

Welcome to



Finding Your Promotional Voice: Instagram for Collecting Institutions

CONSERVATION
CENTER

for Art & Historic Artifacts

*This program of the Conservation Center for Art & Historic Artifacts is provided with generous support from the **National Endowment for the Humanities**, the **William Penn Foundation**, **Independence Foundation**, and the **Andrew W. Mellon Foundation**.*

Start →

Marissa Halderman,
Communications Specialist
DHPSNY



Documentary Heritage and Preservation Services for New York (DHPSNY) is a statewide program that supports the vast network of collecting institutions that safeguard New York's historical records.

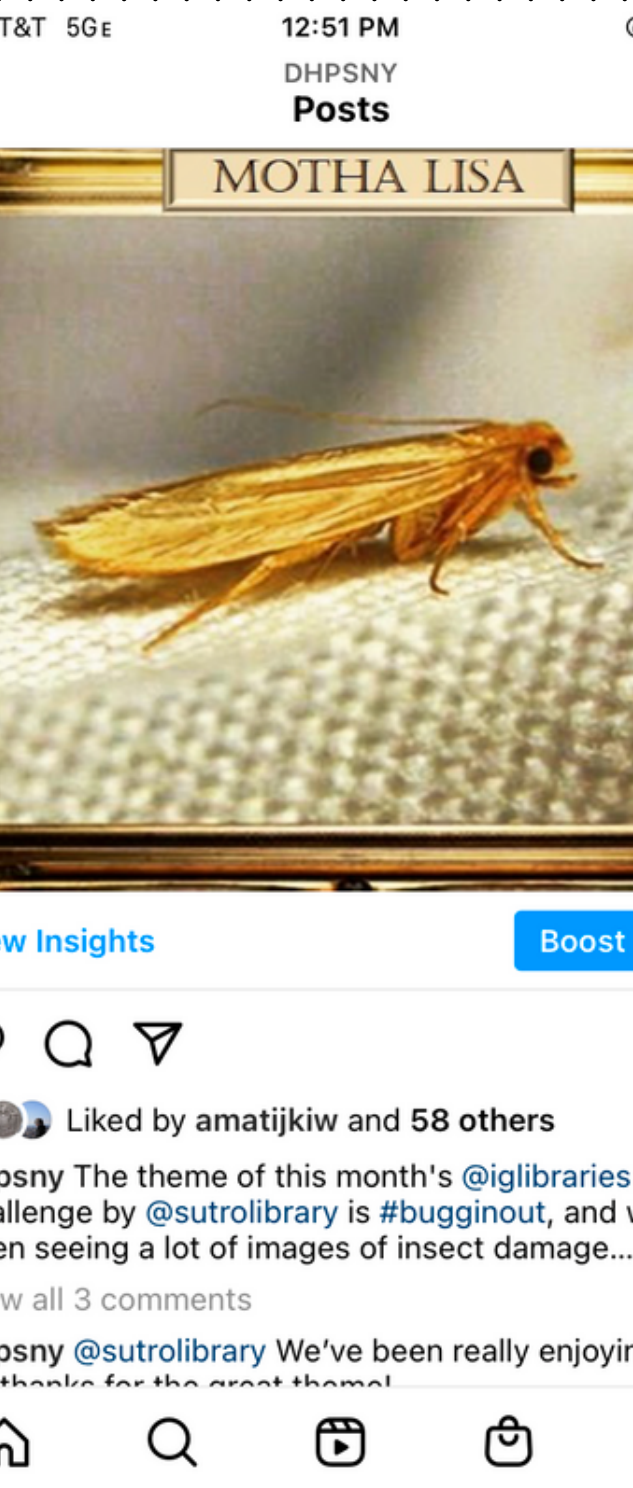
DHPSNY provides a range of free services to eligible cultural institutions throughout the state, including archives, libraries, historical societies, and museums which operate programs to preserve and make accessible records of enduring value.

<http://dhpsny.org>

[@dhpsny](#)



