

Institutional / Individual Social Media Administrator Survey

Showing 41 of 41 responses

Showing **all** responses

Showing **all** questions

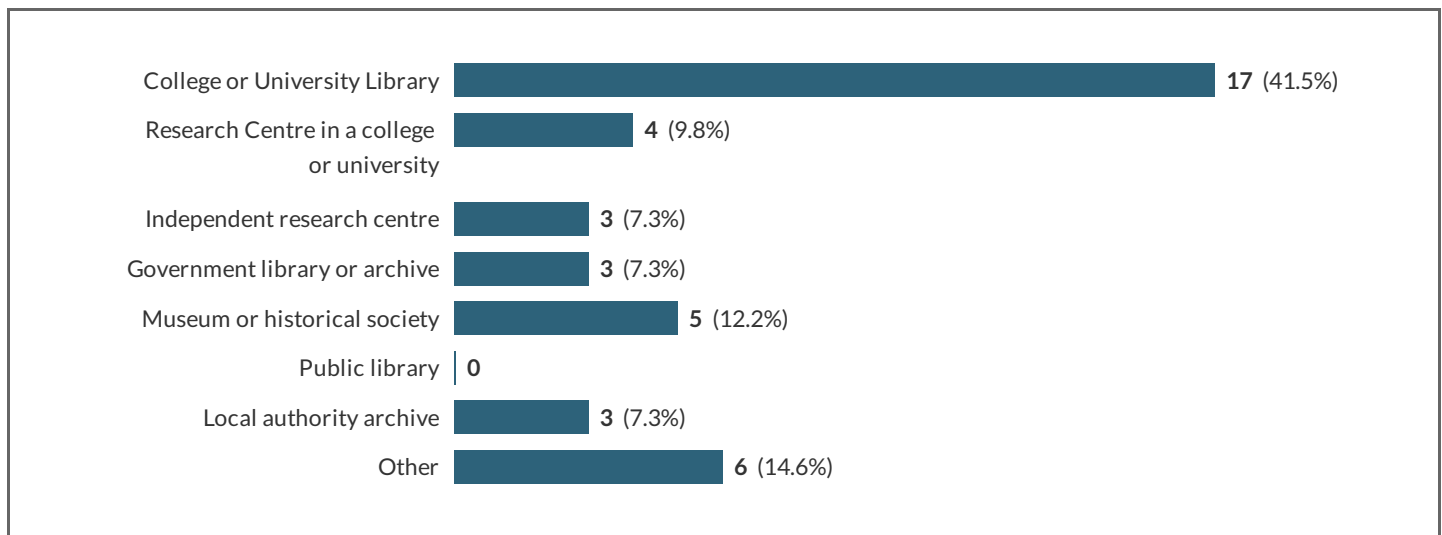
Response rate: 41%

1 In what country is your institution located?

Showing all 41 responses	
Uk	386088-386079-38112232
UK	386088-386079-38112517
UK	386088-386079-38112431
UK	386088-386079-38115008
United States	386088-386079-38124279
Lebanon	386088-386079-38126811
United States of America	386088-386079-38126902
The UK	386088-386079-38127748
USA	386088-386079-38123504
USA	386088-386079-38131590
Untied States	386088-386079-38132593
United States	386088-386079-38134077
Scotland, UK	386088-386079-38136836
Scotland	386088-386079-38140205
United States	386088-386079-38140600
united states	386088-386079-38144209
USA	386088-386079-38144267
United States	386088-386079-38144651
UK	386088-386079-38145622
Belgium	386088-386079-38147227
United Kingdom	386088-386079-38151850

England	386088-386079-38153244
United States	386088-386079-38163749
Wiltshire	386088-386079-38166579
United States of America	386088-386079-38172314
United States	386088-386079-38188511
United States	386088-386079-38192261
UK	386088-386079-38199947
England	386088-386079-38237298
United Kingdom- Scotland	386088-386079-38244110
UK	386088-386079-38260931
UK	386088-386079-38268281
Wales	386088-386079-38354946
United Kingdom	386088-386079-38433437
Ireland	386088-386079-38473837
England	386088-386079-38474411
England	386088-386079-38476705
UK	386088-386079-38478376
England	386088-386079-38502132
England	386088-386079-38535689
Australia	386088-386079-38556816

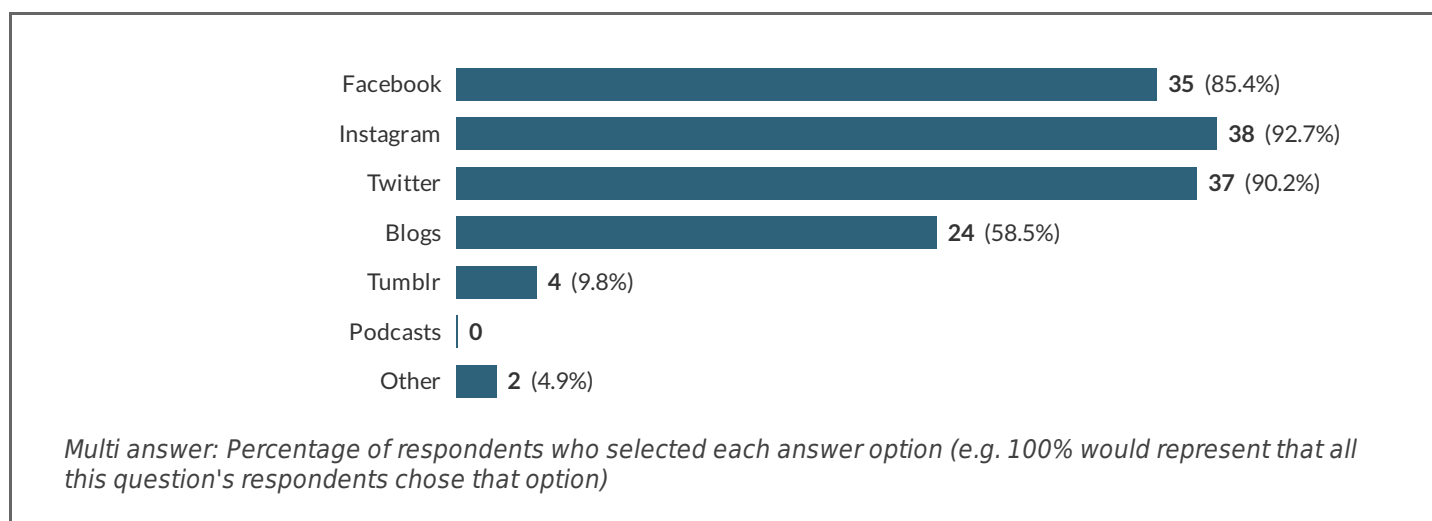
2 Which of the following best describes your institution?



