

10-13-2013

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

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## Recommended Citation

Inefuku, Harrison W., "Promoting archives, promoting yourself: Outreach, marketing and self-promotion" (2013). *Digital Scholarship and Initiatives Conference Presentations and Posters*. 14.

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

**Disciplines**  
Archival Science

# Promoting Archives

## Promoting Yourself

Outreach, Marketing and Self-Promotion

Harrison W. Inefuku

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Iowa State University

## 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.



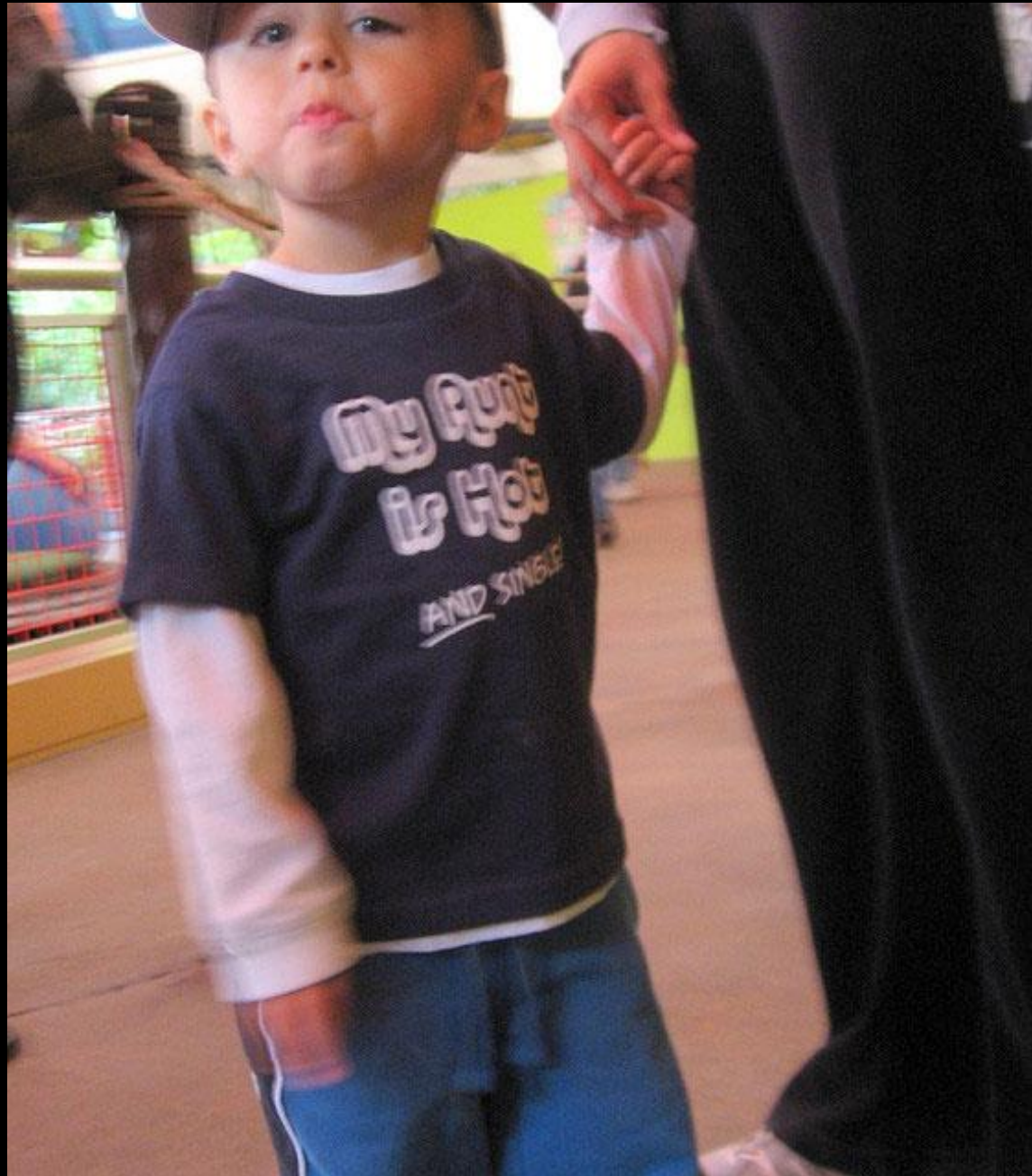
**tmi.**

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  
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# 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

