

# Archives & Archival Studies in a Social Media World



Patricia C. Franks, PhD, CRM  
ACA@UBC Seminar Discussion Topic  
February 15-16, 2012



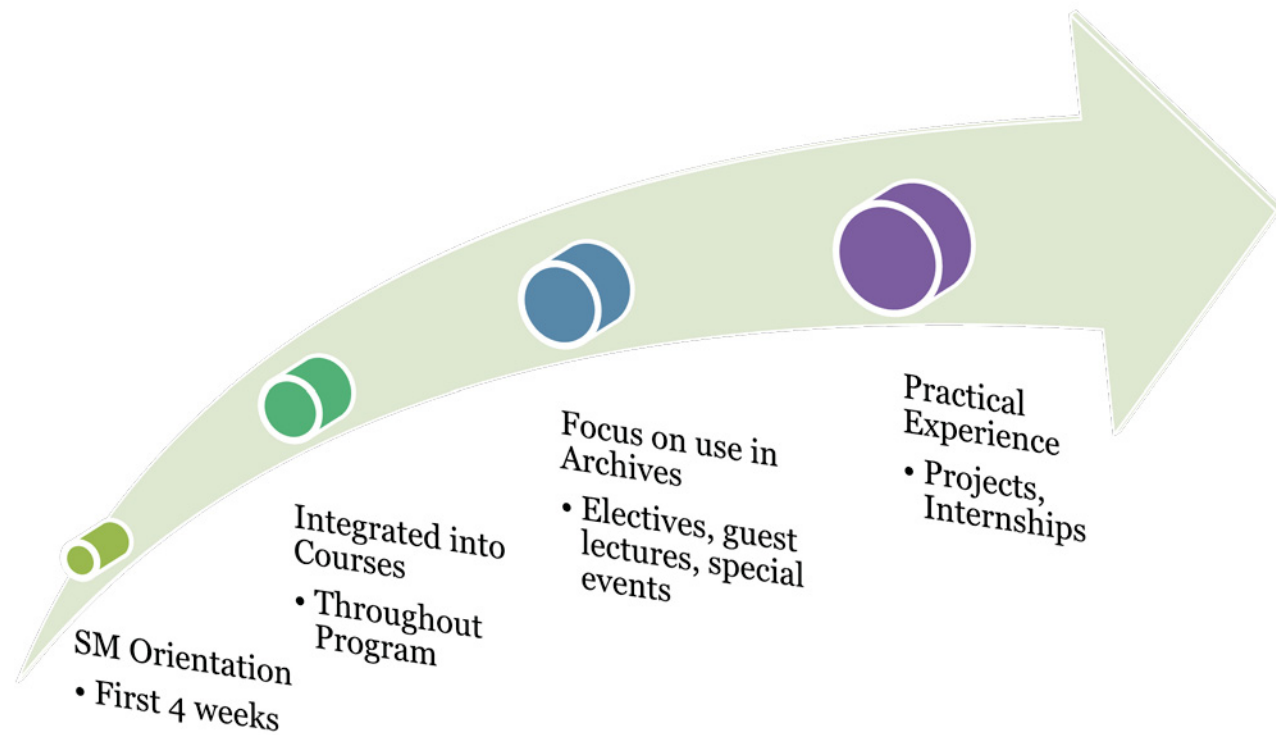
# Social Media in Archival Education

## Topics for Discussion

1. Introducing Students to Social Media
2. Integrating Social Media within the Master's Program
3. Teaching about Social Media & Archives
4. Providing Opportunities to Apply Social Media Skills and Knowledge



# Social Media and Future Archivists





# #1 - Student Orientation

## LIBR 203: Online Social Networking: Technology & Tools

1 unit (CR/NC) required course (first offered Fall 2008)

This course introduces students to a variety of new and emerging technologies used in today's online environment. It covers various social networking platforms, content and learning management tools, web conferencing, immersive environments, and other trends in social computing.

