

Looking After Archives Identity & Marketing

Norah

Norfolk Archives & Heritage
Development Foundation



THE DULVERTON TRUST

Norfolk
Record
Office



It's All in a
Name



Looking After Archives

Norah
Norfolk Archives & Heritage
Development Foundation

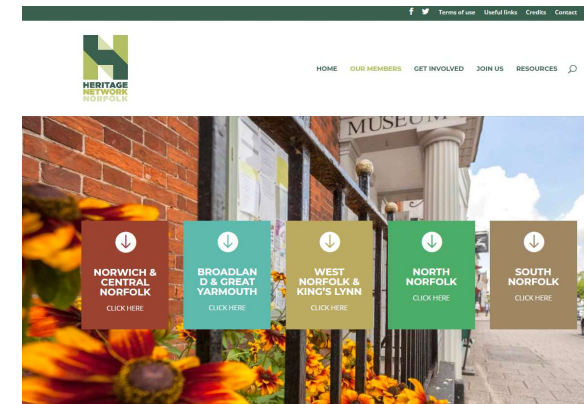
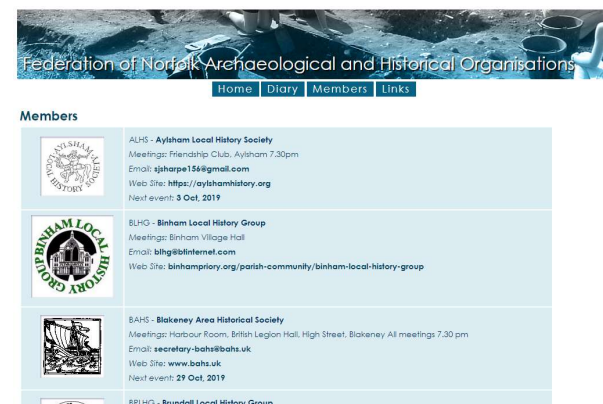
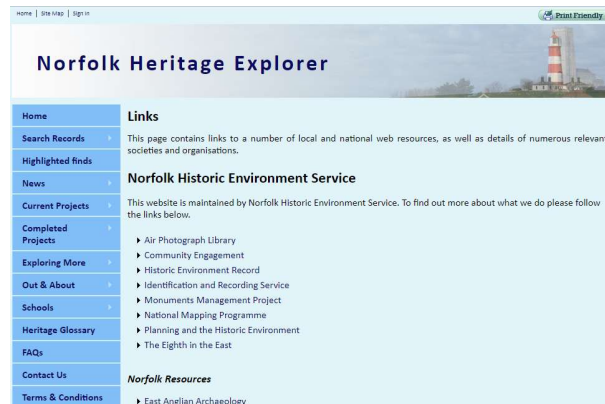
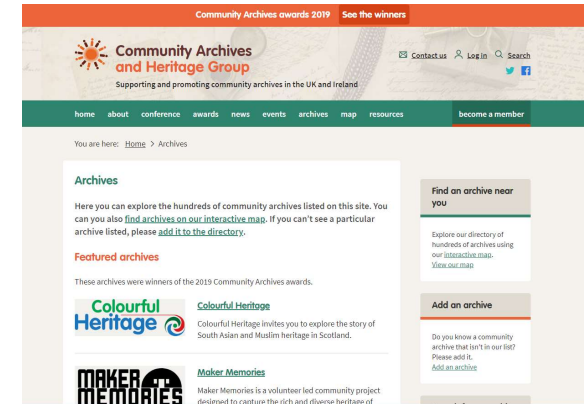
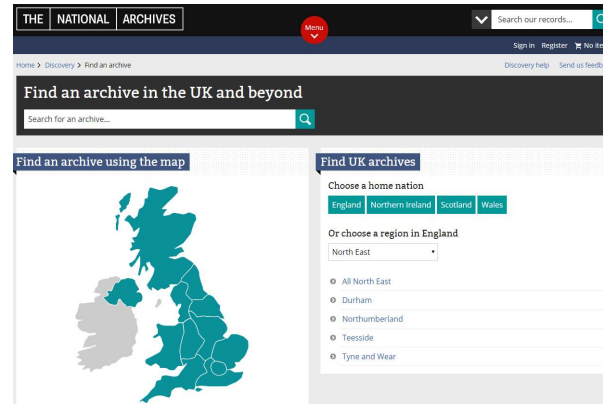