Let's go! —————>



Today we'll cover
how to

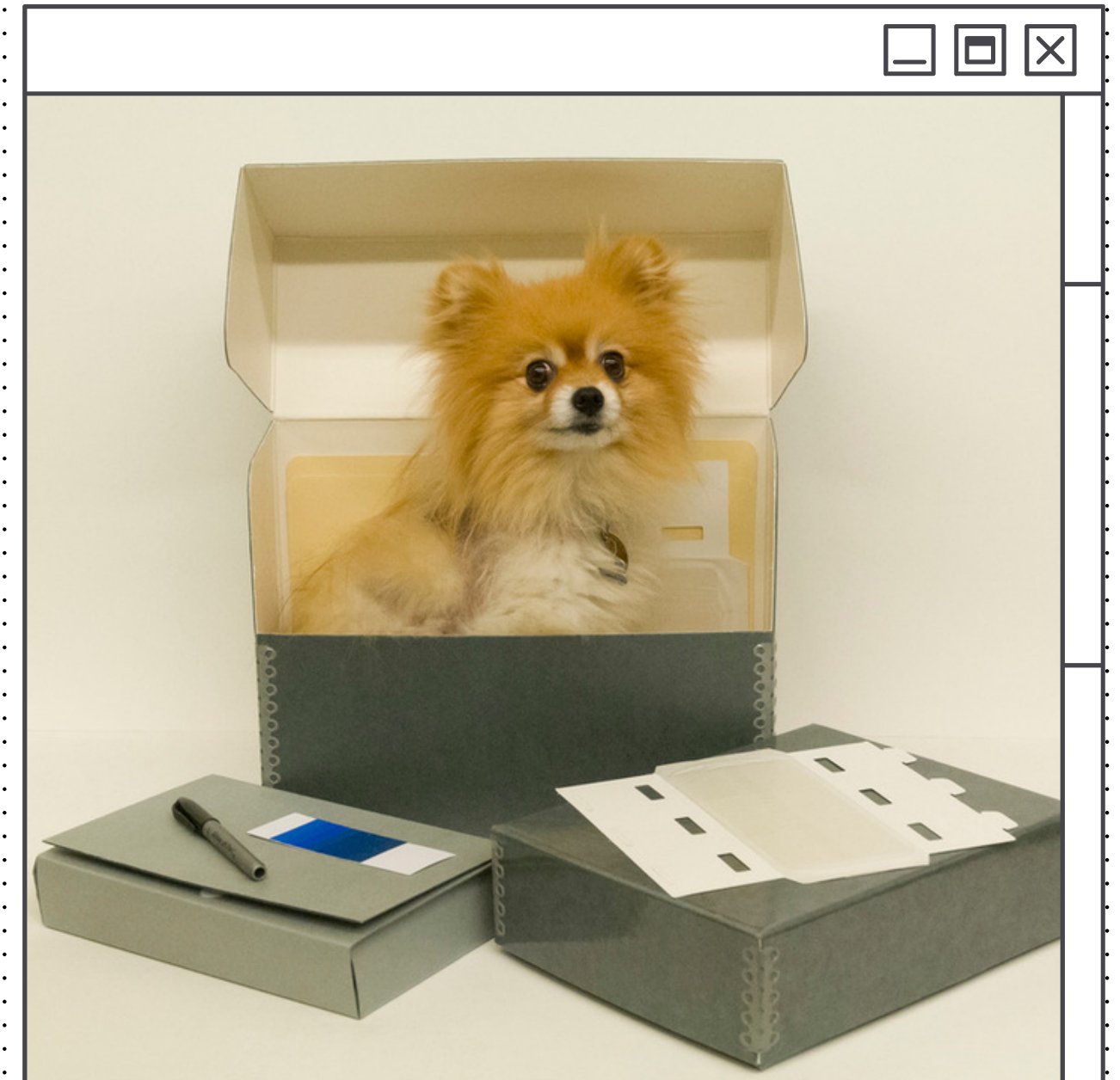
- Plan Your Process
- Optimize Your Profile
- **Post Strategically**
- Expand Your Community
- Stay Current & Measure

[#CollectionsSpecter](#)

Why Instagram?



[#DhpsnyPets](#)



Plan Your Process

- Determine your institution's vision and personality
- How will it be different from your other social media accounts?
- Who are you trying to reach?
- How can you use images to reflect who you are?

Be
Authentic



[Northern pike - Wikipedia](#)

2. Optimize Your Profile

DHPSNY

Documentary Heritage and Preservation Services for New York provides vital support to organizations safeguarding the State's historical documents.

dhpsny.org/

264 S. 23rd St., Philadelphia, Pennsylvania

Edit Profile

Ad Tools



dhpsny

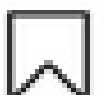


DHPSNY webinar, "Identifying Endangered Media Formats," are now available from the archives of the Museum of the City of New York.

Access all three at bit.ly/EndangeredMediaRec (link in profile).

#Dhpsny #DhpsnyWebinars
#EndangeredMedia
#ArchivistsOfInstagram
#Obsolescence #FloppyDisks
#VintageTech #MagnifyingGlass
@museumofthecityofnewyork

[View Insights](#)