STATE OF HAWAII		CERTIFICATE OF LIVE BIRTH			DEPARTMENT OF HEALTH	
		FILE NUMBER 151		61 10641		
1a. Child's First Name (Type or print)		1b. Middle Name		1c. Last Name		
BARACK		HUSSEIN		OBAMA, II		
2. Sex	3. This Birth	4. If Twin or Triplet, Was Child Born		5a. Birth Date	5b. Hour	
Male	Single <input checked="" type="checkbox"/> Twin <input type="checkbox"/> Triplet <input type="checkbox"/>	1st <input type="checkbox"/> 2nd <input type="checkbox"/> 3rd <input type="checkbox"/>		August 4, 1961	7:24 P.M.	
6a. Place of Birth: City, Town or Rural Location				6b. Island		
Honolulu				Oahu		
6c. Name of Hospital or Institution (If not in hospital or institution, give street address)				6d. Is Place of Birth Inside City or Town Limits?		
Kapiolani Maternity & Gynecological Hospital				Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
7a. Usual Residence of Mother: City, Town or Rural Location			7b. Island	7c. County and State or Foreign Country		
Honolulu			Oahu	Honolulu, Hawaii		
7d. Street Address				7e. Is Residence Inside City or Town Limits?		
6085 Kalaniana'ole Highway				Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
7f. Mother's Mailing Address				7g. Is Residence on a Farm or Plantation?		
				Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		
8. Full Name of Father			9. Race of Father			
BARACK HUSSEIN OBAMA			African			
10. Age of Father	11. Birthplace (Island, State or Foreign Country)	12a. Usual Occupation		12b. Kind of Business or Industry		
25	Kenya, East Africa	Student		University		
13. Full Maiden Name of Mother			14. Race of Mother			
STANLEY ANN DUNHAM			Caucasian			
15. Age of Mother	16. Birthplace (Island, State or Foreign Country)	17a. Type of Occupation Outside Home During Pregnancy		17b. Date Last Worked		
18	Wichita, Kansas	None				
I certify that the above stated information is true and correct to the best of my knowledge.		18a. Signature of Parent or Other Informant		18b. Date of Signature		
		<i>Stanley Dunham Obama</i>		Parent <input checked="" type="checkbox"/> 8-7-61		
I hereby certify that this child was born alive on the date and hour stated above.		19a. Signature of Attendant		19b. Date of Signature		
		<i>David A. Simlan</i>		M.D. <input type="checkbox"/> 8-8-61		
20. Date Accepted by Local Reg.		21. Signature of Local Registrar		22. Date Accepted by Reg. General		
AUG - 8 1961		<i>U. Lee</i>		AUG - 8 1961		
23. Evidence for Delayed Filing or Alteration						

APR 25 2011

I CERTIFY THIS IS A TRUE COPY OR  
ABSTRACT OF THE RECORD ON FILE IN  
THE HAWAII STATE DEPARTMENT OF HEALTH

*Alvin T. Onaka, Ph.D.*  
STATE REGISTRAR



# 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

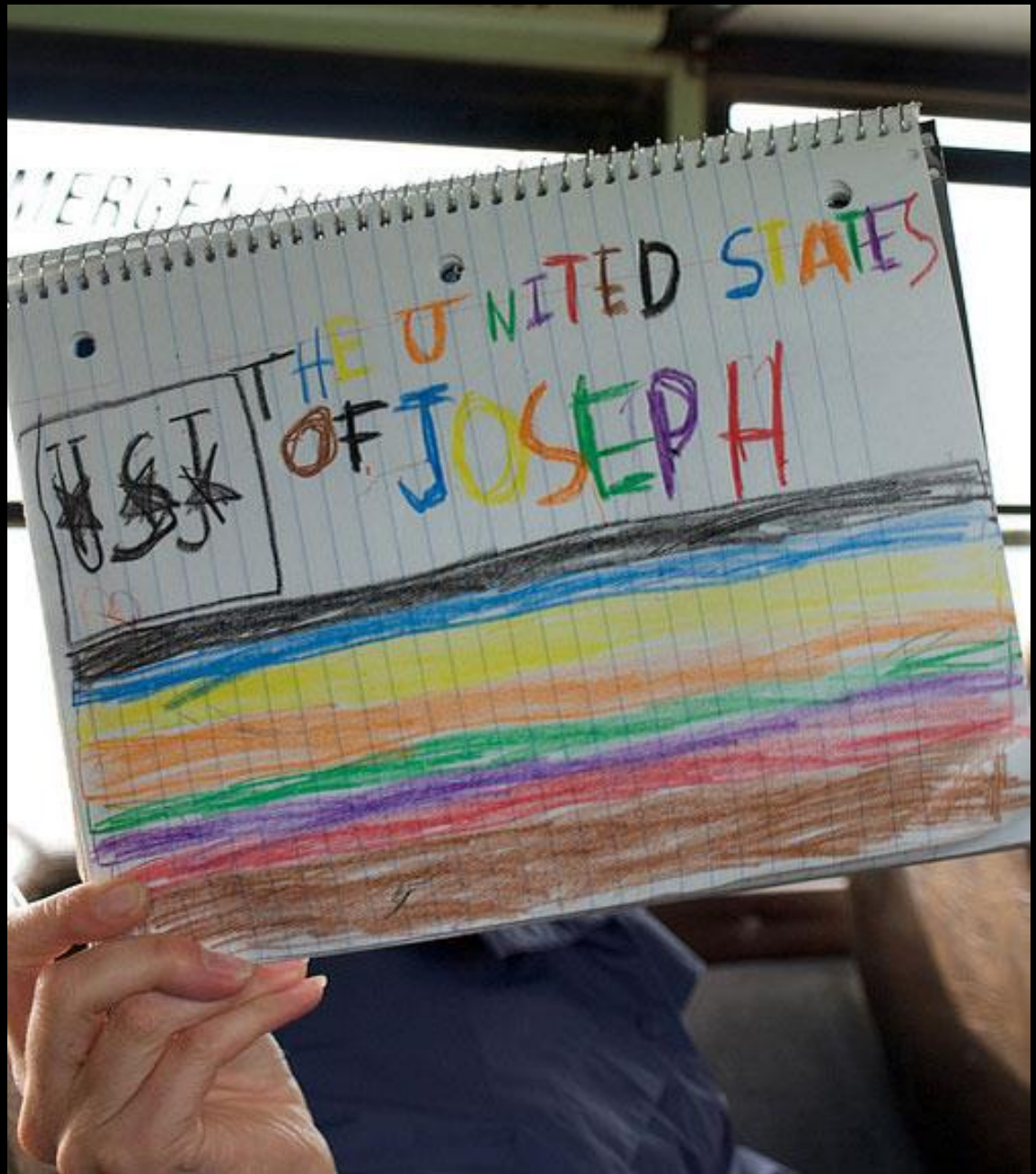
Photo: HolyTrinity85, "Pay it Forward – GR 10s 014"



# 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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