2.a If you selected Other, please specify:

Showing all 6 responses	
Specialist library & archives, part of a wider charity	386088-386079-38115008
Museum Special Collections Library	386088-386079-38123504
private independent account	386088-386079-38144209
Independent archive	386088-386079-38151850
business archive	386088-386079-38433437
Charitable Archive	386088-386079-38535689

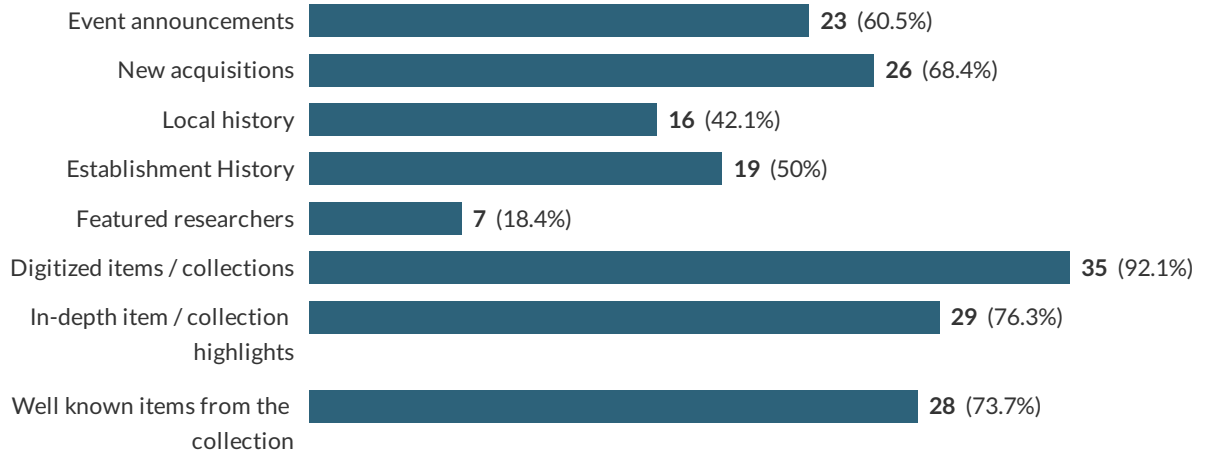
3 Which social media accounts do you / your institution use regularly? Please check all that apply.



3.a If you selected Other, please specify:

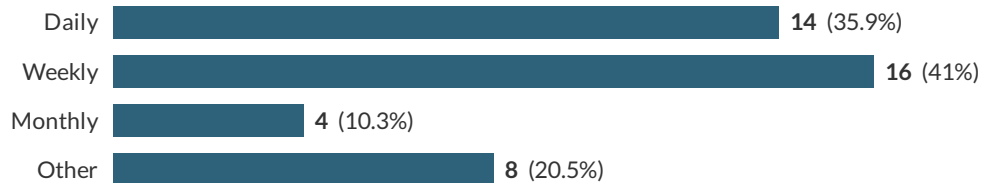
Showing all 2 responses	
Google +	386088-386079-38127748
Flickr	386088-386079-38136836

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



Multi answer: Percentage of respondents who selected each answer option (e.g. 100% would represent that all this question's respondents chose that option)

5 How frequently is your Instagram account updated?

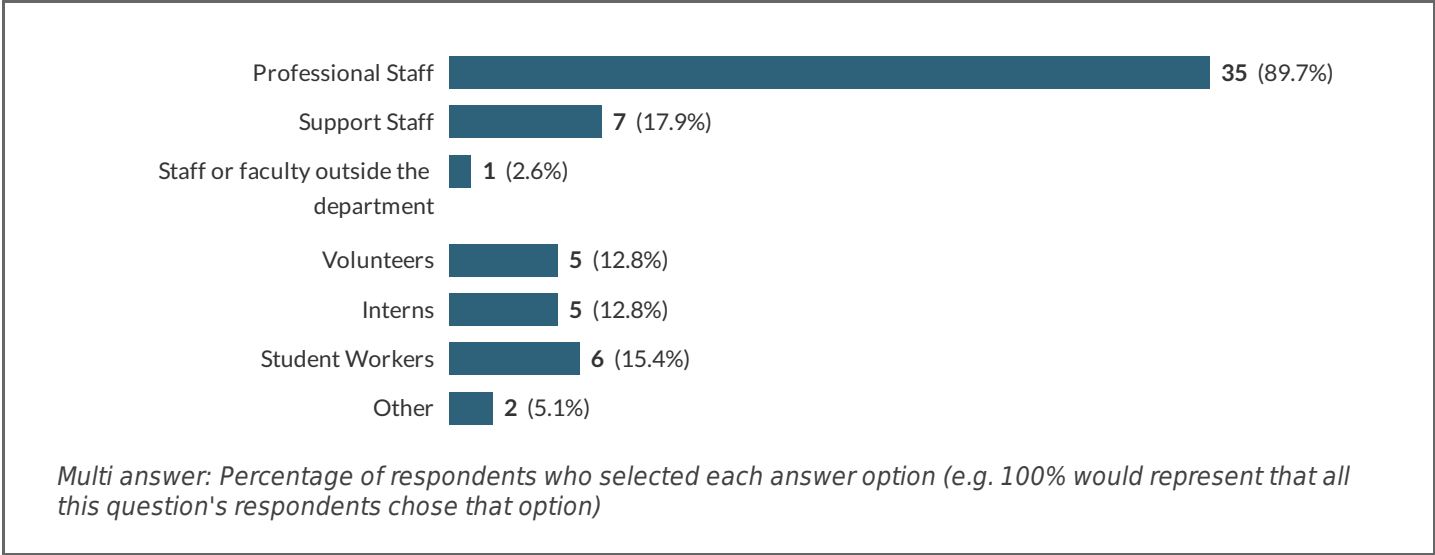


Multi answer: Percentage of respondents who selected each answer option (e.g. 100% would represent that all this question's respondents chose that option)

5.a If you selected Other, please specify:

Showing all 8 responses	
Ad hoc - sometimes daily, sometimes monthly	386088-386079-38112517
Sporadically	386088-386079-38115008
Several times a week	386088-386079-38124279
We don't use Instagram	386088-386079-38126811
Every other day	386088-386079-38244110
several times a week	386088-386079-38268281
Ideally once a week but lately it has been difficult to keep regular posts due to work constraints	386088-386079-38476705
Twice weekly	386088-386079-38556816