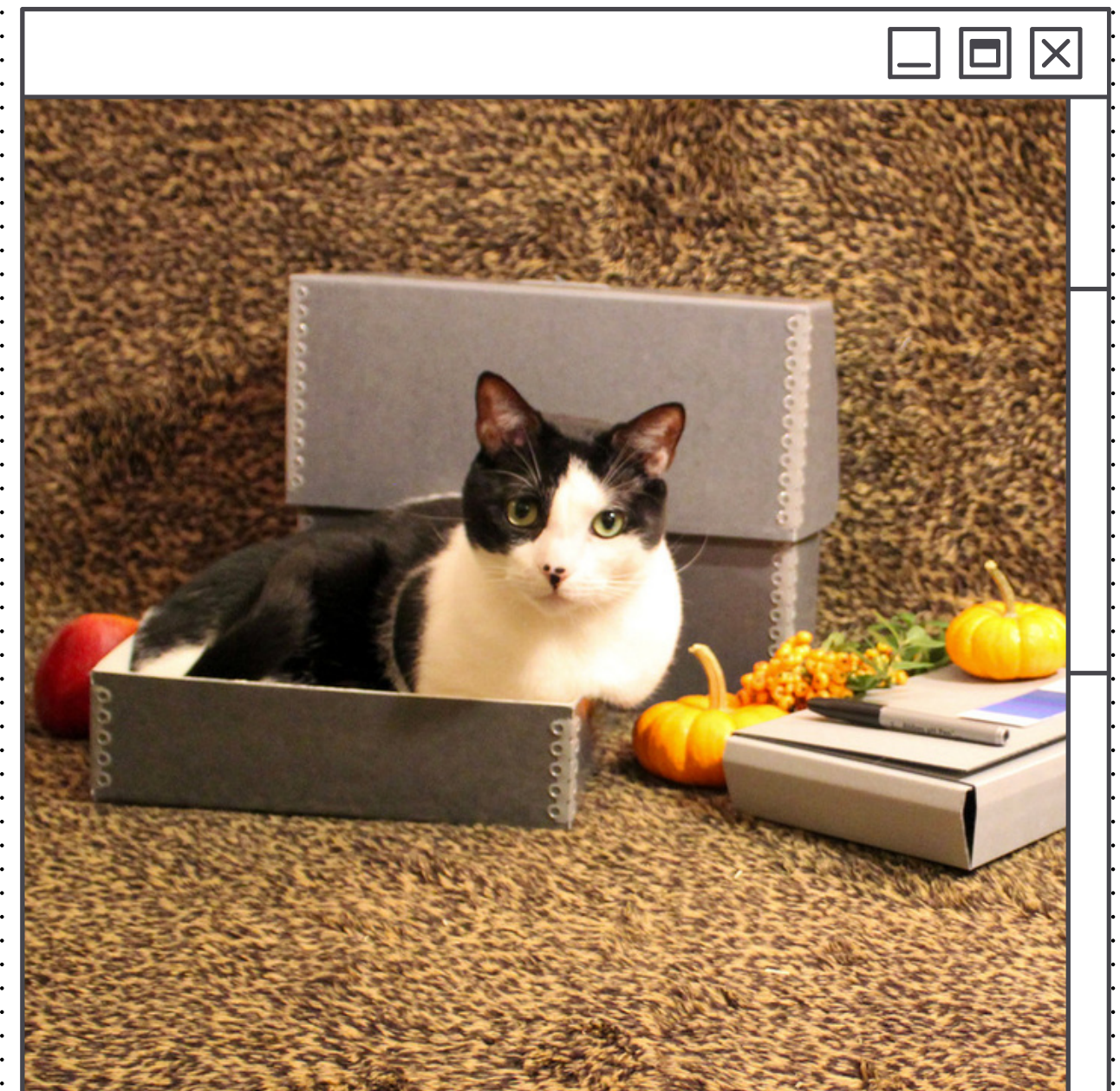


Liked by isumilnerspc and 82 others

Posting Strategic Content

Who should post?

[Sample Plan](#)



Posting Strategic Content

Quality & Consistency

Photo Tips:

- Remember to wipe off your camera lens
- Be mindful of the background (avoid busy or unsightly backgrounds when possible)
- Avoid your phone's zoom feature
- Feature people in your pictures





Posting Strategic Content

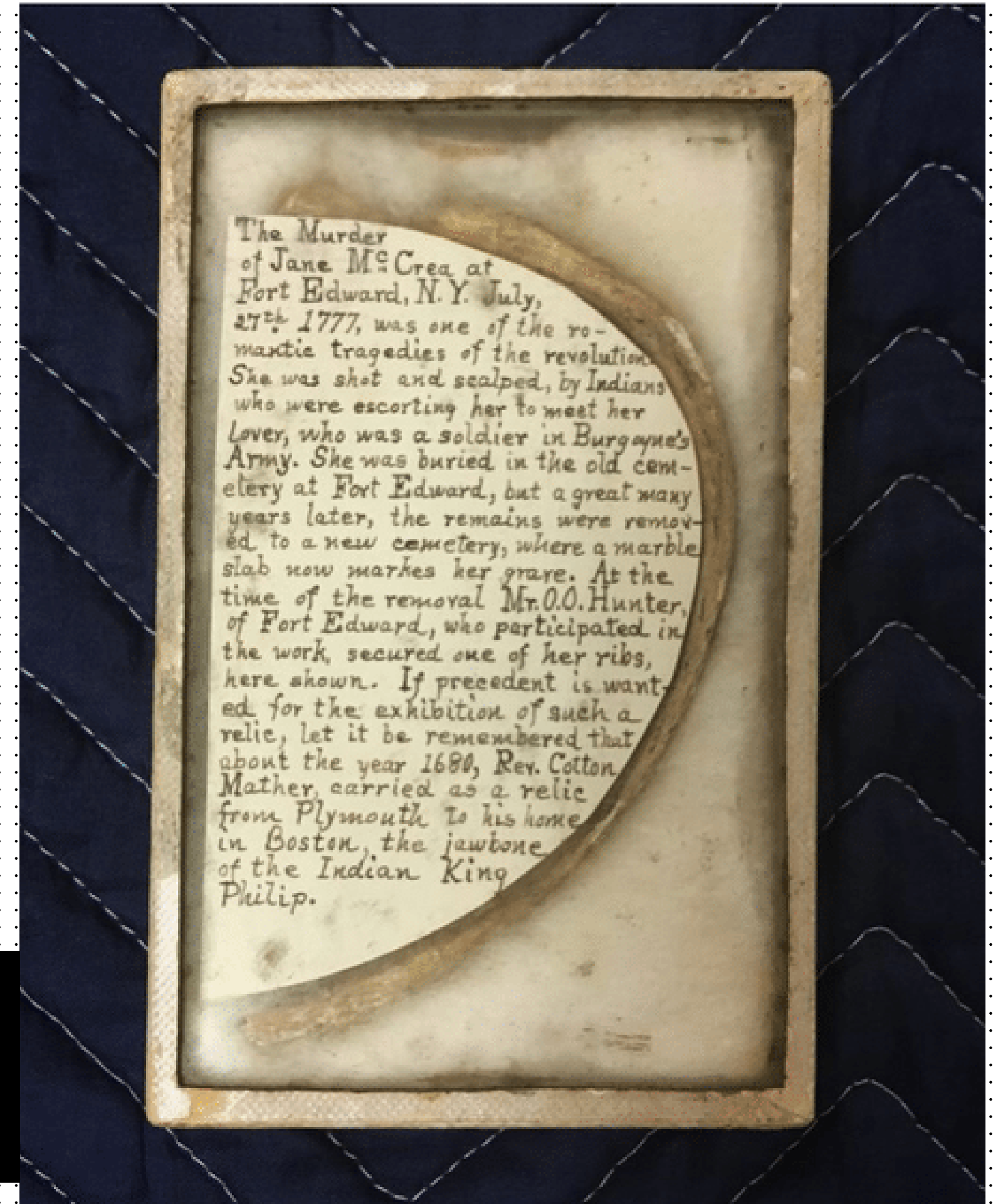
Quality & Consistency



Photo Tips:

- Use filters that look the most natural
- Vertical vs. horizontal images will appear larger on people's screens

[#CreepyCollections](#)



Posting Strategic Content



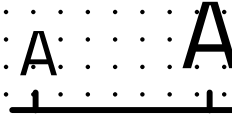
And a few more...

