



TECHNICAL LEAFLET

Presented to the State Records Commission and Local Government Records Commission October 23, 2013

SOCIAL MEDIA DESIGN FUNDAMENTALS

For Alabama state agency¹ websites, an archive-friendly and user-friendly social media page in a site such as Facebook, Twitter or YouTube will be more successful if you:

1. Create well-formed URLs

- Keep it simple and have the name of the agency (perhaps in a shortened form) in the URL
EXAMPLE: <http://www.facebook.com/AlabamaTravel/>
EXAMPLE: <http://www.facebook.com/ALMentalHealth/>
EXAMPLE: <http://twitter.com/AlabamaStateBar/>
EXAMPLE: <http://www.youtube.com/user/AlabamaPublicHealth/>
- Use only letters and numbers in the URL to create a well-formed page. Do not include a # or similar symbol, and do not include diacritics (two *diacritics* appear in the word déjà vu) in the URL
- Include information about the agency in the “About” page, including contact information

2. Email the Web Archivist at the Alabama Dept. of Archives and History

- Any time your agency creates, changes or updates the URL for an account at a social media site, please email that information to the following address:
mike.breedlove@archives.alabama.gov

¹ Agency in this case can mean agency, board, commission or department

3. Actively monitor your page

- Respond quickly to comments, whether the comments are positive or negative. Never delete negative comments, it looks as though you are hiding something
- Feel free to use automated updates like HootSuite, but also manually update information to keep the human touch

4. Define a publishing schedule for your content²

- You can spread updates out so that you carry on a persistent but unobtrusive dialog with your Fans. Post too often and your page updates will start being hidden, or you'll lose fans. Too seldom and you'll be forgotten. Try to mix up different update types – a status update, a Link, a Note, a Photo or video update.
- By creating a calendar, you can also schedule moderation periods for comments if you feel this is necessary for your brand. Most Interaction activity (including comments) will occur within 24 hours of an update before it drops out of Fans' news feeds.

² Excerpt from a post by Steve Coulson on Optimizing Your Brand's Facebook Presence at <http://mashable.com/2009/04/01/optimize-facebook-page/>