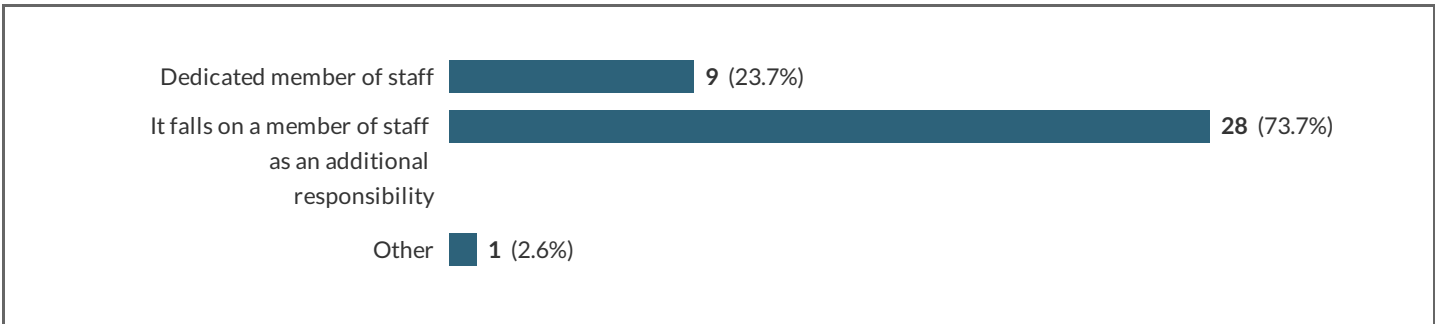
6 Who contributes content to your Instagram account? (check all that apply)



6.a If you selected Other, please specify:

Showing all 2 responses	
We don't	386088-386079-38126811
we have an instagram residency program	386088-386079-38478376

7 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?



7.a If you selected Other, please specify:

Showing 1 response	
All staff, including student workers, are encouraged to contribute to all social media platforms.	386088-386079-38144651

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

Showing all 37 responses	
2	386088-386079-38112232
1	386088-386079-38112517
2	386088-386079-38112431
2	386088-386079-38115008
1	386088-386079-38124279
1	386088-386079-38126902
2	386088-386079-38127748
5	386088-386079-38123504
2	386088-386079-38131590
1	386088-386079-38132593
1	386088-386079-38134077
All members of the team have access, in practice 1-3 people actually create content	386088-386079-38136836
1	386088-386079-38144209
1	386088-386079-38144267
4	386088-386079-38144651
1	386088-386079-38145622
1	386088-386079-38151850
one	386088-386079-38153244
2	386088-386079-38163749
1	386088-386079-38166579
1	386088-386079-38172314
1	386088-386079-38188511
2	386088-386079-38192261
2	386088-386079-38199947
1	386088-386079-38237298
5	386088-386079-38244110
3	386088-386079-38260931
1 mainly	386088-386079-38268281
4	386088-386079-38354946
-	386088-386079-38400407

1	386088-386079-38433437
1	386088-386079-38473837
2	386088-386079-38474411
1	386088-386079-38476705
1-4	386088-386079-38478376
2	386088-386079-38502132
3	386088-386079-38535689
Curator Officer, Director	386088-386079-38556816

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

Showing all 37 responses	
2	386088-386079-38112232
1	386088-386079-38112517
1	386088-386079-38112431
1	386088-386079-38115008
1	386088-386079-38124279
1	386088-386079-38126902
2	386088-386079-38127748
5	386088-386079-38123504
1	386088-386079-38131590
1	386088-386079-38132593
1	386088-386079-38134077
1-2	386088-386079-38136836
1	386088-386079-38144209
1	386088-386079-38144267
4	386088-386079-38144651
1	386088-386079-38145622
1	386088-386079-38151850
one	386088-386079-38153244
1	386088-386079-38163749
1	386088-386079-38166579
1	386088-386079-38172314

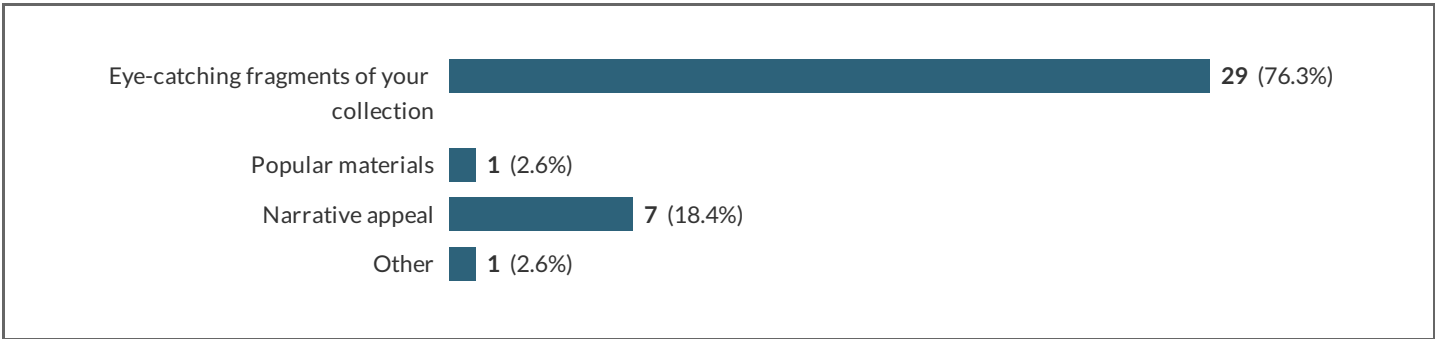
1	386088-386079-38188511
1	386088-386079-38192261
2	386088-386079-38199947
2	386088-386079-38237298
2	386088-386079-38244110
3	386088-386079-38260931
2	386088-386079-38268281
4	386088-386079-38354946
3	386088-386079-38433437
1	386088-386079-38473837
2	386088-386079-38474411
1	386088-386079-38476705
1	386088-386079-38478376
2	386088-386079-38502132
3	386088-386079-38535689
One	386088-386079-38556816

10 How did you get started with your Instagram account?

Showing all 30 responses	
Following similar accounts and posting regularly using a theme.	386088-386079-38112232
We created it	386088-386079-38112517
I was instrumental in getting us onto social media in 2010 and since returning in 2016 I have set us up on instagram and pinterest	386088-386079-38112431
I was interested in using it as a way to learn more about the items in our collection and connect with other institutions. I pitched the idea to my supervisor and was given permission to start.	386088-386079-38124279
I just set it up.	386088-386079-38126902
I am part of my Institution's Social Media Working Group, and our Instagram was set up long before I started my current position.	386088-386079-38123504
Not sure - it was started by my predecessor.	386088-386079-38131590
Just jumped in and started posting, then worked out the details and goals	386088-386079-38132593
We'd built a successful following on twitter and were keen to experiment with instagram. We started by posting similar content to what was on twitter.	386088-386079-38136836