Note: **Must be completed within first 4 weeks of the semester.** *If 203 is not completed within the first 4 weeks of the semester a hold will be placed and you will be unable to register for any more classes in SLIS.*



# Content of LIBR 203

- Learning Management System: Desire2Learn
- Social Networking Platforms and Principles
- Technology Tools and Literacy
- Web Conferencing: Blackboard Collaborate
- Personal Skills
- E-mail Discussion Lists
- King Library Resources
- APA Style
- MySJSU



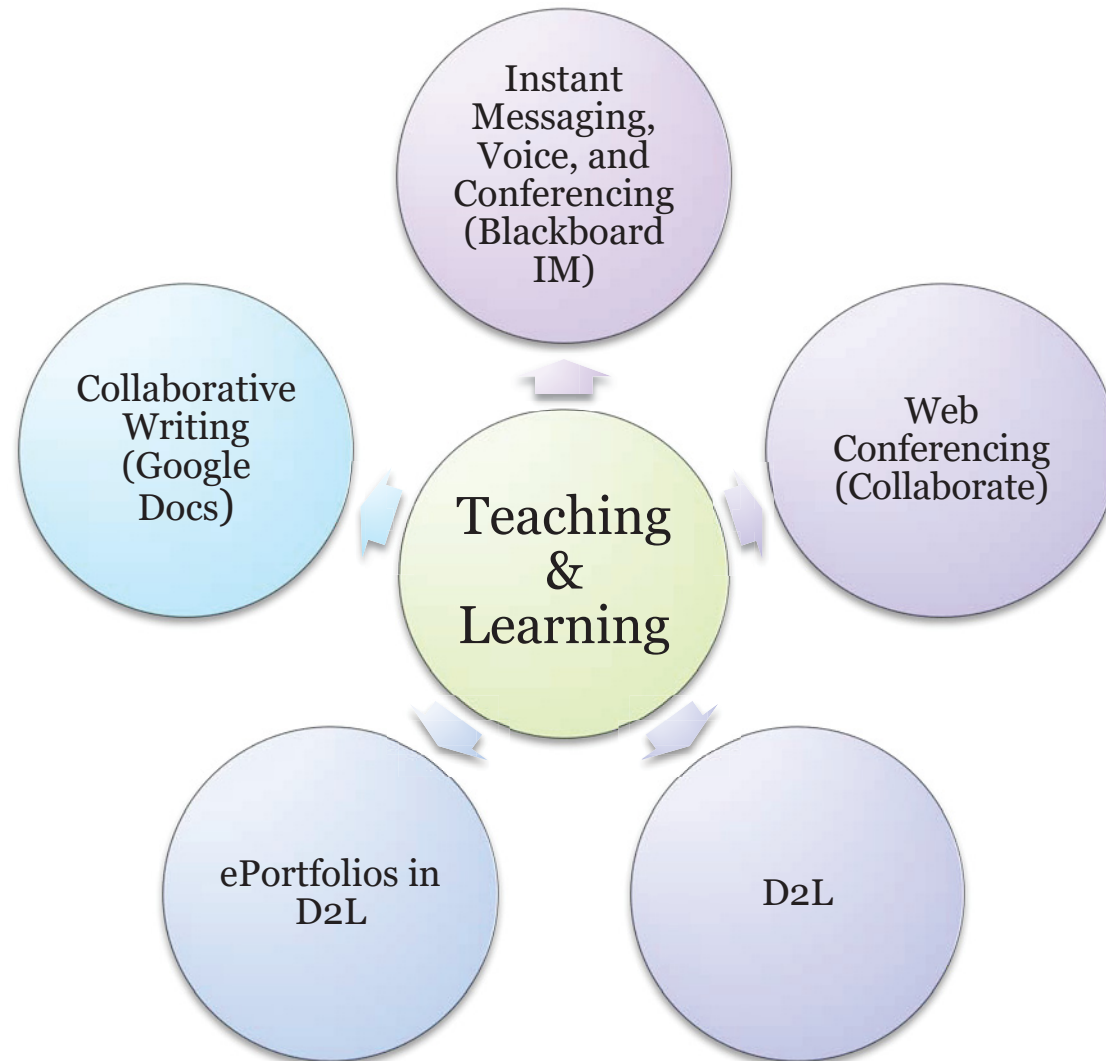
# Social Media Tools and Technologies

- Setting up a [blog](#)
- Identifying the link to the [RSS feed](#) for the blog
- Setting up a account on a collaborative [social networking site](#)
- [Web Conferencing](#) using Collaborate
- Collaborative online document ([Google Docs](#) or [Wiki](#))
- Blackboard [Instant Messaging](#)

*Questions &/or Comments?*

[illegible]

## #2







## SLIS21: CURRICULUM AND REGISTRATION DISCUSSIONS

SJSU SLIS "conveniently located everywhere"

[HOME](#)

## ABOUT



### Summer and Fall Registration Dates

Published by admin under Registration

Feb  
03  
2012**Summer 2012**

Summer will run from June 4th-August 10th

**Registration:**

**Summer Session One Registration (*regular session*):**

April 9th-May 23rd (summer appointments show on [mysjsu.edu](http://mysjsu.edu): April 3rd).

Note fees are not yet set but are likely to be similar to Summer 2011:  
<http://summer.sjsu.edu/fee-schedule/>

**Special Session Registration:**

April 16th-May 23rd (summer appointments show on mysjsu.edu: April 3rd)

No change in fees: \$474 a unit

**Fall 2012**

The Fall schedule will go up in a couple of weeks.  
Fall will run from August 22nd-December 10th

**Registration:**

**Regular Session Registration:**

## LATEST POSTS

- ▶ [Summer and Fall Registration Dates](#)
- ▶ [End of Open Registration; Refunds; Last Day to Drop; Textbooks; Syllabi; D2L](#)
- ▶ [Spring 2012 Classes: Amalgamations, Cancellations, Increased Caps and New Sections](#)
- ▶ [Spring 2012: Registration Update](#)
- ▶ [Summer 2012](#)
- ▶ [Spring 2012 Registration and Other Information](#)

FEED ON

- ▶ [Posts RSS](#)
- ▶ [Comments RSS](#)