Norfolk
Record
Office



Norfolk
Record
Office

Directories



Looking After Archives

Norah
Norfolk Archives & Heritage
Development Foundation



Norfolk
Record
Office

Possible Places to Advertise Your Existence

1. Community Archives and Heritage - <https://www.communityarchives.org.uk/archives>
2. The National Archives - <https://discovery.nationalarchives.gov.uk/find-an-archive>
3. Norfolk Community Directory - <https://www.norfolk.gov.uk/norfolk-directory>
4. Norfolk Heritage Explorer - <http://www.heritage.norfolk.gov.uk/links>
5. Federation of Norfolk Archaeological and Historical Organisations - <https://www.federation-norfolk.co.uk/members.html?name=Members>
6. Heritage Network Norfolk - <http://www.heritagenorfolk.org.uk/our-members/>



Email Contact


- If you have your own domain / website, use this for corporate emails
- You can use Gmail or similar, e.g.
enquiries4mulbartonhistorygroup@gmail.com
- Useful to have email address which can be passed from person to person – aid sustainability
- If a charity, can apply for G Suite account allows you to have limitless number of emails @ your domain


Forum



- Google Group – Norfolk Archives Network
 - <https://groups.google.com/a/norah-df.org.uk/forum/#!forum/norfolk-archives-network>
 - Link from NORAHA website at www.norah-df.org.uk/forum
- Anyone can post a Topic, by either
 - Using your existing Gmail account
 - Creating Gmail account using non-Gmail email address
 - Emailing norfolk-archives-network@norah-df.org.uk (reduced function)
- Full guidance on using the Forum on NORAHA website

Forum

 Search for messages 

 [Sign in](#)

Groups [NEW TOPIC](#) 

Home

Click on a group's star icon to add it to your favourites


▼ Recently viewed

[Norfolk Archives ...](#)

[Privacy - Terms of Service](#)

◀ **Norfolk Archives Network** Shared publicly

1 of 1 topics

Tags · About 


Welcome to the Norfolk Archives Network forum

This forum is for organizations, and their members, which collect and share with the public historical archives relating to or located in Norfolk, England. Use the forum to share successes, advertise events and ask for advice. More information about this forum can be found [here](#).

This list is moderated and maintained by the [Norfolk Record Office](#) on behalf of the [Norfolk Archives and Heritage Development Foundation](#). We are juggling our support of this forum with the demands of a busy public service. We will try to answer any post requiring professional advice as soon as possible, but it may take several days for us to respond.

Please be patient and do not re-post your question as a new Topic. If you don't receive a response to your question within a week, then it is appropriate to "bump" your Topic by adding a new message in the thread. Thanks and welcome!

To report a post which you think breaks the forum's code of conduct, please [report it](#).

 **Looking After Archives**

By Jonathan Draper - 1 post - 4 views

[events](#) [training](#)

8 Oct

Looking After Archives

Event Publicity

- Eventbrite
- Federation of Norfolk Archaeological and Historical Organisations
- Social media

The top screenshot shows an Eventbrite event page for 'Behind the Scenes at the Norfolk Record Office - Gem Documents'. It includes a photo of people looking at documents, the event title, date (Nov 05), time (10:00 - 12:00 GMT), location (The Green Room, Norfolk Record Office), and a 'Tickets' button.

The bottom screenshot shows the homepage of the Federation of Norfolk Archaeological and Historical Organisations. It features a 'Welcome' message, a 'Diary' link, and a list of member societies with their logos.