A friend said it'd be a good way to keep in touch, then I decided posting long form collections content.	386088-386079-38144209
Inherited it when hired	386088-386079-38144267
To advertise an upcoming conference on pulp fiction in 2015.	386088-386079-38144651
Started Oct 2016 with an all-staff photo. Our instagram was set up to purposely be less 'formal' than our other social media channels and to give behind-the-scenes style insights.	386088-386079-38151850
Intern set it up	386088-386079-38153244
The account came in to existence as a way for the Rare Books Cataloger to share interesting finds. When a new Special Collections Librarian was hired the account transferred to them as part of state job duties. The account immediately grew into a daily activity and now (3 years later) moved into a near daily part of work.	386088-386079-38163749
It seemed a natural extension to our use of other platforms and in order to reach a younger audience.	386088-386079-38166579
I saw more engagement with users on Instagram compared to Twitter for other similar special collections departments and wanted to give it a try	386088-386079-38172314
Inspired by a session on posting to Instagram during the Rare Books and Manuscript Section (RBMS) Conference in June 2018	386088-386079-38188511
We wanted to highlight items in our collections	386088-386079-38192261
It seemed like the natural place for our highly visual project	386088-386079-38199947
Set up to promote new blog	386088-386079-38237298
Decision to promote Museum work and collections through social media so 2 individuals appointed to manage it.	386088-386079-38244110
new librarian suggested it	386088-386079-38260931
I'm not sure what this question means. I had a personal one so set up a business one.	386088-386079-38268281
An additional development from existing use of Facebook and Twitter	386088-386079-38354946
I was familiar with the platform as a personal user and suggested that the institution could benefit from having an instagram presence, particularly due to the visual nature of much of the material held in archives and special collections.	386088-386079-38473837
Took it upon myself to highlight an area within Archives I felt needed more light thrown on it, plus the medium of Instagram lent itself to the environment and I thought it would work well.	386088-386079-38476705
before my time	386088-386079-38478376
An archive Heritage Lottery Funded project in 2015 to engage members of the public in updating our online database with photographs and GPS data.	386088-386079-38535689
We wrote an application to open an official RMIT Instagram account. The application was reviewed by the University central Webservices and Information Team	386088-386079-38556816

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



11.a If you selected Other, please specify:

Showing 1 response	
Detail, materials about which I have extensive knowledge	386088-386079-38144209

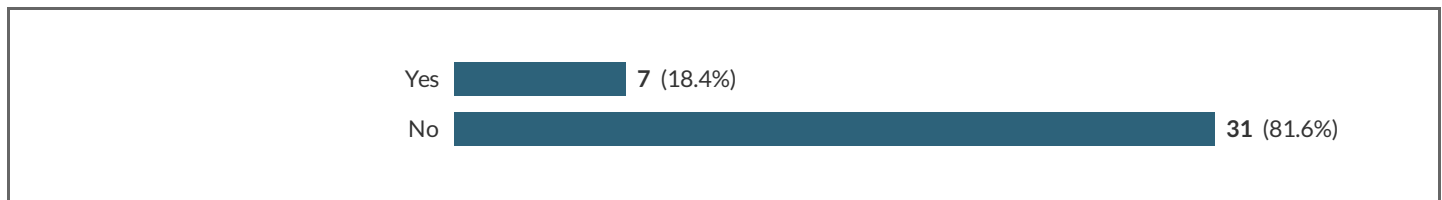
12 How do you decide what to post on your Instagram account, and when?

Showing all 35 responses	
We prepare some posts for regular posting but largely post when something of particular interest is found or happens (such as an event).	386088-386079-38112232
Tends to be as things come up, or as part of a focussed campaign (eg explore archives week)	386088-386079-38112517
Because of the complicated nature of scheduling instrgram posts (you cant use hootsuite in as straightforward a way as with fb and twitter), I don't follow as strict a routine with insta. I will share material from my colleague, as and when he posts on our fb page, but will also organically source material	386088-386079-38112431
Ad-hoc - as and when there is something in need of promotion or we are working with a particularly visually-appealing item/collection	386088-386079-38115008
Whatever catches my eye over the course of my work, material for hashtag campaigns, or to promote exhibitions that we have.	386088-386079-38124279
Fairly randomly - as I come across interesting things in the collection.	386088-386079-38126902
As I am new to the museum and am still learning about the collection I pick items that stand out to me	386088-386079-38127748
I try to post something visually interesting that also has interesting information to go along with it-- I try not to post pretty pictures just for the sake of it. I try to post at the end of the day, when people are commuting home and checking their social media.	386088-386079-38123504

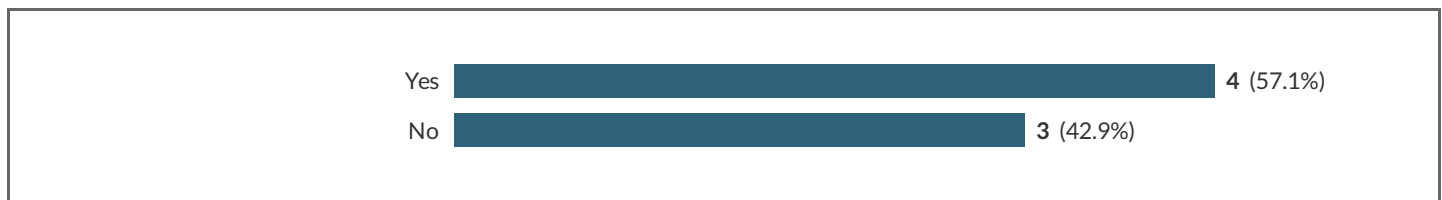
I look for things that are eye catching, that are overlooked aspects of our collection, that fit with Instagram challenges, or that fit with a particular day or monthly theme (women's history, etc).	386088-386079-38131590
Anything that's fun. Sometimes I try to do things related to to a holiday or a hashtag party, but it doesn't always fit my schedule or the materials we have in the library & archives	386088-386079-38132593
Relevancy	386088-386079-38134077
It's not as structured as our twitter feed which has a content calendar. We encourage staff to engage with the themed hashtags such as #manuscriptmonday or #foliofriday but that ebbs and flows as job pressures change.	386088-386079-38136836
I follow weekly hashtags and monthly challenge themes from @iglibraries	386088-386079-38144209
Primarily new acquisitions and a little bit of local goings-on.	386088-386079-38144267
If we find something interesting over the course of our day, we post about it. Usually no more than one post per day.	386088-386079-38144651
List of potential posts and as I come across new things that have interesting stories	386088-386079-38145622
Generally calendar sensitive; e.g. post archival material according to significant anniversaries, or when major events (exhibition openings) occur.	386088-386079-38151850
Anything interesting going on or being looked at	386088-386079-38153244
A lot of decisions are based on popular #librariesofinstagram hashtag including monthly challenges proposed for Wednesday with a different theme each month. Others are daily tags like #marbledmonday or #endoftheweekendpapers. Some days items that are new are featured and others are based on materials out for classes or tours.	386088-386079-38163749
There is no set time to post - whenever there is time! A post is made when something interesting crops up (it is produced for a reader for example), or the content idea is noted until there is time to post it.	386088-386079-38166579
We look at social media holidays, actual holidays, saints days, and interesting materials. We also join in on IGlibraies challenges. We tend to post in the morning or afternoon.	386088-386079-38172314
I am in charge of the Preservation department, so the content I post is tied back in some way to preservation (principles, difficulties, wear and tear, inherent vice, etc.)	386088-386079-38188511
If anyone in the department suggestions something I take a picture of it and hold onto it for an appropriate day/hashtag use.	386088-386079-38192261
When there's something eye-catching in an apporprate format	386088-386079-38199947
If I think something will be of interest to our audience, ie. is unique or a little different. Or promoting or linking events or partner projects	386088-386079-38237298
If something catches our eye or something is linked to a particular day and we use #onthisday. Also anything which has great narrative appeal and is informative.	386088-386079-38244110