- Take advantage of natural lighting
- Take advantage of of biophilia
- Use the Rule of Thirds
- And don't forget the Baader Meinhof Effect

Rule of Thirds



Posting Strategic Content



Captions

- No "correct" length
- Focus on a compelling headline that wants people to click "read more"
- [From the Times this week](#), "In his classic analysis of how speaking works, the philosopher H.P. Grice taught that conversation is founded on being **informative, truthful, relevant and clear.**"



[View Insights](#)

[Boost Post](#)

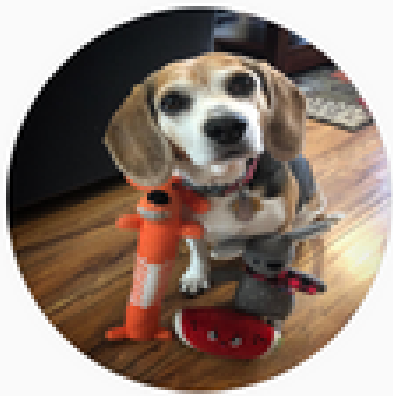


Liked by [alice.miner](#) and 85 others

dhpsny Bodies in Transit! During today's Preservation Survey at the NYC Municipal Archives, DHPSNY Preservation Specialist Gillian... [more](#)

[View all 2 comments](#)





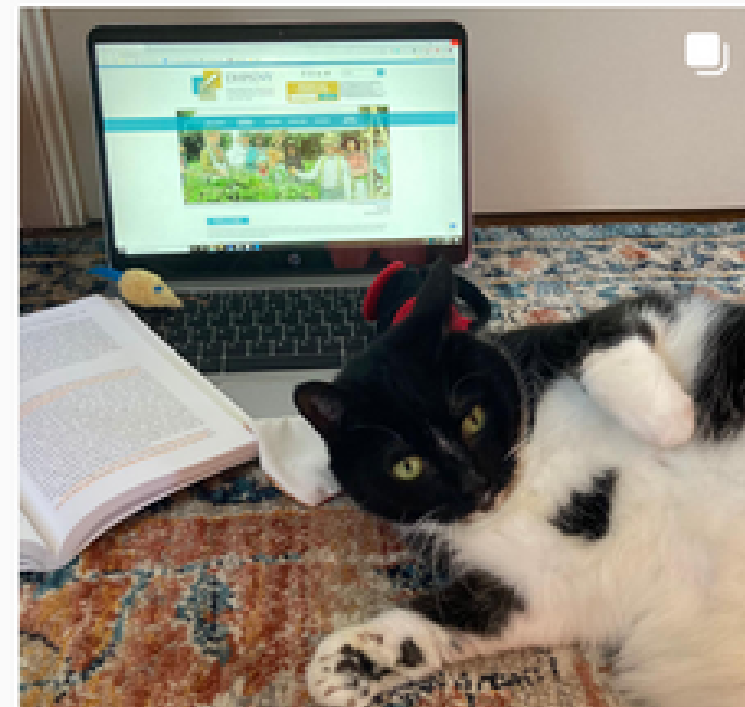
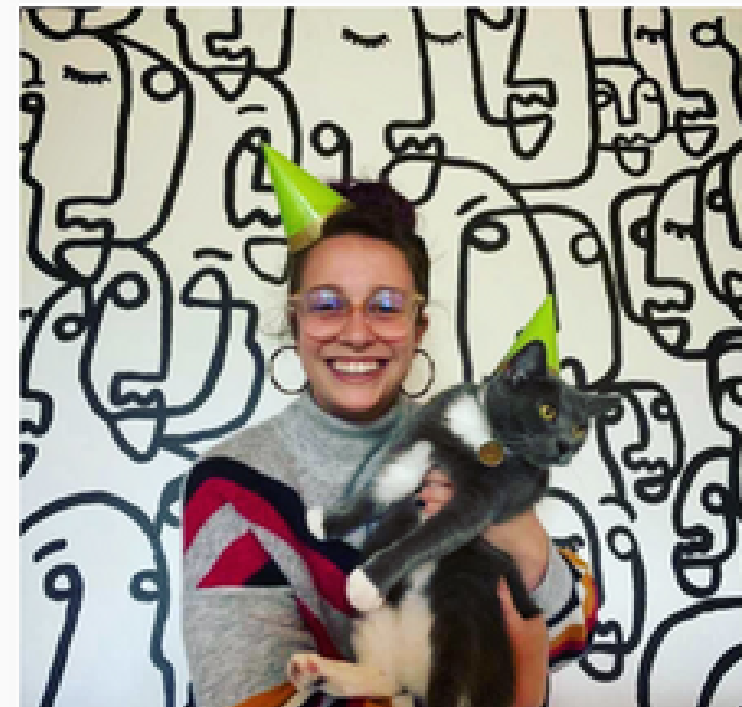
#dhpsnypets

