

Institutional / Individual Social Media Administrator Survey

Page 1

CONSENT TO THE USE OF DATA

University of Glasgow, College of Arts Research Ethics Committee

I understand that **Ravana Eagleheart** is collecting data in the form of completed questionnaires for use in an academic research project at the University of Glasgow.

This dissertation intends to look at the feasibility of using social media to explore the textual elements of medieval manuscripts, from the view of the curator—in this case, the archivist. While social media is already being used to encourage engagement with these manuscripts via Dr Erik Kwakkel (Twitter) Dr Johanna Green (Twitter/Instagram); Discarding Images (Facebook/Instagram/Twitter); Medieval Memes (Facebook), the focus has been primarily on the aesthetics of the page, rather than the contents of the text. The aim of this dissertation is to propose an applicable methodology to not only engage the public with manuscript texts, but also to share valuable methodologies regarding the practice of palaeography which can be used for a multitude of users, regardless of their source materials.

While not a widespread skill, palaeography offers a hefty reward—the ability to parse the document and interact with it in ways similar to those who wrote it or interacted with it in the past offers the reader an emotional connection to a document which can be lost otherwise. Through the abovementioned individuals and their successes, it is clear that there is a space within the scholarship for digital dissemination in this way—through the level of access that Web 2.0 demands, there is a growing push towards digital access and interaction with Archives and Special Collections' materials, and the public is able to engage with these materials in a new way. The scope of this dissertation explores the feasibility of Archives and Special Collections social media initiatives focused on the text of medieval manuscripts, rather than the images. Additionally, the effectiveness of social media as a means of community building will be examined. Methodologies include questionnaires regarding social media use; a series of social media posts on the Instagram platform, supported by supplemental information available on the project

WordPress website (transcribingalys.wordpress.com); recording the time and resources needed to complete the project, as well as monitoring project post performances (in opposition to other Instagram posts of a similar nature which may be focused on the aesthetics of the page).

By proceeding, I give my consent to the use of data for this purpose on the understanding that:

- I have the choice to leave any question unanswered.
- All names and other material likely to identify individuals will be anonymised, unless express permission is granted.
- Project materials in both physical and electronic form will be treated as confidential and kept in secure storage (locked physical storage; password-protected devices and University user accounts) at all times.
- Anonymised materials will be retained for up to ten years and cited/ discussed in future publications, both print and online. Consent forms will be retained for record purposes.

Ethical clearance for this project has been granted by the College of Arts Research Ethics committee, 11 July 2018

- **Researcher's name and email contact:** Ravana Eagleheart, 2339066e@student.gla.ac.uk
- **Supervisor's name and email contact:** Adele Redhead, adele.redhead@glasgow.ac.uk
- **Department address:** Information Studies, 11 University Gardens, George Service House

Instagram Administrators - Survey

In what country is your institution located?

Which of the following best describes your institution?

- College or University Library
- Research Centre in a college or university
- Independent research centre
- Government library or archive
- Museum or historical society
- Public library
- Local authority archive
- Other

If you selected Other, please specify:

Which social media accounts do you / your institution use regularly? Please check all that apply.

- Facebook
- Instagram
- Twitter
- Blogs
- Tumblr

- Podcasts
- Other

If you selected Other, please specify:

What types of content are posted to your Instagram feed? Please check all that apply.

- Event announcements
- New acquisitions
- Local history
- Establishment History
- Featured researchers
- Digitized items / collections
- In-depth item / collection highlights
- Well known items from the collection

How frequently is your Instagram account updated?

- Daily
- Weekly
- Monthly
- Other

If you selected Other, please specify:

Who contributes content to your Instagram account? (check all that apply)

- Professional Staff
- Support Staff
- Staff or faculty outside the department
- Volunteers
- Interns
- Student Workers
- Other

If you selected Other, please specify:

Do you have a dedicated member of staff who creates and posts Instagram content, or is it an added task for an existing member of staff?