## SEARCH

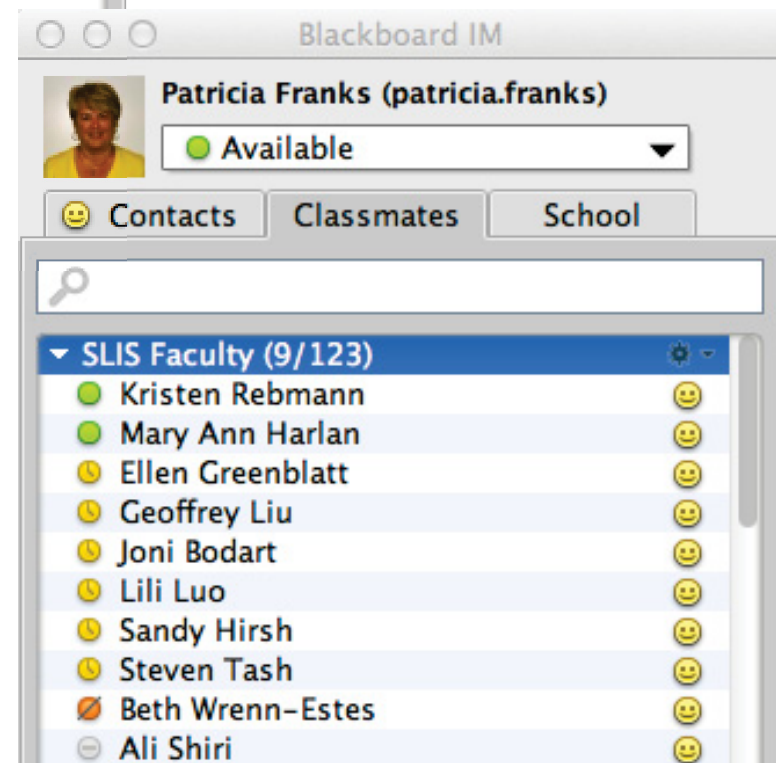
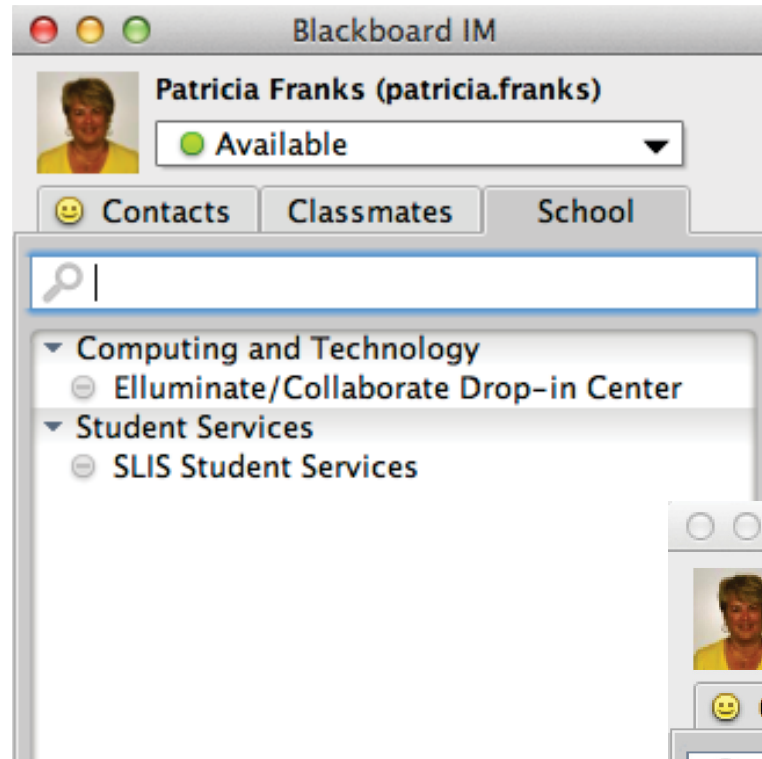


- ▶ SLIS Colloquia  
Presentation: Deanna Lee
- ▶ SLIS Colloquia  
Presentation: Sandra Hirsh
- ▶ Meet SLIS Student Dolly  
Moehrle
- ▶ Meet SLIS Student  
Heather Bilodeau
- ▶ Meet MARA Lecturer Dr.  
Nancy Barnes

 TAME THE WEB

- ▶ Making Researchers Famous with Social Media
- ▶ EVERYthing will Change
- ▶ Overcoming e-book 'stagnation' by Åke Nygren
- ▶ All About SJSU SLIS Student Research Journal







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## SJSU School of Library and Information Science

University · San Jose, California



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talking about this

Likes

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SJSU SLIS Secon...



ASIS&T Student ...



ALA Student Ch...



### SJSU School of Library and Information Science

Planning to graduate in May 2012? Don't forget to submit your Application for Award of Master's Degree form to the Graduate Admissions and Program Evaluations (GAPE) office by February 16! Access the form and instructions here: <http://slisweb.sjsu.edu/graduation/process.htm#application>



Application f  
SJSU SLIS | G  
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All students n  
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2 people like this.

Write a comment...



#### Beth Wrenn-Estes

If you are in the area and are an celebration of The Snowy Day on <http://www.yolocounty.org/Inde2&returnURL=%2FIndex.aspx%3F>

Yolo County · View County P  
Ezra Jack Keats February 19



### Hilary Henkin

Hi, everyone!