Whatever looks good from what we've gleaned for social media that week. When can be quite arbitrary unless there is a date link, e.g. a commemoration.	386088-386079-38268281
Posts are scheduled for social media platforms - those with interesting visual content appear on Instagram in addition to Facebook and Twitter	386088-386079-38354946
a weekly brainstorming meeting held with Museum colleagues	386088-386079-38433437
Decided on a very ad hoc basis.	386088-386079-38473837
Eye catching material etc.	386088-386079-38476705
depends on marketing dept schedule and current show	386088-386079-38478376
We have a weekly 'Gems of the Archive' blog, which I post to social media. Then any updates such as events or interesting articles get posted on Facebook and Instagram as well.	386088-386079-38502132
95% of content shared on instagram is an image from a recent blog entry along with a synopsis of the blog.	386088-386079-38535689
Melbourne wide-events or topics of interest. e.g. Open House, Science Week, Rare Book Week, Melbourne Fashion Festival, material relating to current Exhibitions or Programming.	386088-386079-38556816

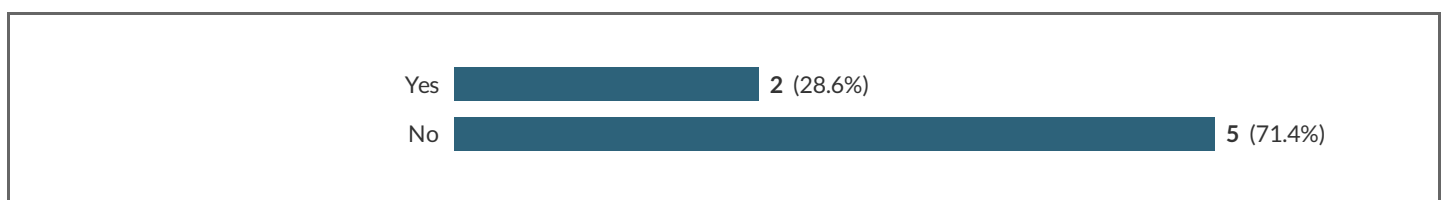
13 Have you explored the possibility of engaging your Instagram followers with script-focused content?



14 Do you have any palaeography experience?



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



- 15.a 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?

Showing all 2 responses	
Visually interesting script, or interesting content	386088-386079-38144209
Was more of a promotional post for palaeography workshops. So was engaging in a 'Would you like to be able to read records like this..?' Post	386088-386079-38237298

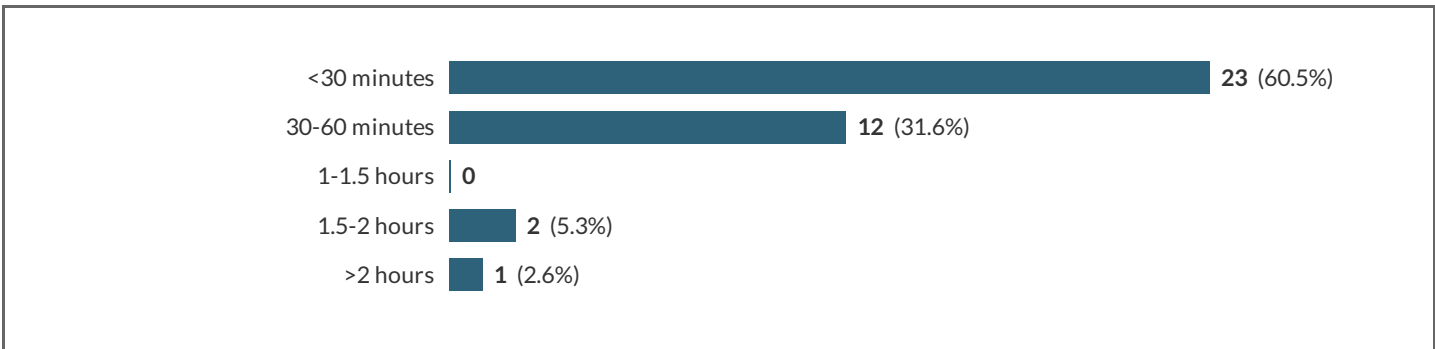
- 15.b If no, are there specific reasons why not? Have particular factors (such as time, funding, or other resources) impeded your ability to work through this type of project?

Showing all 7 responses	
Primarily time - I am the director of a specialized library within our larger university library, and this is just one of my many responsibilities. I would certainly like to create such content, but would find it difficult to monitor the Instagram post in order to engage adequately with our users.	386088-386079-38131590
Not a personal enthusiasm of mine and don't have the time or reason to do it during work hours.	386088-386079-38136836
Time is a factor. This is considered part of my job, but my supervisor dictates that it take the lowest priority	386088-386079-38144209
Time would certainly be a factor, and that text based images can sometimes be less immediately engaging for a non-expert audience.	386088-386079-38166579
Lack of staff skills	386088-386079-38237298
time	386088-386079-38478376
We have collections of 20th century design, including manuscripts from this period. Correspondents handwriting has not been an issue at this stage. Many manuscripts would be typewritten. Copyright would need to be considered.	386088-386079-38556816

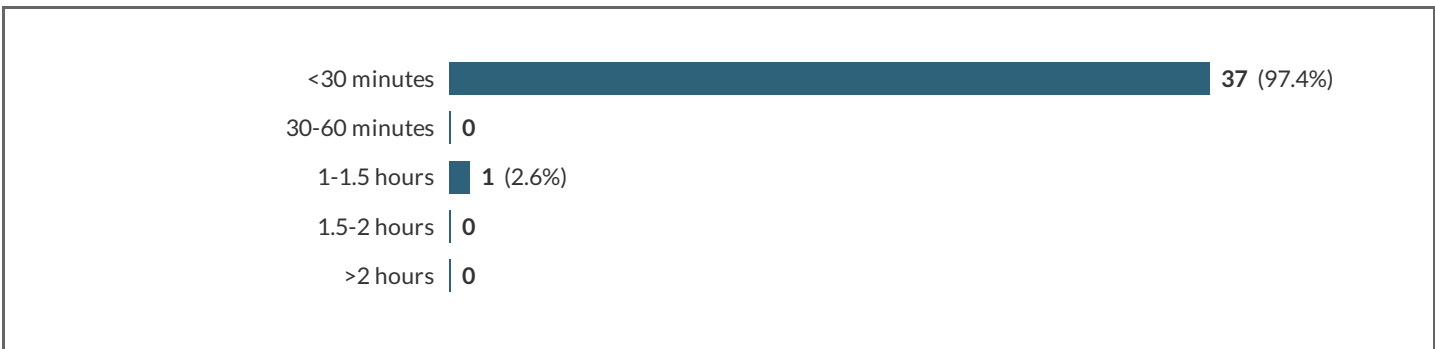
- 16 If you have any further comments on script-focused Instagram projects, please feel free to elaborate here.