- Dedicated member of staff
- It falls on a member of staff as an additional responsibility
- Other

If you selected Other, please specify:

How many individuals are involved in the creation of Instagram content?

How many individuals are involved in the posting of Instagram content?

How did you get started with your Instagram account?

What do you look for, to make the content of your Instagram posts?

- Eye-catching fragments of your collection
- Popular materials
- Narrative appeal
- Other

If you selected Other, please specify:

How do you decide what to post on your Instagram account, and when?

Have you explored the possibility of engaging your Instagram followers with script-focused content?

- Yes
- No

Script-Based Social Media Projects

Do you have any palaeography experience?

- Yes
- No

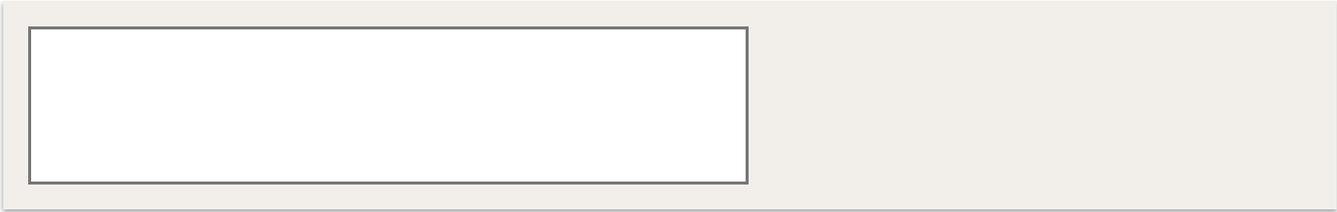
Have you ever completed script-focused Instagram posts (such as transcription practice, an image of a manuscript with accompanying transcript, etc.)?

- Yes
- No

If yes, do you have any suggestions as to what to include, what to avoid, and how best to ease readers into looking at historic handwriting?

If no, are there specific reasons why not? Have particular factors (such as time, funding, or other resources) impeded your ability to work through this type of project?

If you have any further comments on script-focused Instagram projects, please feel free to elaborate here.



Instagram Administrators - Survey

Approximately how much time do you spend getting ready for each Instagram post (set-up, gathering materials)?

- <30 minutes
- 30-60 minutes
- 1-1.5 hours
- 1.5-2 hours
- >2 hours

How much time do you spend with the follow-up (responding to users, answering questions, networking) for each Instagram post?

- <30 minutes
- 30-60 minutes
- 1-1.5 hours
- 1.5-2 hours
- >2 hours

Do you get tangible feedback from the Instagram community?

- Yes
- No

Can you identify what "tangible feedback" means to you, and your institution?

Do you see a change in those engaging, or is it always the same people who like your Instagram posts or comment with questions?

- Always the same people
- Contributors change all the time
- Contributors vary, but it's mostly the same core group
- Other

If you selected Other, please specify:

What are the goals of your Instagram account?

- Increased awareness of collections
- Highlight materials from particular collections
- Increase visibility of events
- Illustrate behind-the-scenes activities
- Improve outreach to potential donors
- Other

If you selected Other, please specify:

If you could ask your Instagram followers anything / find out anything about your followers, what would it be?

What is your primary target Instagram audience?

- Primary and Secondary Students and Teachers
- College and Graduate Students
- Faculty
- Genealogists / Family Historians
- Potential Donors
- Other

If you selected Other, please specify:

Approximately how many followers does your Instagram account have?

- 0-100
- 101-500
- 501-1,500
- 1,501-5,000
- 5,001-10,000
- More than 10,000

Which of the following best describes how your Instagram account relates to your department's other outreach efforts? Please check all that apply

- Shares unique or new content
- Recycles content from other outreach outlets
- Links to other social media sources
- Links to other online resources
- Other

If you selected Other, please specify:

Is there any additional information you would like to share about your social media outreach efforts?

Thank you!

Thank you so much for taking the time to complete this survey, I greatly appreciate it!

Should you have any further questions, please feel free to contact:

- **Researcher's name and email contact:** Ravana Eagleheart,
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