I thought I'd introduce myself a bit. I'm a SLIS student, with an archival specialty, taking MARA 249. This semester will be my last, if all goes according to plan. Before beginning this life-path, I was a propmaster for tv/film for thirty years. That's not as far afield as it may seem; I had to learn the artistic, decor, typography, photography, etc. details for a variety of historical periods. I also owned a props rental business for seventeen of those years – organizing, storing, and repairing everything from sofas and telephone booths to Victorian cigarette holders. I live in the San Fernando Valley in the Los Angeles area. I'll be taking 249 and my E-port this semester. See you around!

Like · Comment · Follow Post · January 12 at 12:10am

View all 3 comments



Kathy Monaghan Hi Hilary, Nice to meet you. Good luck this semester.

January 12 at 12:15pm · Like



Snow Scarmon welcome, I am your basic Second Life advocate and if you ever want to come in world and see the great MARA area of the SJSU campus yell. There are also a number of oral history sims. I publish a SL magazine what is a great way to get published and I a couple case out writers have be cited by other authors. :)))

January 13 at 12:07am · Like

Write a comment...



# ePortfolio Capstone Course – LIBR 289

## Artifacts

Clicking on **Artifacts** in the [ePortfolio Areas](#) left tool menu takes you to the artifacts area, where you start out on the **My Artifacts** page.

The screenshot shows the ePortfolio interface. At the top is a navigation bar with links: Course Home, Content, Discussions, Dropbox, Quizzes, Classlist, and Grades. On the left is the 'ePortfolio Areas' sidebar menu, which includes Dashboard, Artifacts (highlighted with a red circle and a mouse cursor), Collections, Presentations, and Reflections. The main content area is titled 'Artifacts' and contains two buttons: 'My Artifacts' (highlighted with a red box) and 'Add Artifact'. Below these buttons is a section titled 'Recently Modified Artifacts' which displays a PDF file named 'LIBR 200 Assignment'. The file details include 'Open File: FF\_LIBR200\_IF.pdf [PDF 12.3 KB]' and 'Modified on Tuesday, November 23, 2010 8:37 PM PST'. The tags for this artifact are 'compa'.