Showing all 2 responses	
I think they are suited to instagram because of the longer caption content space. Visually an image of dense text or script can be very striking purely for aesthetic reasons but it is good for us to include the content as well.	386088-386079-38136836
I formerly worked at the State Library of Victoria, and interpretation of hand-written documents was essential in exhibition practice. It would be the beauty, or unusual nature of the script that would possibly capture attention primarily, that is what I would look for first in deciding whether to post or not.	386088-386079-38556816

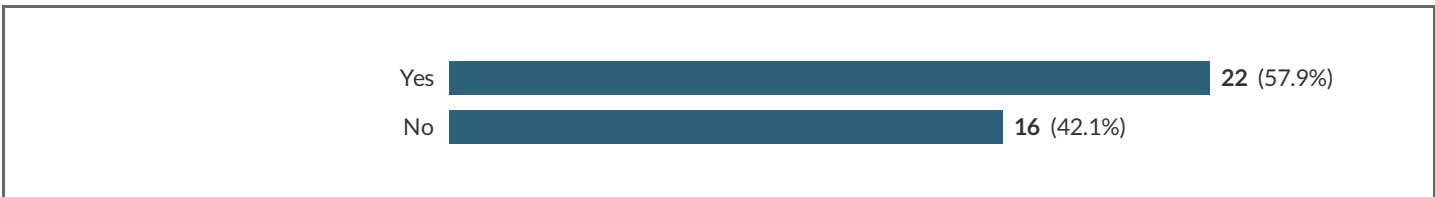
17 Approximately how much time do you spend getting ready for each Instagram post (set-up, gathering materials)?



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



19 Do you get tangible feedback from the Instagram community?

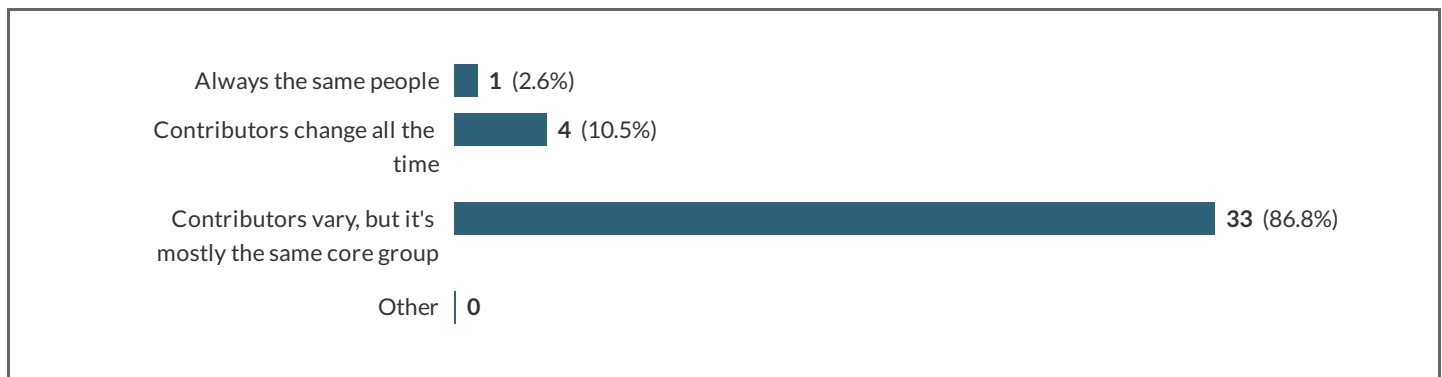


19.a Can you identify what "tangible feedback" means to you, and your institution?

Showing all 32 responses	
Number of likes for different types of posts	386088-386079-38112232
Not really	386088-386079-38112517
Insight analytics plus gathering comments on posts	386088-386079-38112431
In the past, we've asked questions about the items in our collection via posts and received very useful answers that have helped us learn more about our materials.	386088-386079-38124279
Responses to posts (rather than just "likes")	386088-386079-38126902
Comments and engagement with posts, hopefully resulting in use of our collections for research.	386088-386079-38123504
I get likes and some comments. I know that if I spent more time on creating content, I might get more feedback, but at this point my interest is more on making people aware of our collections.	386088-386079-38131590
Likes aren't enough - they're nice but we really value the comments and tell us about a connection to an item or can add information to the item.	386088-386079-38136836
Comments or physical engagement	386088-386079-38140600
User interest, questions about the material, (beyond "beautiful!!"), connections to readers' other work	386088-386079-38144209
Queries from potential researchers and communications w other soec coll librires	386088-386079-38144267
Rrally anything more than a like.	386088-386079-38144651
Additional information on items, comparable items identified, research requests	386088-386079-38145622
Increase in followers; positive comments	386088-386079-38151850
I took it to mean 'conversation' or 'comment' rather than just liking a post	386088-386079-38153244
We had an instagram post capture the attention of our office of enrollment which lead to Special Collections being featured in a mailer to all accepted students. Researchers sometimes ask questions via Instagram messaging and booksellers have gotten in touch to offer material related to collecting areas seen in posts.	386088-386079-38163749
In terms of quantifiable data - we monitor numbers of followers. But do not record comments.	386088-386079-38166579
Likes, comments	386088-386079-38172314
It would be a comment or question related to either the preservation topic raised in the post or our collections in general. So far, the amount of feedback has been low.	386088-386079-38188511
No one is commenting you should post more like this. It is usually just a	386088-386079-38192261

post that says "cool."	
Engagement, likes, new followers, comments	386088-386079-38199947
Comments or direct messages	386088-386079-38237298
Instagram community connecting to the post and adding their own story to it or linking it to their life or ancestors. If questions are asked in the post, it is the response by individuals too or someone may be able to provide more information that we currently have relating to the topic of the post.	386088-386079-38244110
Not really. But I feel we get more feedback and engagement through Facebook.	386088-386079-38268281
Anything beyond a 'like'. We occasionally get comments and reposts, and would class these as tangible feedback, but they're very rare.	386088-386079-38354946
engagement; a comment that requires a response	386088-386079-38433437
While we get a decent amount of likes and occasional comments, there is rarely meaningful engagement with the content. Occasional questions about specific posts or about exhibitions. I would qualify active engagement with posts and material as 'tangible feedback'.	386088-386079-38473837
multiple comments	386088-386079-38474411
General interactions such as comments left on post.	386088-386079-38476705
relate directly to content	386088-386079-38478376
We sometimes get comments on the posts from people in the milling community	386088-386079-38502132
Number of Likes, Number of Followers, Comments or Questions on the Post	386088-386079-38556816