Looking After Archives



Hashtags & what to do with them

What is social media and how to get the best out of it for your local history group



@NorfolkRO



Norfolk Record Office



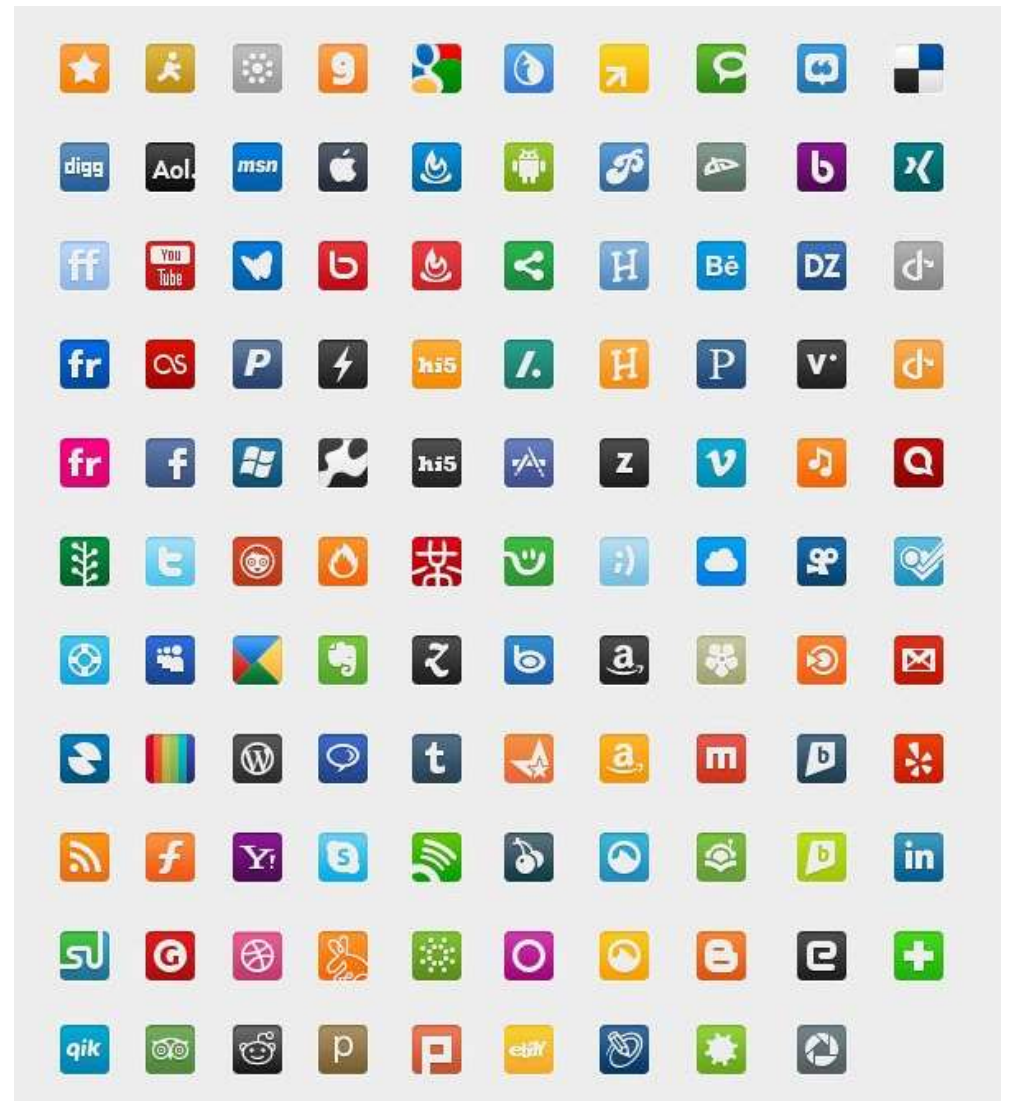
www.norfolkrecordofficeblog.org



What is social media?

Definition....

....websites and applications that enable users to create and share content or to participate in social networking.