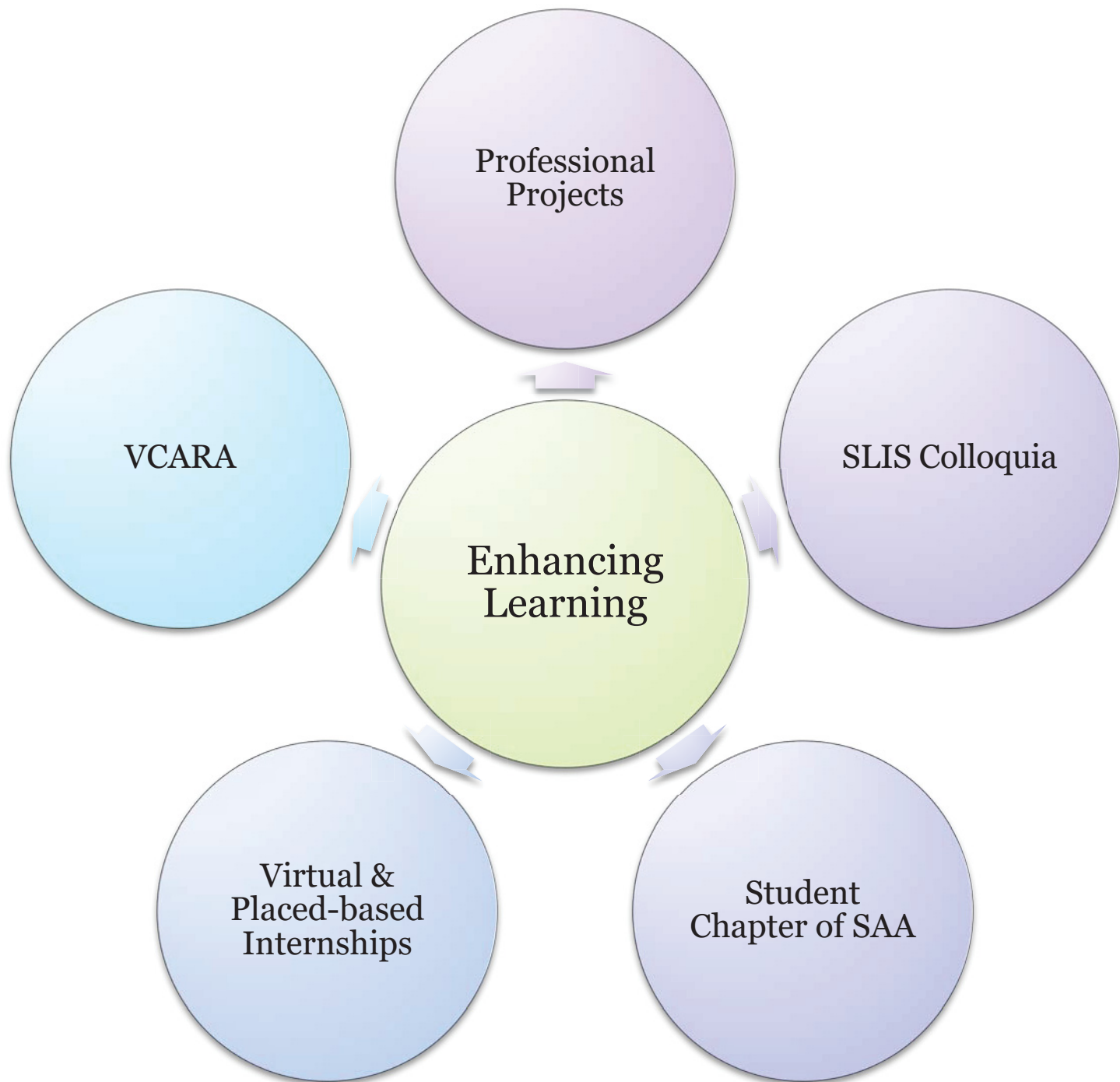
# Career Development Center Advice

## Why Use Social Media?

An increasing number of employers are using social media sites to recruit and to advertise for employees. The majority of open jobs are not posted on job boards, but are found through networking. Using social media sites as a networking tool can help you find unofficial job postings or find out about job openings through your online connections at the companies you are most interested in. Social media has become a way for professionals to network and "meet" hundreds of people. Using social networking in your job search is important because:

- it demonstrates to employers that you are well versed in current internet and social media capabilities
- it helps you to develop and showcase your "personal brand" or your online profile
- it connects you to opportunities that are otherwise never made available to job seekers because they aren't posted on job boards
- it builds your professional networking contacts, which are crucial to your job search
- it allows you to research industries, companies, and positions of interest
- it makes you visible to hiring managers, recruiters, and other decision makers








A word cloud titled "Social Web" in large, bold, blue letters. The words are arranged in a circular pattern around the title. The colors of the words vary, including shades of blue, green, yellow, and orange. The words include:

- Social
- Web
- technology
- tools
- control
- individuals
- consumers
- number
- blogs
- use
- facilitate
- collaborate
- activity
- even
- strategies
- organization
- now
- spreadsheets
- records
- environment
- Government
- manage
- citizens
- sector
- management
- Practical
- impact
- business
- term
- co-workers
- heavily
- share
- firms
- include
- inside
- e-mail
- groups
- like
- created
- outside
- regulated
- present
- Even
- umbrella
- walks
- never used
- discuss
- phones
- companies
- reading
- podcasts
- Dr.
- documents
- bookmark
- knowledge
- help
- Franks
- identify
- interact
- locate
- encourages
- are
- competitive
- levels

 Share this article

## Tour the Neil Armstrong Virtual Library and Archives with VCARA in Second Life




You will have a chance to explore one of many exhibits or collections, such as collections focusing on exhibits featuring prominent African-Americans in NASA, history. The archives also feature collections related to medicine.

