



Socially responsible: Social media use and archiving in government

Catherine J. Newsome | First Assistant Secretary of State | Louisiana

Joy Banks | Executive Director | CoSA

NASS Winter Conference | February 10, 2024

Speakers

Catherine J. Newsome



First Assistant Secretary of State
(Former State Archivist) Louisiana



LOUISIANA STATE ARCHIVES

Joy Banks



Executive Director
Council of State Archivists (CoSA)



Mission

The **Council of State Archivists** (CoSA) provides leadership to strengthen and support state and territorial archives leaders and staff in their work to preserve and provide access to government records.



CoSA

Social Media Presence and Use

Louisiana State Archives

- Current social media presence
- Advocating for permissions
- Curating followers
- Crafting content
- Going the extra mile



ON THIS DAY | Infamous couple Bonnie and Clyde were killed, May 23, 1934. Check out some of the fascinating records related to the two gangsters, housed here at the Archives. Included are scans of the de...

Post · Published on: 23 May 2023



Boost post

Overview

Reach ⓘ

4,417

Higher than typical

Impressions ⓘ

4,877

Higher than typical

Interactions ⓘ

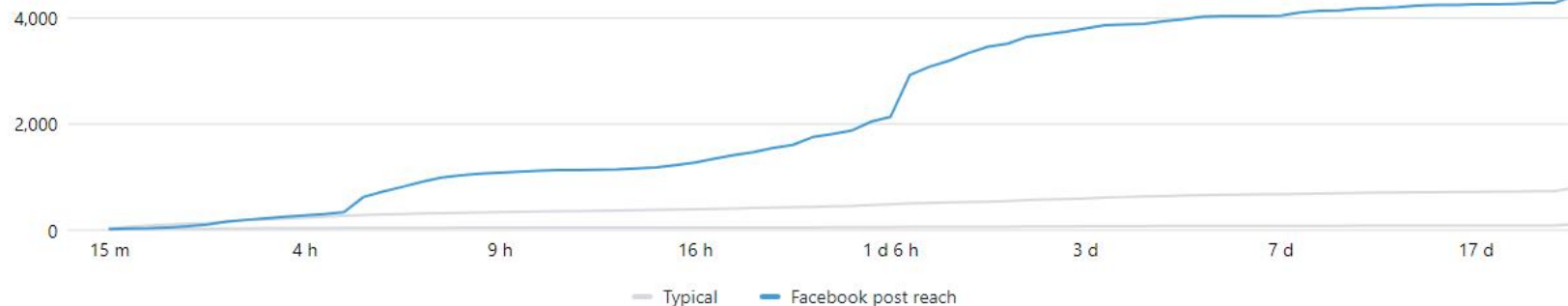
45

Higher than typical

Link clicks ⓘ

--

Reach



Interactions ⓘ

Reactions ⓘ

19

Typical

Comments ⓘ

2

Typical

Shares ⓘ

21

Higher than typical

Saves ⓘ

3

Higher than typical

Feed preview



Louisiana State Archives

Published by Dan Lewis · 23 May 2023 ·



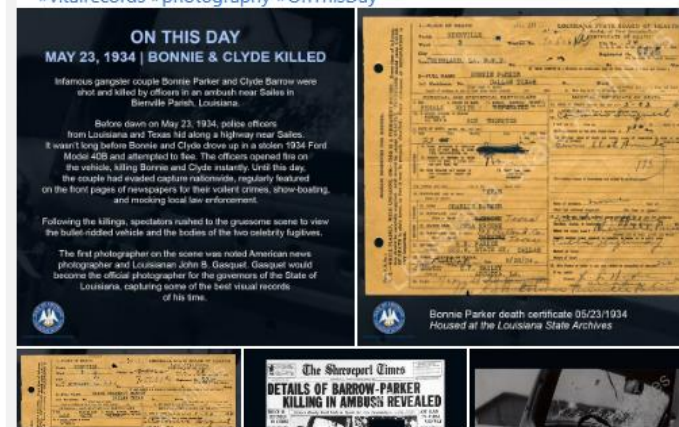
ON THIS DAY | Infamous couple Bonnie and Clyde were killed, May 23, 1934.

Check out some of the fascinating records related to the two gangsters, housed here at the Archives. Included are scans of the death records of Bonnie Parker and Clyde Barrow, part of the vital records collection.

