

1

Tell Great Stories

Initiative Support staff storytelling

Action

- Coach staff in using content strategy and set success metrics
- Establish a Digital Plan for all projects to function as a checklist of best practices and a capsule strategy
- Coordinate logistics for different levels of staff involvement
- Establish a Social Media Idea Lab

Initiative Define a content strategy

Action

- Create an agency-wide social media content strategy
- Use the strategy to guide posts, campaigns, and long-term plan

Initiative Focus on quality and impact over quantity

Action

- Ensure staff are engaged more deeply on a smaller number of targeted projects
- Procure and maintain a Social Media Analytics Dashboard
- Use analytics to evaluate performance of posts and apply to future content creation
- Host workshops led by curators about content selection

Initiative Create exceptional content that uses the latest technology

Action

- Make style guides, templates, and tutorials for well-designed content
- Create a strong visual identity and brand-aligned designs for images and multimedia
- Create a workflow that makes it easy for content creators to work with designers
- Provide templates and tools for content creators to use to make graphics and brand aligned designs

Data in Action Create a report at the conclusion of every project with insights and recommendations for future projects / Share most popular posts on a weekly basis / Hold monthly sessions to discuss successes and failures / Host annual retreat to share lessons learned

2

Deepen Engagement

Initiative Coordinate agency-wide campaigns for maximum engagement

Action

- Choose topics that audiences want to talk about and share
- Plan and develop campaigns ahead of time
- Select the best platforms for each campaign
- Establish a quarterly editorial calendar for the agency

Initiative Leverage partners and influencers

Action

- Develop and sustain partnerships
- Create social media tool kits for partners and influencers to support calls to action
- Research and invite influencers to special events such as Instameets and Tweetups
- Create a cohesive outreach campaign for the annual Virtual Genealogy Fair

Initiative Create new ways to discover and share the latest stories

Action

- Display social media feeds on our websites for easy access and sharing
- Find new ways to leverage social media content, such as email marketing
- Invite the public to help curate social media platforms, such as Today's Document

Data in Action Define measures of success at the start of each project / Use a pre-project plan and post-project report for each campaign to align objectives with tactics and assess our work



3

Grow Our Audience

Initiative Inspire people to share

Action

- Become a GLAM community leader by creating a resource on archives.gov for hashtags and other social trends
- Address policies and services in our public spaces, like taking photos and wifi
- Define a strategy for choosing hashtags for social campaigns
- Feature most-requested items in our holdings
- Ensure web content is easy to share with simple buttons
- Use hashtags that encourage sharing and help us connect with communities
- Establish a working group of content creators who are using social media to drive physical traffic

Initiative Target messaging to specific audiences and platforms

Action

- Focus on key audiences: educators, history buffs, curious nerds, museum visitors, and genealogists
- Use analytics and user experience tools to better understand our audiences
- Choose the best platforms for each post and to connect with the right audiences

Initiative Connect social media to news and trends

Action

- Tie our records to current issues by hosting in person events for local audiences
- Support the agency's communications goals with social media tactics
- Pitch social campaigns to traditional news outlets and new media publications
- Look for stories within the staff
- Establish a Trend Team to look ahead
- Add and prune platforms and tactics based on audience trends

Initiative Strategically boost our efforts with paid media

Action

- Use promoted posts, hashtags, and accounts to reach new people
- Develop splashy campaigns in partnership with the Foundation

Data in Action Use analytics to study audience behaviors and inform choices about platforms and content / Track audience engagement metrics (comments, shares, replies, hashtags) to understand successful tactics / Track clicks from social media to our websites to better understand the digital customer journey / Develop a worksheet for tracking and reporting on audience engagement with our social media efforts

4

Cultivate a Community of Practice

Initiative Create a social strategy and production team

Action

- Assemble a team that can focus, provide direction for, and support the agency's social media needs
- Define and refine task areas that support the professional development of NARA staff in social media management

Initiative Provide opportunities to develop and innovate together

Action

- Create guides, checklists, and tipsheets to make best practices appealing and easy to use
- Use NARAtions as a digital training blog for sharing lessons learned and how-to tips
- Support communication and collaboration with webinars, conference calls, Google Hangouts, and use of the ICN
- Organize lightning sessions and field trips for staff to explore new ideas
- Highlight successes with managers and supervisors to underscore importance of social media work

Initiative Give social media a seat at the planning table

Action

- Each department with a presence on social media (especially Exhibits, Education and Public Programs) has a social media point of contact on the team
- Every exhibition has a social media strategy and a budget for paid social media placements

Initiative Make it easy for anyone to participate

Action

- Create and maintain technology, resources, and equipment to increase staff participation
- Make scanners accessible to staff who might come across interesting content for sharing on social media
- Develop easy ways for staff to identify a story for sharing on social media by using an embedded "staff reporter"
- Negotiate terms of service and work with general counsel to push innovation within government constraints

Data in Action Use critical data about campaigns, audiences, and past successes for supporting the development of staff skill sets / The Social Media Data Lab provides coaching to optimize future content based on data trends.