15 posts

Follow

#DhpsnyPets

Top posts



Posting Strategic Content: Hashtags

Field-Related Hashtags

#ArchivesLife
#ArchivesOfInstagram
#ArchivistsOfInstagram
#ArchivistMakeItLastLonger
#AskAnArchivist
#CollectionsCare
#LibrariesOfInstagram
#PreservationPlanning
#MuseumsOfInstagram

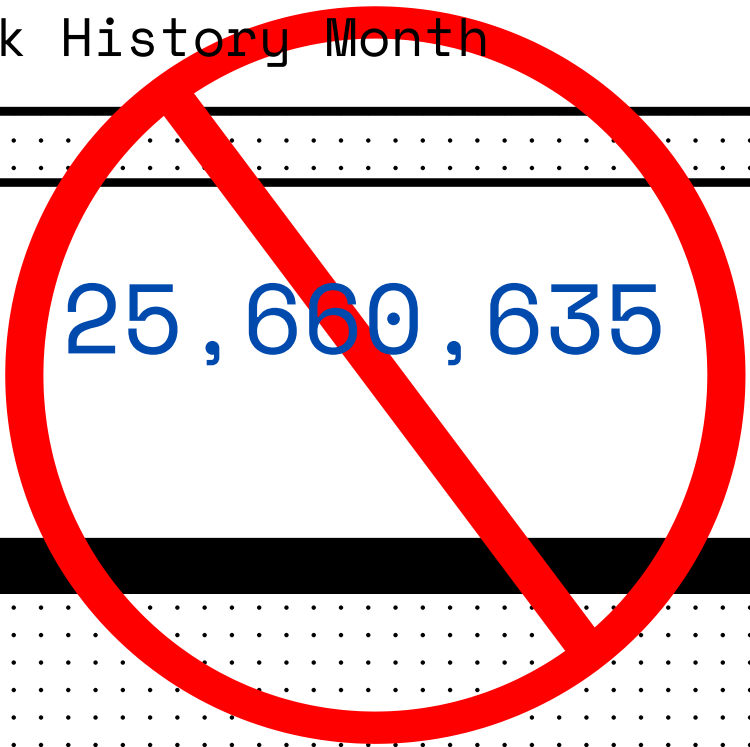
Holidays

#AskAnArchivistDay - Oct. 14
#AmericaArchivesMonth - October
#ArchivesMonth
#Archive30 - April
#GivingTuesday - Tuesday after Thanksgiving
#PreservationMonth - May (Historic preservation/ historic sites)
#PreservationWeek - Week of April 24
#MayDay - May 1 (disaster relief)
#PreparednessMonth- September

Heritage Holidays

February - African American History Month
March National National Women's History Month, Irish-American Heritage Month
April - March 13 to April 15 is National Deaf History Month
May - Asian Pacific American Heritage, Older Americans Month and Jewish American Heritage Month
June - Gay Lesbian Pride Month; Immigrant Heritage Month
September - National Hispanic-Latino Heritage Month (Sept. 15-Oct. 15)
October - National Disability Employment Awareness Month; National Italian American Heritage Month; American Archives Month
November - National American Indian Heritage Month
December - New York History Month