After exploring the archives, we will meet back at the Roman Senate in VCARA to discuss what we have seen and learned. This is a great opportunity to see the first virtual library recognized by the U.S. Congress and to explore this new (and growing!) trend in online learning!

**Thursday, February 23**  
**7:00 - 8:00 p.m. SLT (Pacific)**  
**SLURL to Roman Senate on VCARA:** [maps.secondlife.com](https://maps.secondlife.com)

Registration is not necessary, but we'd appreciate receiving an email with your real world name and SL name if you have a chance. Send to:  
[patricia.franks@sjsu.edu](mailto:patricia.franks@sjsu.edu) or [aherring05@hotmail.com](mailto:aherring05@hotmail.com).

# SLIS Colloquia Series (via Collaborate)

<p>[MARA Guest Lecture]  <b>Christian van der Ven</b>          Coordinator of          Reference Services,          Brabant Historical          Information Center          (BHIC)</p>  <p>Title: <i>"Social Media @ BHIC: How we achieve our goals by using Social Media"</i></p> <p><a href="#">View Abstract</a></p>	<p>Monday,  <b>11 April 2011</b>  <i>Time:</i> 5:30 p.m. – 6:30 p.m. PDT  <i>Location:</i> Live from the Netherlands          via Elluminate  <i>Live URL:</i> <a href="https://nexus.sjsu.edu:443/join_meeting.html?meetingId=1267553044368">https://nexus.sjsu.edu:443/join_meeting.html?meetingId=1267553044368</a>  <i>Password:</i> mara</p>	<p><a href="#">View Webcast</a></p>
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Speaker & Presentation Title	Presentation Date	Webcast Posting
<p>[MARA Guest Lecture]  <b>Mary Beth Herkert</b>          State Archivist,          Oregon State          Archives</p>  <p>Title: <i>"Records Management in the Cloud"</i></p> <p><a href="#">View Abstract</a></p>	<p>Wednesday,  <b>15 June 2011</b>  <i>Time:</i> 5:30 p.m. – 6:30 p.m. PDT  <i>Location:</i> Live from Oregon, using          Elluminate  <i>Live URL:</i> <a href="https://nexus.sjsu.edu:443/join_meeting.html?meetingId=1267553056647">https://nexus.sjsu.edu:443/join_meeting.html?meetingId=1267553056647</a>  <i>Password:</i> mara</p>	<p><a href="#">View Webcast</a></p>

Questions &/or Comments?



This semester's Seminar topic is **Archivists: Meet Web 2.0**.

Web 2.0 is here. Organizations and individuals can—and do—create, share and store information in a variety of web-hosted packages: Google docs, blogs, wikis, Flickr, Facebook, Twitter, and more. What does Web 2.0 mean for archivists and how should the profession respond? Take this course to explore the opportunities and challenges presented by the increasing use of online technologies within organizations and society and to consider the implications for archival theory and practice.



# AOTUS National Archives

## Pages

About the Archivist  
What I'm Reading  
Video  
Lectures & Events  
Calendar  
Comment and Posting Policy

## Follow Me

My Favorite Documents  
On Twitter @dferriero

## Archives

April 2011  
March 2011  
February 2011  
January 2011  
December 2010  
November 2010  
October 2010  
September 2010  
August 2010  
July 2010  
June 2010  
May 2010

## Categories

Collaboration  
Leadership  
Miscellaneous  
NARA Records  
Open Government  
Participation  
Records Management  
Social Media  
Special Events  
Technology



## How to be a "Smooth Criminal"

Written on: April 1, 2011 | 0 Comments

You may think that the National Archives is an unlikely place to learn the secrets of Michael Jackson's dance moves — but you're wrong!

Within Record Group 241, Records of the Patent and Trademark Office, patent 5,255,452 gives us the secrets behind one move in particular — Michael's "lean" as done in the music video, "Smooth Criminal."