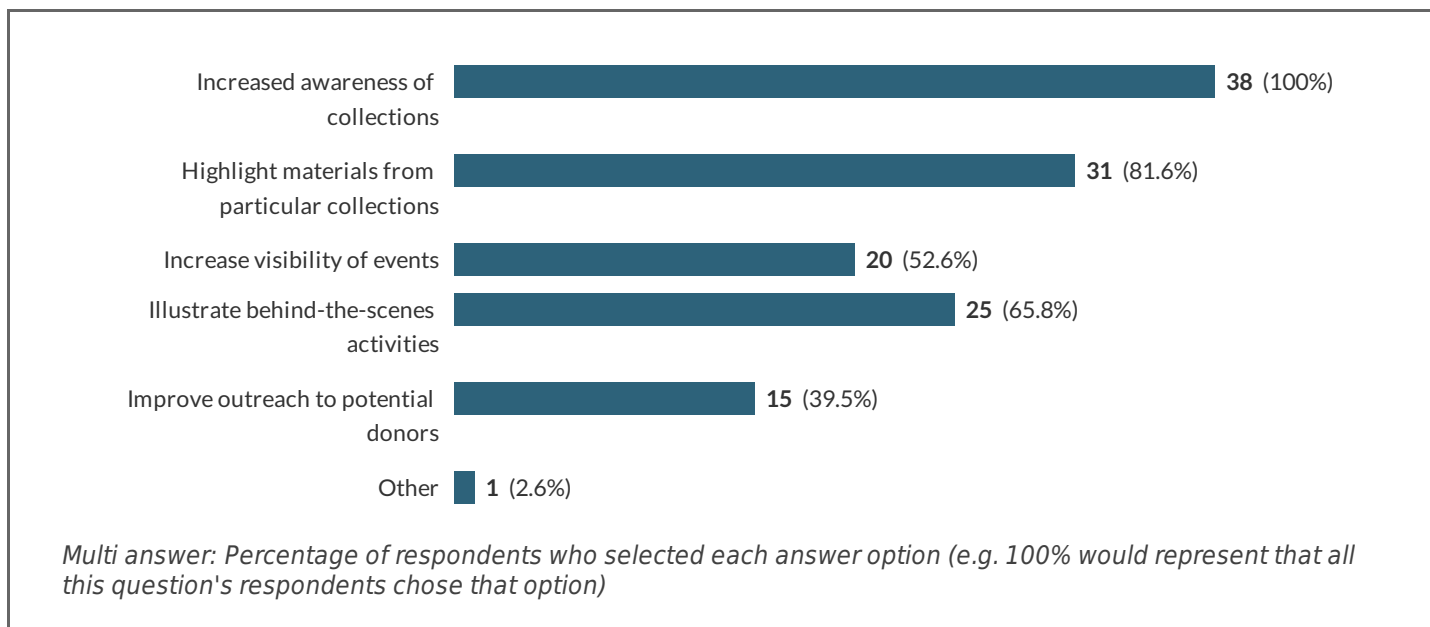
20 Do you see a change in those engaging, or is it always the same people who like your Instagram posts or comment with questions?



20.a If you selected Other, please specify:

No responses

21 What are the goals of your Instagram account?



21.a If you selected Other, please specify:

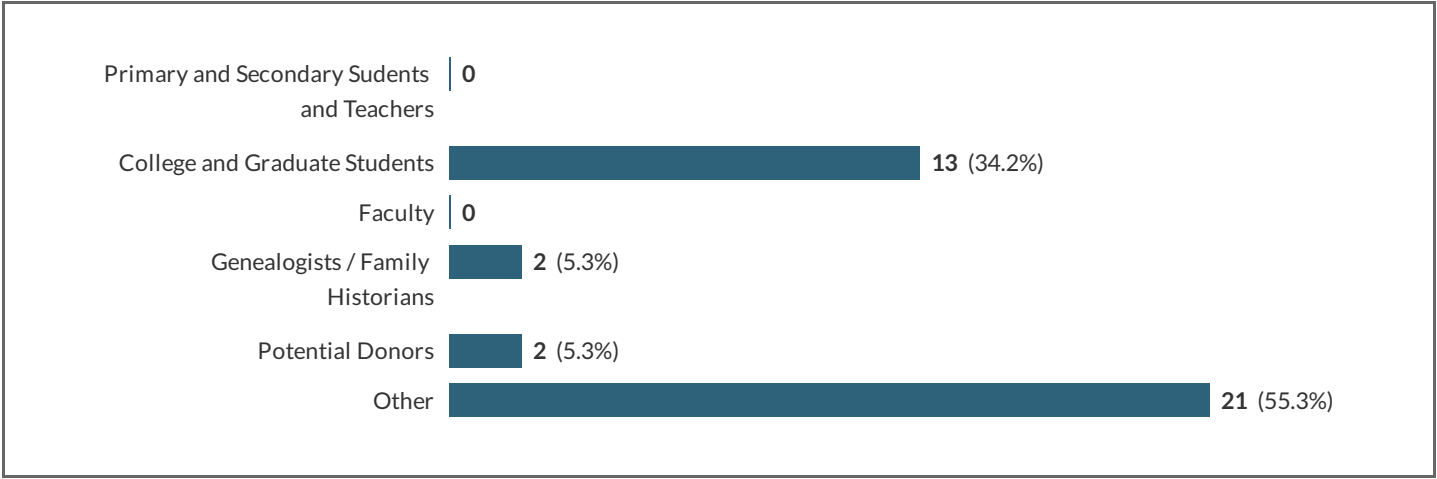
Showing 1 response	
Document design practices in Melbourne. Improve outreach to existing donors.	386088-386079-38556816

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

Showing all 29 responses	
What do you like about our account and what can we improve	386088-386079-38112232
What kind of material do you most enjoy seeing from us?	386088-386079-38112431
What material do you like most/ would like to see more of?	386088-386079-38124279
How can we make our collection appealing enough for you to come in and use it?	386088-386079-38123504
What they know about our library, like about our library, and want to know	386088-386079-38131590
Do you prefer library materials to archival materials? do you prefer rare materials to new pieces?	386088-386079-38132593
What do they want to see more of?	386088-386079-38136836
How did you hear about this account? What do you like most about this account?	386088-386079-38144209