Also, take a look at some incredible photographs taken by renowned photographer John B. Gasquet, the first to arrive on the scene after the shootings. Gasquet would become the official photographer for the governors of the State of Louisiana, capturing some of the best visual records of his time.

👁️ Learn more about John B. Gasquet by visiting our current exhibition, "Written in the Stars; Celebrating 100 Louisiana Luminaries". 📖

#LouisianaStateArchives #Louisiana #history #bonnieandclyde #vitalrecords #photography #OnThisDay



View Post on Facebook

Creating a Viral Post



Louisiana State Archives

Published by Dan Lewis · 28 July 2023 ·

In 2024, the #louisianastatearchives will celebrate the 40th anniversary of the 1984 Louisiana World Exposition, aka the New Orleans World's Fair.

We are seeking photo scans of visitors attending the Fair to be featured in a nostalgic World's Fair display. For more information, send us a direct message or call (225) 922-1000 and ask for Exhibits

#exhibitdesign #worldsfair #neworleansphotography #Louisiana #history

WE WANT YOUR PHOTOS



If you attended the 1984 Louisiana World Exposition, we'd like to feature copies of your photos in our next exhibition!



DM or call Louisiana State Archives
(225) 922-1000 & ask for Exhibits



See Insights and Ads

Boost post



In 2024, the #louisianastatearchives will celebrate the 40th anniversary of the 1984 Louisiana World Exposition, aka the New Orleans World's Fair. We are seeking photo scans of visitors attending the Fair t...

Post · Published on: 28 Jul 2023



Boost post

Overview

Reach ⓘ

302,400

Higher than typical

Impressions ⓘ

353,634

Higher than typical

Interactions ⓘ

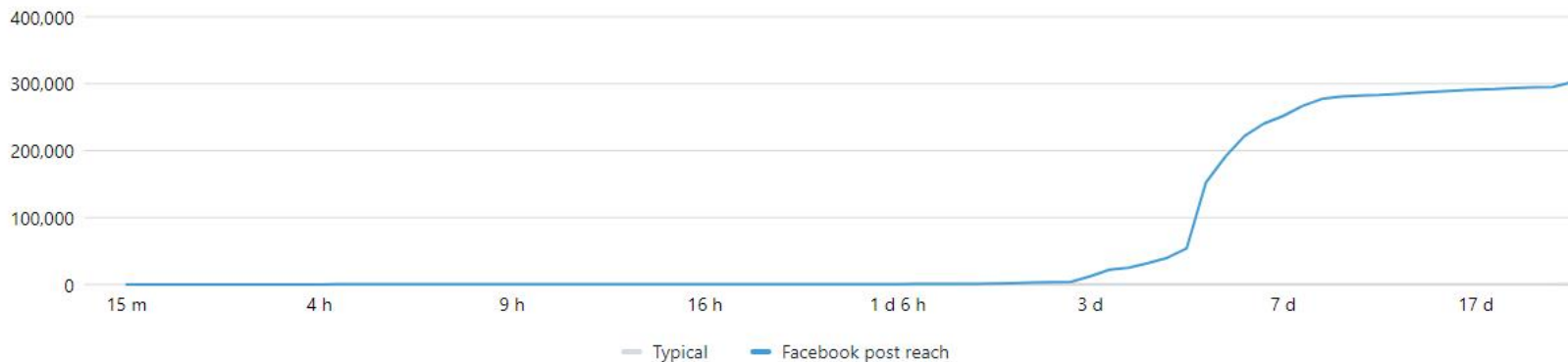
2,038

Higher than typical

Link clicks ⓘ

--

Reach



Interactions ⓘ

Reactions ⓘ

180

Higher than typical

Comments ⓘ

414

Higher than typical

Shares ⓘ

1,356

Higher than typical

Saves ⓘ

143

Higher than typical

Feed preview



Louisiana State Archives

Published by Dan Lewis · 28 July 2023 ·

In 2024, the #louisianastatearchives will celebrate the 40th anniversary of the 1984 Louisiana World Exposition, aka the New Orleans World's Fair. We are seeking photo scans of visitors attending the Fair to be featured in a nostalgic World's Fair display. For more information, send us a direct message or call (225) 922-1000 and ask for Exhibits

[#exhibitdesign](#) [#worldsfair](#) [#neworleansphotography](#) [#Louisiana](#) [#history](#)

WE WANT YOUR PHOTOS



If you attended the 1984 Louisiana World Exposition, we'd like to feature copies of your photos in our next exhibition!



