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Promoting archives, promoting yourself: Outreach, marketing and self-promotion

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Promoting archives, promoting yourself: Outreach, marketing and self-promotion

Disciplines
Archival Science

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Promoting Archives
Promoting Yourself
Outreach, Marketing and Self-Promotion

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On the menu

Promoting Archives
• Knowing your audience
• Talking about archives
• Talking about records

Promoting Yourself
• Getting out there
• Getting involved
• Market yourself
Speak their language

Know your audience
Avoid using archival terminology... users don’t care that you’ll *respect des fonds*.
Demonstrate impact and value

Photo: Joe Robb, “How much you wanna bet they speak their customers’ language? #signage” used under a CC BY 2.0 license.
What’s in it for me?

Tailor your message to your audience
Play up the benefits to donors, not benefits to the archives.
• How much work is involved?
• How much will it cost?

Photo: frech, “What’s in it for me?” used under a CC BY-NC-ND 2.0 license.
tmi.

Share information, but don’t overshare. Omit unnecessary information. The goal is to educate, not overwhelm or confuse.

Photo: Malingering, “My aunt is hot and single,” used under a CC BY-NC-ND 2.0 license.
Opportunity knocks

Records are central to everyone’s life

Connect your work to the news and your audience’s experiences

Take every opportunity to educate the public about records and archives
Show your face
Get involved in the profession.
Attend conferences (if you can).
Meet people!

Photo: Rick Burtzel, “Faces in the crowd,” used under a CC By-NC-SA 2.0 license.
Get involved

Participate in the profession!
Join committees
Opportunities lead to opportunities
Don’t overcommit

Photo: Burns!, “Fight,” used under a CC BY-NC-SA 2.0 license.
Pay it forward

What do you have to offer?
• Knowledge
• Skills
• Connections

Photo: HolyTrinity85, “Pay it Forward – GR 10s 014”
Healthy ego

• Market yourself
• Create opportunities
• Get your name out there

Photo: Stephen Coles, “The United States of Joseph,” used under a CC BY-NC-SA 2.0 license.
Get in touch

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