

Members Interest
N/A

Staffordshire and Stoke on Trent Joint Archive Committee - 20 November 2014

Staffordshire and Stoke on Trent Archive Service: Digital Engagement Strategy

Recommendation(s)

1. That the Digital Engagement Strategy for Staffordshire and Stoke on Trent Archive Service, as at Appendix 2, be approved.

Report of Director for Place and Deputy Chief Executive (Staffordshire County Council) and Director of People – Assistant Chief Executive (Stoke on Trent City Council)

Reasons for Recommendations

2. A Digital Engagement Strategy has been introduced to set a framework for the Service and its use of social media and digital communication.

Background

3. Staffordshire and Stoke on Trent Archive Service has developed a Digital Engagement Strategy to ensure that new and existing channels of communication are used together and effectively to reach new audiences. The Strategy draws on a social media strategy for the Museum on the Move and work done towards a web content strategy in 2008 which was not introduced due to lack of technical solutions.

4. The Strategy assesses the growth of social media and its impact and also summarises current digital engagement and channels:

- Main website
- Staffordshire Past Track
- Online catalogue
- Staffordshire Name Indexes
- Find My Past
- Facebook
- Twitter
- Mailing lists

The current channels will be retained but with a clear focus on their purpose and how they can be used to engage effectively.

5. New objectives were set for using these channels, implementing new ones, and setting up a team to own the Strategy and deliver it. They include:

- Using the main website for service information and updates.
- Transferring Staffordshire Past Track to a new platform to continue delivering access to collections and enable greater user interaction with them.
- Continue to use a mix of professional and volunteer skills to add content to the Online Catalogue.
- Market the Staffordshire Name Indexes website to the family history community and consider further development to maximise income.

- Promote Find My Past to the local family history community and ensure library staff are familiar with the new resource.
- Use Facebook, Twitter and blogging to promote other channels and collections in an informal, engaging, conversational manner.
- Establish a team to implement the strategy and set up performance measures to check its effectiveness.
- Work within the guidelines of the two parent authorities.

6. The Strategy will be reviewed in three years time to ensure it stays up to date as new digital engagement channels are developed.

Appendix 1

Equalities implications:

The Strategy will help the Service to reach a wider range of audiences than it does currently.

Legal implications:

Staff have been given training and guidelines to ensure communications do not harm the reputation of either authority.

Resource and Value for money implications:

The Strategy supports promotion of two sites to generate income.

Risk implications:

No significant implications.

Climate Change implications:

No significant implications.

Health Impact Assessment screening:

No significant implications.

Report author:

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List of Background Papers

Papers	Contact/Directorate/ext number
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