[View Post on Facebook](#)



Attention all Louisiana students in grades 9-12! We invite you to submit artwork for the juried Louisiana State Archives High School Student Art contest, due December 1, 2023. Original artwork must relate t...

Post · Published on: 28 Sep 2023



Boost post

Overview

Reach ⓘ

9,536

Higher than typical

Impressions ⓘ

10,659

Higher than typical

Interactions ⓘ

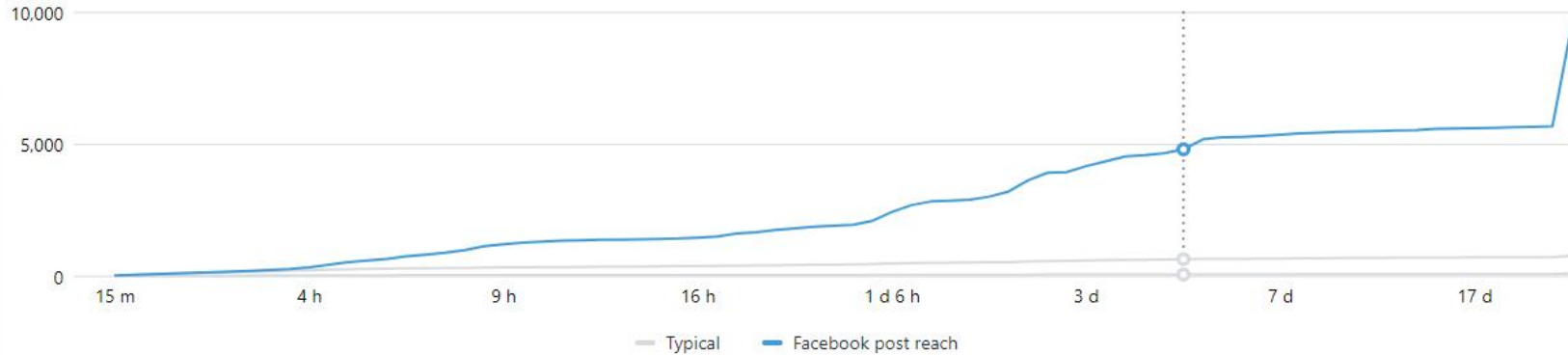
113

Higher than typical

Link clicks ⓘ

--

Reach



Interactions ⓘ

Reactions ⓘ

24

Higher than typical

Comments ⓘ

8

Higher than typical

Shares ⓘ

79

Higher than typical

Saves ⓘ

2

Higher than typical

Feed preview

contest, due December 1, 2023.

Original artwork must relate to the 1984 Louisiana World Exposition, known as the New Orleans World's Fair. If you don't know much about the event (there were lots of mermaids), it's ok! Scan the QR codes to inspire your piece, and ask us questions by calling the Exhibitions department at 225-922-1000.... See more

HIGH SCHOOL STUDENT ART CONTEST



**DEADLINE FOR SUBMISSIONS
FRIDAY, DECEMBER 1, 2023**

Celebrate the 40th anniversary of the **1984 Louisiana World Exposition** with your original artwork on display at the **Louisiana State Archives**.

[View Post on Facebook](#)

Social Media Archiving

Louisiana State Archives

- Policies for archiving or collecting social media data
 - Internally
 - Other agencies
- Ingest of social media records
- Planning for access

Social Media Archiving

CoSA's Response

- Member survey
- Things we know
 - Social media usage is common practice in state governments (82%)
 - Laws and records retention requirements lack specific guidance for social media
 - Less than half (42%) reported harvesting or access to social media accounts after terms end

Social Media Archiving

CoSA's Response

- Questions we're asking
 - Are social media posts public record?
 - Should comments and direct messages be considered public record/correspondence?
 - What are the ethical considerations for access?
 - How can we respond to "hostile" platforms that limit harvesting for preservation?

Social Media Archiving

CoSA's Response

- Next Steps
 - Analysis of the survey responses (now)
 - Development of guidance documentation for primary issues (February – April)
 - Release and discussion of outcomes at virtual SERI STEER* Unconference (May 16)

*State Electronic Records Initiative [State & Territory Excellence in Electronic Records](#)

Questions?

Contact Information:

Catherine J. Newsome
catherine.Newsome@sos.la.gov

Joy Banks
jbanks@statearchivists.org