#Hashtags 25,660,635
posts



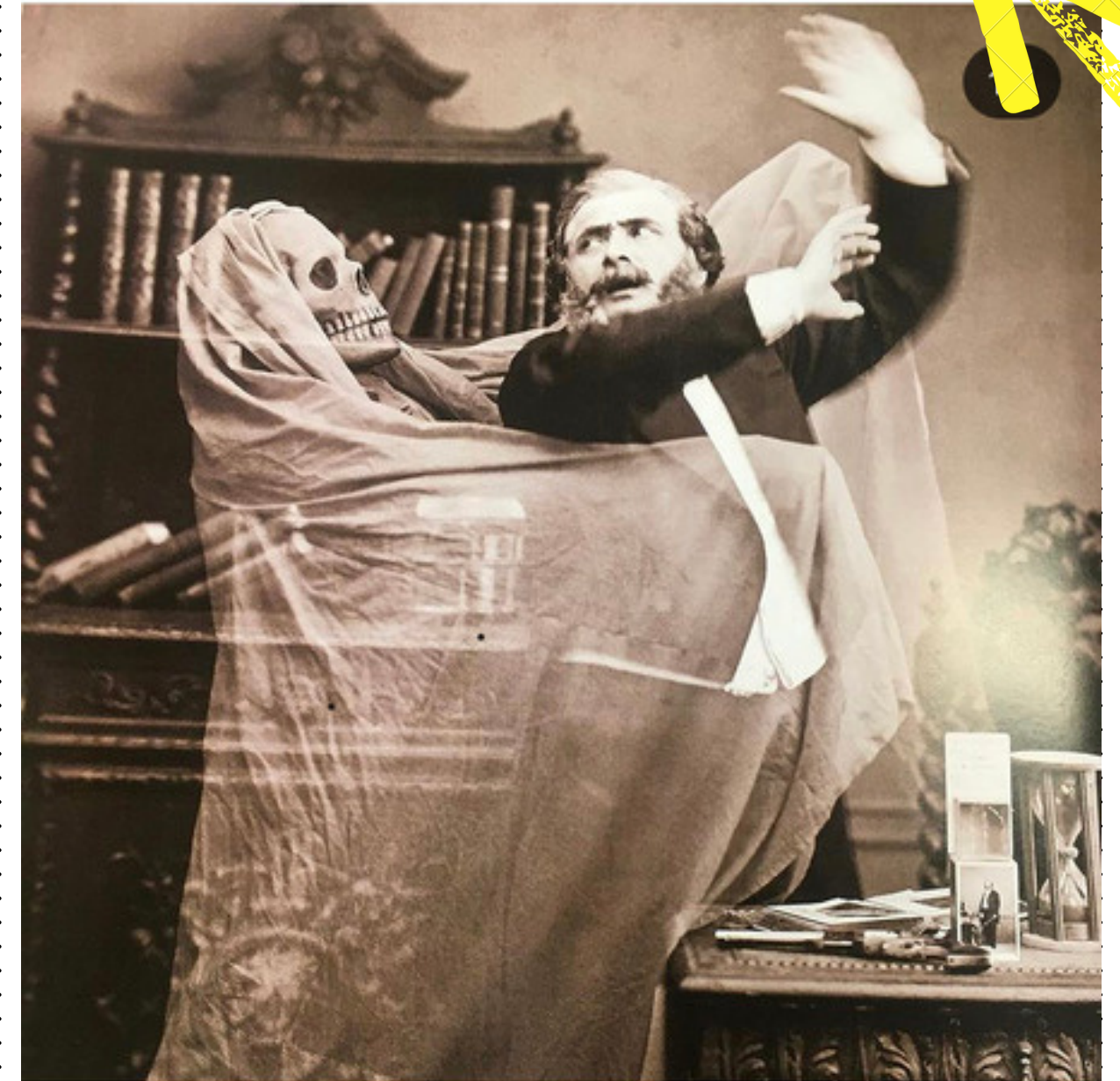
GEO-tag Locations



dhpsny
Storm King Art Center



dhpsny
Buffalo & Erie County Public Library - Central...



[View Insights](#)

[Boost Post](#)