On October 26, 1993, Michael Jackson was granted his patent for a "method and means for creating anti-gravity illusion." The application abstract describes the patent as:

*"A system for allowing the shoe wearer to lean forwardly beyond his center of gravity by virtue of wearing a specially designed pair of shoes which will engage with a hitch member movably projectable through a stage surface. The shoes have a specially designed heel slot which can be detachably engaged with the hitch member by simply sliding the shoe wearer's foot forward, thereby engaging with the hitch member."*

Figure 6 (above) and Figure 7 and 1 (both below) are drawings from Michael Jackson's patent application. The images below shows the slot on the heel of the shoe, as well as the straps used to secure the ankle for Michael's "lean" dance move.

Archivist Ferriero's blog is used to highlight items of interest from the National Archives — such as Michael Jackson's patent for a "method and means for creating anti-gravity illusion."



records

environment

Government

manage

citizens

sector

management

impact

practical

now

spreads

organization

activity

collaborate

financial

even

strategies

use

facilitate

number

blogs

consumers

individuals

control

technology

inform

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Dr. Franks

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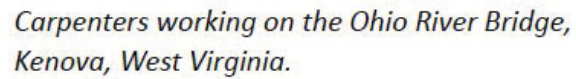
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tools

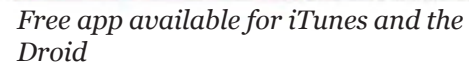
umbrella

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1889



2011





## Discussion Post Related to Social Media Metrics

The article How to Measure Your Nonprofit's Social Media Success by JD Lasica gives great advice for non-profit companies wishing to measure the effectiveness of their social media efforts. Numbers don't mean anything unless you've established the goals you are trying to reach through your social media efforts. Once that is done, you may proceed with steps two through six, and finally either bask in the glory of your online efforts or learn from your mistakes. The six steps Lasica details, as defined by Katie Paine, are:

- Set your objectives
- Define your stakeholders
- Determine which metrics to use
- Benchmark against yourself over time or your competition
- Pick your measurement tool/technology
- Analyze the results and start over

*Questions &/or Comments?*

records environment Government manage citizens sector management impact Practical now spreads organization activity collaborate pro facilitate use number blogs consumers individuals control umbrella walks created outside regulated present even discuss phones companies reading podcasts identity help Franks interact local encompasses are Dr. documents bookmarks knowledge type competitive levels inside e-mail group like firms share term co-workers heavily tools inform technology sites even



[illegible]

## Student Experiences



Virtual Intern **Laura Warren** explores information instruction and online collaboration in two very different virtual internship environments. [Read about Laura's virtual internship experiences.](#)

*"Some of the common attributes for a [virtual intern] were the ability to be self directed and work independently; organizational, written and oral communication skills, to be reliable and dependable, and goal oriented. I was happy to discover that these are also many of the skills needed to be a successful online student!"*



## Manage social media for the library.

- I have administrator access to the Atherton Library's [Facebook page](#) and [Twitter feed](#) as well as the Brisbane Library's [Facebook page](#) and [Twitter feed](#). Our goal is to double the number of Facebook “Likes” and Twitter followers during my internship. So outreach, outreach, outreach! I have the okay to post interesting, witty, library-related things, as well as attempt to elicit feedback from and stimulate interaction with online users. With the character-count limitation on Twitter, it is definitely a challenge keeping posts both concise and interesting. Here's my first and only tweet so far. Hopefully I can encourage patrons through these outlets to participate in shaping and molding their OPAC through tagging and the next task.

~Current Virtual Intern

*Questions &/or Comments?*





# The SJSU SLIS experience ...

The SLIS program at San Jose State is a **100% online program**.

**Student and faculty success in the virtual classroom** depends upon our ability to use the latest technologies for teaching and learning.

The **student experience is enhanced and community is built** through the use of social media and emerging technologies in and outside of the classroom.

Opportunities **to apply what is learned** within the larger community are provided through projects and internships, both place-based and virtual.

# Social Media is a *Tool* not a *Toy*