If yr not affiliated w us, why us?	386088-386079-38144267
What more would you like to see from us?	386088-386079-38144651
What interests you about lace?	386088-386079-38145622
Specifically /why/ they chose to follow us - do they follow similar organisations or is it something we're doing in particular	386088-386079-38151850
If you aren't a Special Collections librarian: what draws you to library materials? What can I do in my posts to encourage you to visit and see items in person?	386088-386079-38163749
What would make them engage with a post?	386088-386079-38166579
What would you most like to see?	386088-386079-38172314
Do you read the posted text or do you look at the photo only?	386088-386079-38188511
What do you want to see/less of?	386088-386079-38192261
Interesting question - probably about whether they value beauty or academic interest most	386088-386079-38199947
Are they more likely to use our service after seeing our posts	386088-386079-38237298
Is there a particular topic that they would love to see more content generated from?	386088-386079-38244110
How do they find us	386088-386079-38268281
What type of post would you like to see more of?	386088-386079-38354946
What kind of content they would like to see most.	386088-386079-38473837
why they follow us/what made them follow us	386088-386079-38474411
How did you find the account in the first instance, was it a hashtag that you follow? Did someone else recommend the site?	386088-386079-38476705
what they are interested in	386088-386079-38478376
I would like to ask them what they would like to see more on our instagram account. I would like to find out what their impressions are of our organisation, and what we could post on instagram to make them want to visit our website and find our more about our organisation.	386088-386079-38502132
What would you like to see more of from the Archive? For example, more behind-the-scenes activity, preservation, visiting researchers.	386088-386079-38535689
What do you like about our posts? Are the texts too long? What could we improve? Is two posts a week the right number?	386088-386079-38556816

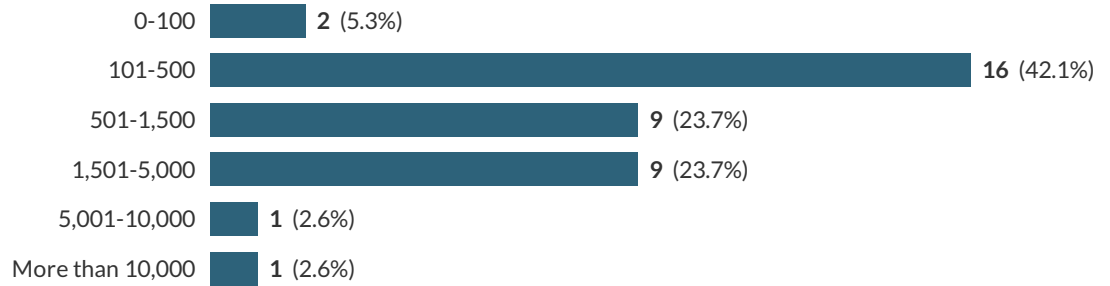
23 What is your primary target Instagram audience?



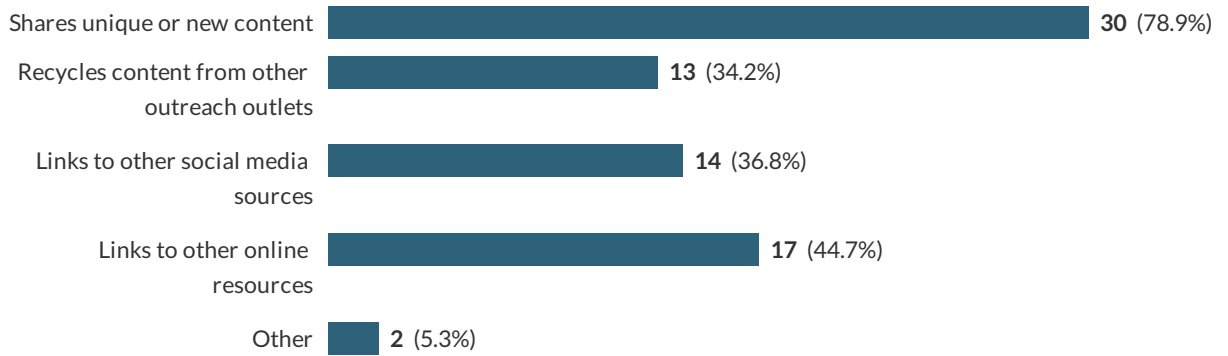
23.a If you selected Other, please specify:

Showing all 21 responses	
Don't really have a target audience	386088-386079-38112517
under 40, plus other institutions	386088-386079-38112431
Members of our charity, those who attend events and those interested in our specialist field	386088-386079-38115008
The general public and other librarians/institutions--we're an independent research library so our audience is everyone.	386088-386079-38124279
Potential visitors	386088-386079-38127748
All of the above	386088-386079-38123504
I think that the main people who follow libraries on Instagram are other libraries. I post for them as well as for researchers, the local community, and the broader public.	386088-386079-38131590
other libraries and archives in the area	386088-386079-38132593
Other archivists and researchers	386088-386079-38134077
Bibliophiles and the museums/ libraries/ archives community	386088-386079-38144209
I'd like to say it's our students, but honestly we have more followers who are in the field if rare books and manuscripts.	386088-386079-38144651
Textile designers, museum professionals, social historians	386088-386079-38145622
It's a mix of other special collections libraries and potential researchers (very broadly defined)	386088-386079-38163749
People who may not otherwise be aware of or able to access our collections	386088-386079-38166579
General public	386088-386079-38244110
Everyone - we serve the whole of our community and wish to engage with the whole of our community	386088-386079-38354946
academics	386088-386079-38433437
Potential researchers and interested parties from the general public.	386088-386079-38473837
General Public	386088-386079-38476705
Museum visitors	386088-386079-38478376
Design community in Australia and further afield, where these be students, practitioners, enthusiasts, or historians.	386088-386079-38556816

24 Approximately how many followers does your Instagram account have?



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



Multi answer: Percentage of respondents who selected each answer option (e.g. 100% would represent that all this question's respondents chose that option)

25.a If you selected Other, please specify:

Showing all 2 responses	
All of the above	386088-386079-38112431
invites people to contribute	386088-386079-38478376

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

Showing all 10 responses	
they will most likely come to an end if my position isn't refunded, so i'm not entirely sure what the buy-in is from my department (if it's seen as vital to the mission and goals of the library and archives)	386088-386079-38132593
In very early stages of establishing platform. Intending to link it to new blog for greater depth of information	386088-386079-38145622
no instagram, but a daily (planned) post on Facebook by an existent member of staff	386088-386079-38147227
Special Collections libraries on Instagram are incredibly supportive and engaged and always willing to try new things. I suspect there would be a good deal of support for a text based project like this one.	386088-386079-38163749
I do not post as often or as creatively as I would like to gain the most benefit from the platform, mostly due to time constraints.	386088-386079-38166579
We use a website called Later to schedule all of our posts. This way, since it is not one of my primary job duties, I can spend time getting posts ready in advance.	386088-386079-38192261
Instagram is the one I find hardest to create content for and has lower engagement generally	386088-386079-38268281
Instagram and Twitter have the most success rates; engagement and visibility seems harder to achieve on FB. As the archive holds the historic photograph collection of the business, Instagram is the perfect place for us to share this. (although copyright can delay/complicate this process)	386088-386079-38433437
It is very much up to the person responsible to keep the account going, continual content is key, would like more time given to it but it's not exactly highlighted in the job spec regarding this kind of work (well certainly not in my account). This may not be of use to you as I created an account solely focusing on the Conservation of Archival items, my role is an Archives Assistant for the account conservation.unit with Cumbria County Council	386088-386079-38476705
We established the account in July 2017, so it is a developing community that follow us. I copy the instagram posts to our Facebook account.	386088-386079-38556816