyTweets   | Twitter                                                | 1GB = free
$12/yr. if download | Cloud (downloadable) |                                           |
| BackupMyBlog     | WordPress, Blogger, TypePad                            | 1GB = $19.95/yr                                   | Cloud (downloadable) |                                           |
| BackupMyPics     | Flickr, Facebook, Photobucket, Picasa, Smugmug         | 1GB - $19.95/yr
Add'l GB = $2.95/GB/yr | Cloud (downloadable) |                                           |
| Tweet Backup     | Twitter                                                | Up to 3,200 tweets free                          | Cloud (downloadable) |                                           |
| BlogBackupr      | All blogs with RSS feeds                               | free                                              | Cloud (downloadable) |                                           |
| Archive-It Lite  | Websites and all publicly accessible social media      | 250 GB or 2 million documents = $2,500/yr          | cloud            |                                           |
| FlickrTouchr     | Flickr                                                  | free                                              | Local            | No comments, tags, favorites, etc.                                                      |
| Social Safe      | Facebook and Twitter                                   | One acct. on one social app = $3.49
One acct. on each social app = $6.99
Multiple accts. = $13.99/yr | Local            |                                           |
| TweetDumpr       | Twitter                                                | free                                              | Local            |                                           |
| Social Backster  | MySpace                                                | Two myspace accts = $2.95/quarter                 | Local            |                                           |
| ArchiveFacebook | Facebook                                               | Free                                              | Local            | Firefox add-on                                                                         |
| Cloud Preservation| Website, blogs, Twitter, Facebook, LinkedIn           | 5 feeds & up to 10GB = $49/mo
10 feeds & up to 100GB = $95/mo
50 feeds & up to 250GB = $295/mo | Cloud (downloadable) |                                           |
| Open Source Crawlers (Heretrix, HTTrack, etc.) | Websites and all publicly accessible social media | Free                                              | Local            | Need some programming skills to make these work                                      |
| Snapshots/Local Backup | Website and social media                      | Free                                              | Local            | Make sure to take snapshots of your website/social apps regularly and store them on a local server. |
So what exactly do I need to do?

- Look at options for partnering
  - Natural partner options
  - Identify/define partner roles & responsibilities
  - “Pilot” the partnership if possible
    - Try to get to know your partner’s strengths and weaknesses
    - Make sure communication is open
    - Don’t proceed if it’s not working for you
- Determine structure of partnership
  - Document this if contracting as partners
So what exactly do I need to do?

• Try it
• Adjust it
• Try it again...
So what exactly do I need to do?

- Tell others what you are doing so they can learn from you
  - About getting buy-in/funding
  - About the technology
  - About collaborating
- Share the good and the bad (can learn from both)
What’s being done at YOUR library?

- Type of institution?
  - Public, Academic, Special, Other?
- Are you using the web for communications?
  - Of the sort we discussed?
  - Other types?
Discussion...

- Are you using social media to interact with patrons?
  - Are these efforts centralized or ad hoc?
  - Is anyone thinking about archiving the content?
  - Have you seen the guidelines for social media usage created by the State Archives?
- Are you currently archiving your web and/or social media content?
  - What are you using?
  - What kind of help do you need?
  - Is anyone here looking for partners?
    - What do you bring to the table?
    - What do you need a partner to bring to the table?
Resources

- Best Practices for Local Gov’t Social Media Usage in NC - currently being updated
- Public Records Law
  - [http://www.ncleg.net/EnactedLegislation/Statutes/HTML/ByChapter/Chapter_132.html](http://www.ncleg.net/EnactedLegislation/Statutes/HTML/ByChapter/Chapter_132.html)
- Social Media Trends for 2011
Resources, cont.

- **40 Cool Ways College Libraries are Leveraging Social Media**

- **Leveraging Social Media to Engage Library Users**
  - [http://www.slideshare.net/taberg/leveraging-social-media-to-engage-library-users](http://www.slideshare.net/taberg/leveraging-social-media-to-engage-library-users)

- **30 Days to Social Media Success** by Gail Z. Martin

- **Doing Social Media So It Matters: A Librarian’s Guide** by Laura Solomon
Resources, cont.

- Four Keys to Collaboration Success
  - [http://www.fieldstonealliance.org/client/articles/Article-4_Key_Collab_Success.cfm](http://www.fieldstonealliance.org/client/articles/Article-4_Key_Collab_Success.cfm)

- Key Principles for Successful Collaboration

- North Carolina State Government Web Site Archives

- DCR’s Digital Preservation Education site
Resources, cont.

- NC Department of Cultural Resources – That’s us!
  - State Archives
    - Records Analysts
      - Lisa Coombes, Raleigh Office (lisa.coombes@ncdcr.gov; 919-807-7357)
      - Tom Vincent, Raleigh Office (tom.vincent@ncdcr.gov; 919-807-7364)
      - Jason Woolf, Western Office (jason.woolf@ncdcr.gov; 828-296-7230)
    - Electronic Records Branch Head
      - Kelly Eubank (kelly.eubank@ncdcr.gov; 919-807-7355)
  - State Library
    - Digital Information Management Program
      - Jennifer Ricker (jennifer.ricker@ncdcr.gov; 919-807-7455)