The Pub

- 280 characters
- Can add hashtags joining in with others e.g. #onthisday/#otd, #mapmonday, #throwbackthursday or make your own e.g. #LAA2019
- On-trend
- Up to date



The Living Room

- 40-60 words
- Don't waffle
- Use short punchy sentences
- Relaxed
- Short stories



The Cinema

- More in-depth stories
- Concentrating on one particular aspect/ event
- Doesn't have to be connected to what is trending, but can tie in with national events
- There for people to find/ flick through years later

- Avoid over promotion
- Be consistent
- Ask questions of your audience
- Be clear when you want something, don't be subtle, be BOLD!!

TIP

Share the responsibility, make sure that more than 1 person has access to the email address and social media accounts.

Images...

- An image improves information retention by **55%**
- An image increases engagement by **2.3x**
- Tweets with images receive **150%** more retweets



Example...



Introduction to Twitter



How it appears- Home page

The image shows a screenshot of the Twitter home page for the Norfolk Record Office (@NorfolkRO). Several elements are circled in pink and labeled with text boxes:

- Home**: Labeled "Your News Feed" (with a sub-label "wh Receive and send private retweeted y direct messages (DM)").
- Notifications**: Labeled "Search for hashtag Create your tweets here people or organisations".
- Messages**: Labeled "Search for hashtag Create your tweets here people or organisations".
- Search Twitter**: Labeled "Search for hashtag Create your tweets here people or organisations".
- Tweet**: Labeled "Search for hashtag Create your tweets here people or organisations".
- Norfolk Record Office @NorfolkRO**: Labeled "Your User Name".
- Your Tweet activity**: Labeled "Your Tweets earned 1,092 impressions over the last 24 hours".

The main content area shows two tweets from the Norfolk Record Office:

- Tweet 1**: "This week Wrenningham VC School and @walton_primary have worked as historians during our new school workshop. They analysed documents, learned about conservation and investigated local records. To find out more about how you can book this workshop visit: norfolkrecordofficeblog.org/schools-and-yo..."
- Tweet 2**: "On Monday the Unlocking Our Sound Heritage team launched a walking tour of King Street, Norwich with participants from @nnab using the early 20th c."