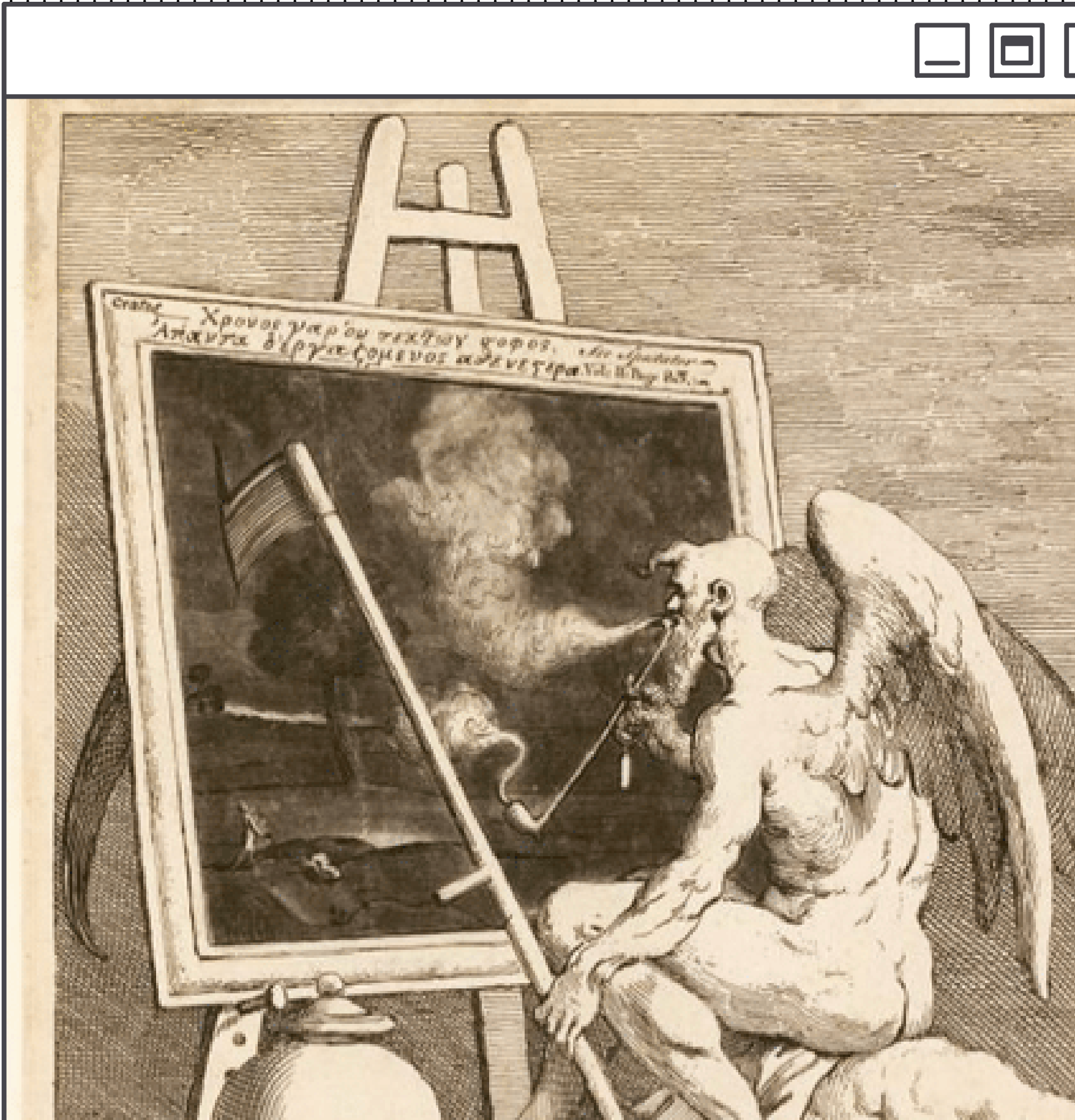
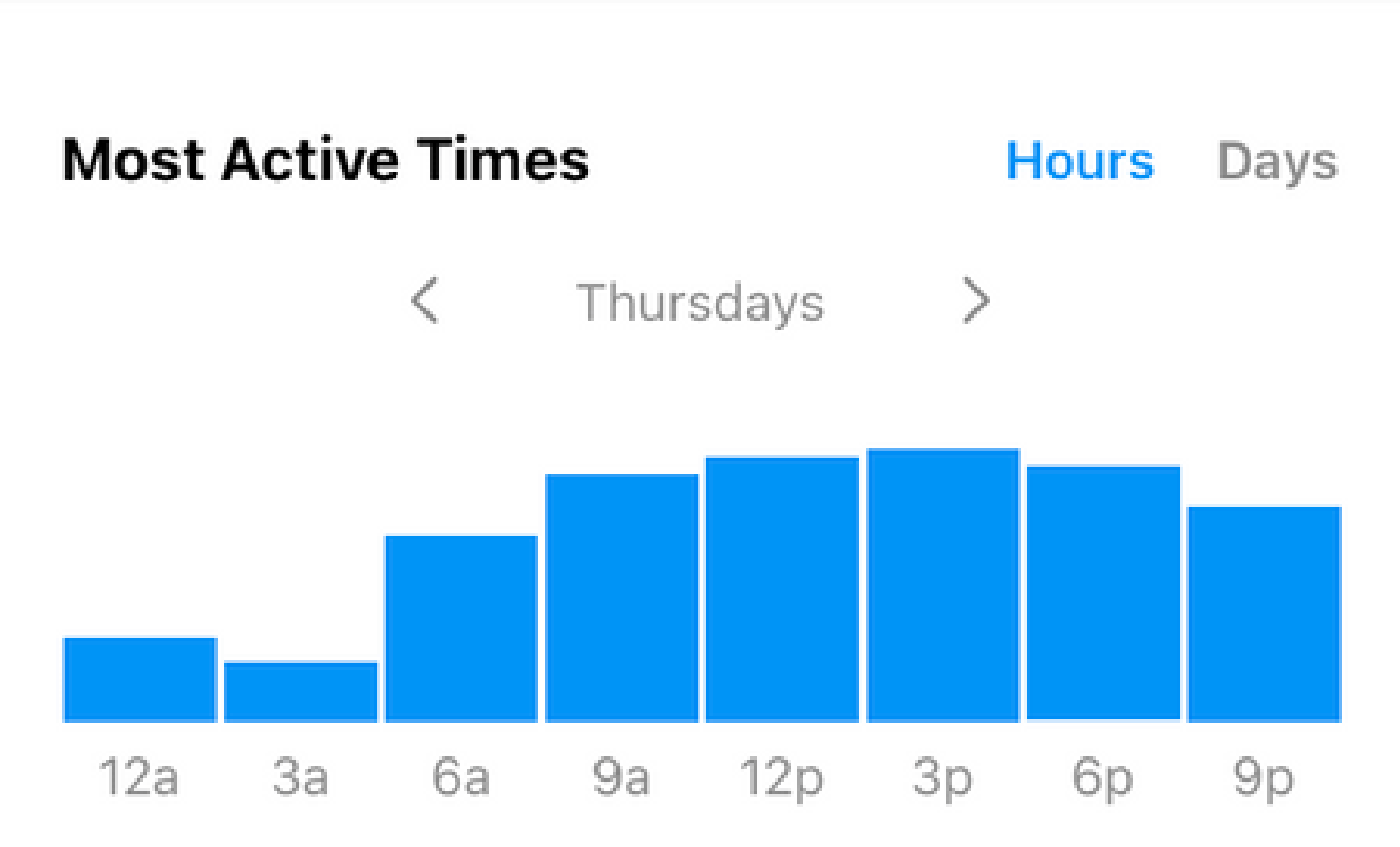


Liked by valentincic and 98 others



#TimeSmokingAPicture 🔍

When to Post? 🕒



Grow Your Community



Creativity & Community Boosts

AA



[View Insights](#)

[Boost Post](#)



Liked by valentincic and 73 others

dhpsny Grab your swimming dress—we're celebrating today's [#ArchivesHashtagParty](#), [#archivespoolparty](#)! "Girls swimming school... more



[View Insights](#)

[Boost Post](#)



Liked by alice.miner and 132 others

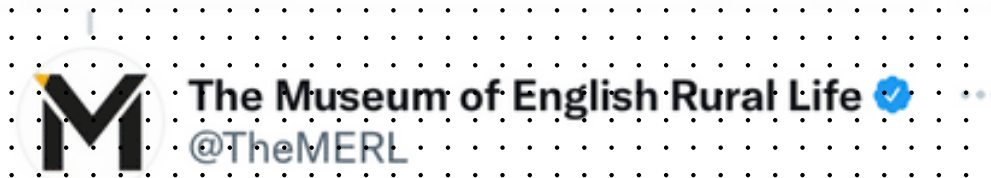
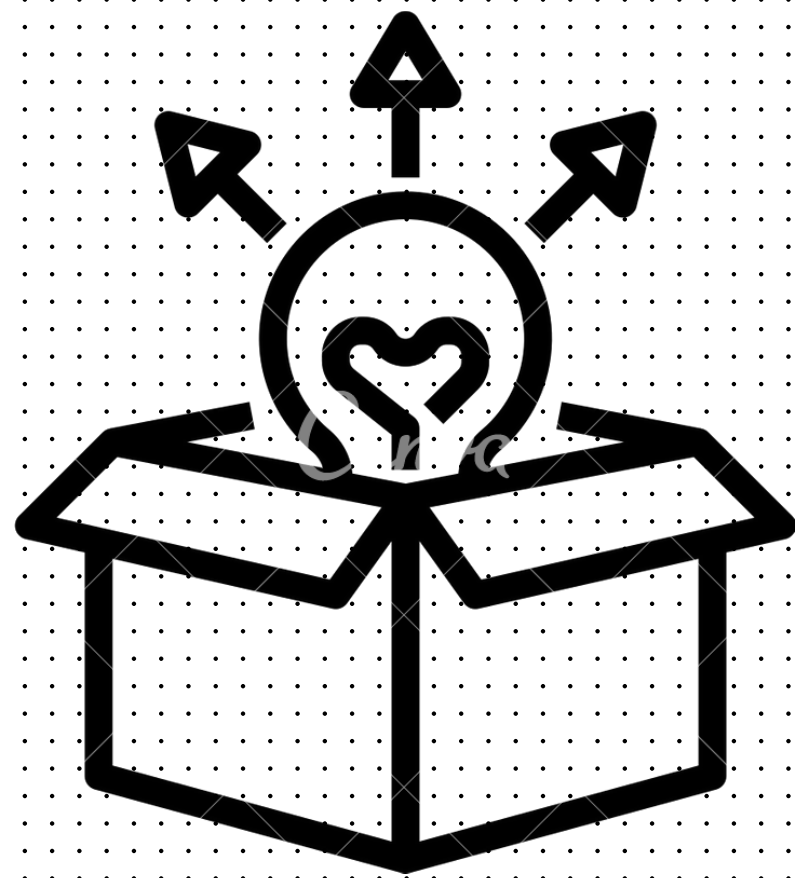
dhpsny Archives Specialist Kate Philipson shows off some ink commemorating different [#toolsofthelibrarytrade](#), including a document... more

View all 10 comments

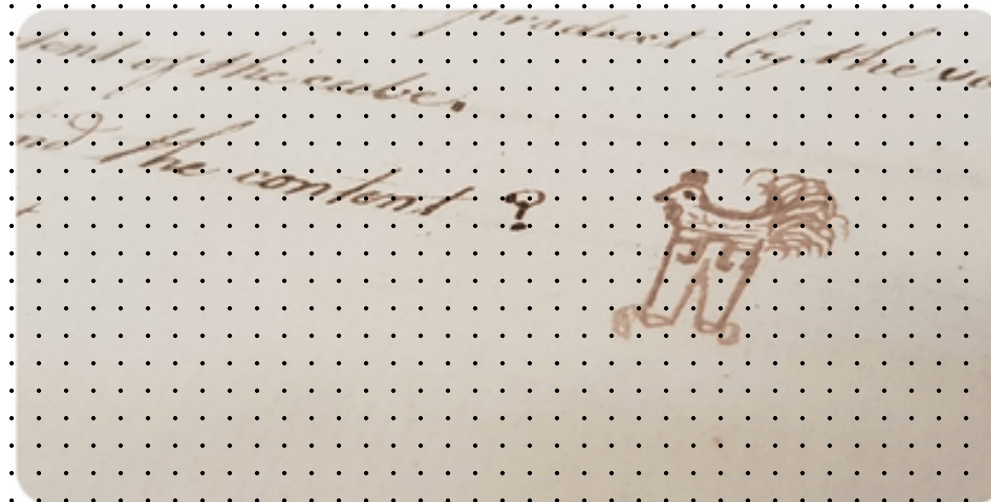


Grow Your Community

Creativity & Community Boosts



Richard put an 18th century chicken in some trousers.



7:59 AM · 10/6/18 · [Twitter Web Client](#)

3,794 Retweets · 426 Quote Tweets · 24.1K Likes



We are loving all your creative re-creations. Keep sharing with us 🌟



Museum challenges people in self-quarantine to recreate favorite works of art with objects at home yhoo.it/3bzYXjl



2:52 PM · Mar 28, 2020



1.2K ⚡ See the latest COVID-19 inf...



dhpsny
Taughannock Falls State Park



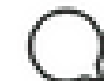
dhpsny We're sharing some serenity
Preservation Specialist Amanda Murray
year anniversary at DHPSNY.

Amanda, an avid hiker who finds solace in
natural world, captured this spectacular
on a recent trip
to Taughannock Falls in Trumansburg.
400-foot gorge and 215-foot drop,
Taughannock Falls towers three
stories above Niagara Falls and is the
single-drop waterfall east of the Rock

Happy workiversary, Amanda! Thank you
sharing your adventures and being a part of
our team in a challenging year!

[#Dhpsny](#) [#Workiversary](#) [#Taughannock](#)

[View Insights](#)



284 views

FEBRUARY 24



Stay Current & Measure

- Learn How to Read the Numbers
- Make a Plan

[Sample Plan](#)



Platform	Followers	Post #	Engagement	Impressions	Profile Visits	Mentions	Members	Post #	Comments	Reactions	up Active Memb	Note
Twitter	426 (+8)	13	63	4,662	399	9						Top tweet
Facebook	648 (+8)	17	186	47, 198			337(+3)	22	0	136	87	Top post i
Instagram	1,120 (+9)	4	369	1,654								Top post:
LinkedIn	99 (+11)	13	79	2,598								Top post:
Twitter	428 (+2)	14	45	8,421	710	1						Top tweet

Questions?

BRIGHTNESS / CONTRAST

BRIGHTNESS

CONTRAST

OK

CANCEL

Thanks! Stay in touch
mhalderman@dhpsny.org