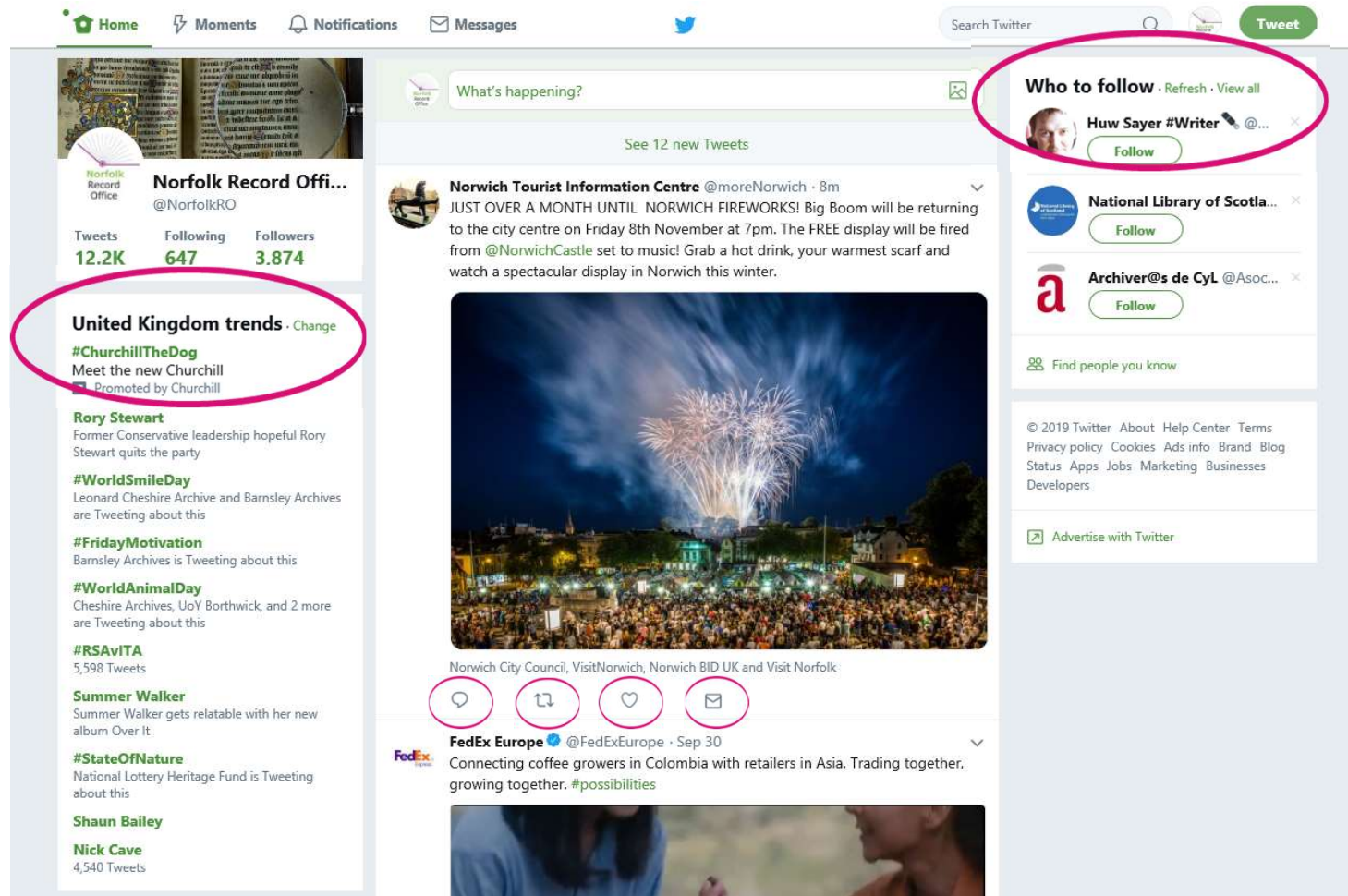
Looking After Archives

Norah
Norfolk Archives & Heritage
Development Foundation



Norfolk
Record
Office

How it appears- News feed

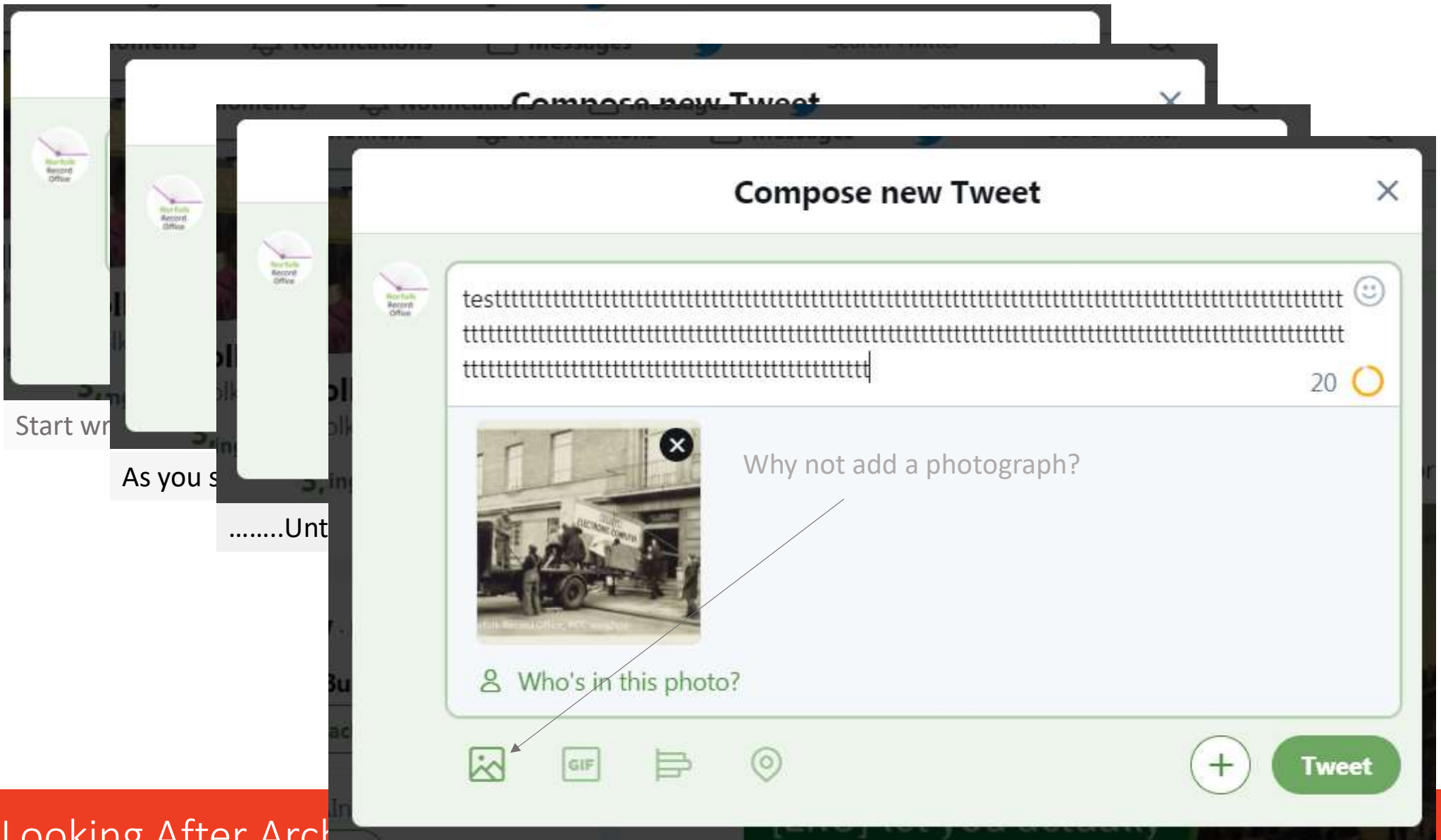


Looking After Archives

Norah
Norfolk Archives & Heritage
Development Foundation



Norfolk
Record
Office



Start with

As you see

.....Until

Looking After Archives

Eventbrite | Manage Events | Norfolk Record Office (@Nrk) | Twitter Analytics account | Norfolk Record Office | Norfolk Record Office | How to Take a Screenshot

https://analytics.twitter.com/user/NorfolkRO/home

Twitter Analytics Home Tweets Audiences Events More


Norfolk RecordOffice Sign up for Twitter Ads

Sep 2019 • 9 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 4,081 impressions

A busy morning for our archivists with this large accession of late 20th century Norwich City Council Minutes @NorwichCC pic.twitter.com/ozEEQIKVv0




1 4 17

[View Tweet activity](#) [View all Tweet activity](#)

Top mention earned 36 engagements

Call for volunteers! Are you interested in uncovering and sharing stories from the @NorfolkRO archive? Research bloggers have been writing material for our blog for over 4 years, this is your chance to join them. Find out more at our training next Tuesday. Booking required. pic.twitter.com/bXOmLkLLR




3 8 0

[View Tweet activity](#) [View all Tweet activity](#)

Top media Tweet earned 3,186 impressions


Did Matthew Hopkins fail as a Witch-hunter in Great Yarmouth? Join us at The Archive Centre tomorrow Wednesday 4th September at 1pm for this FREE lunchtime talk. #witches #17thcentury #archives pic.twitter.com/8F4CMmg5VH



1 0 17

[View Tweet activity](#) [View all Tweet activity](#)

Top Follower followed by 1,705 people



Sophie
@InfraRedRum FOLLOWS YOU

It's a science joke. PhD student & science communicator by day, model & creative by night. Advocate for #mentalhealth in academia. Insta: @theinfaredrum

[View profile](#) [View followers dashboard](#)

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

[Get started](#)

SEP 2019 SUMMARY

Tweets	17	Tweet impressions	19.3K
Profile visits	277	Mentions	13
New followers	0		

Aug 2019 • 31 days

TWEET HIGHLIGHTS

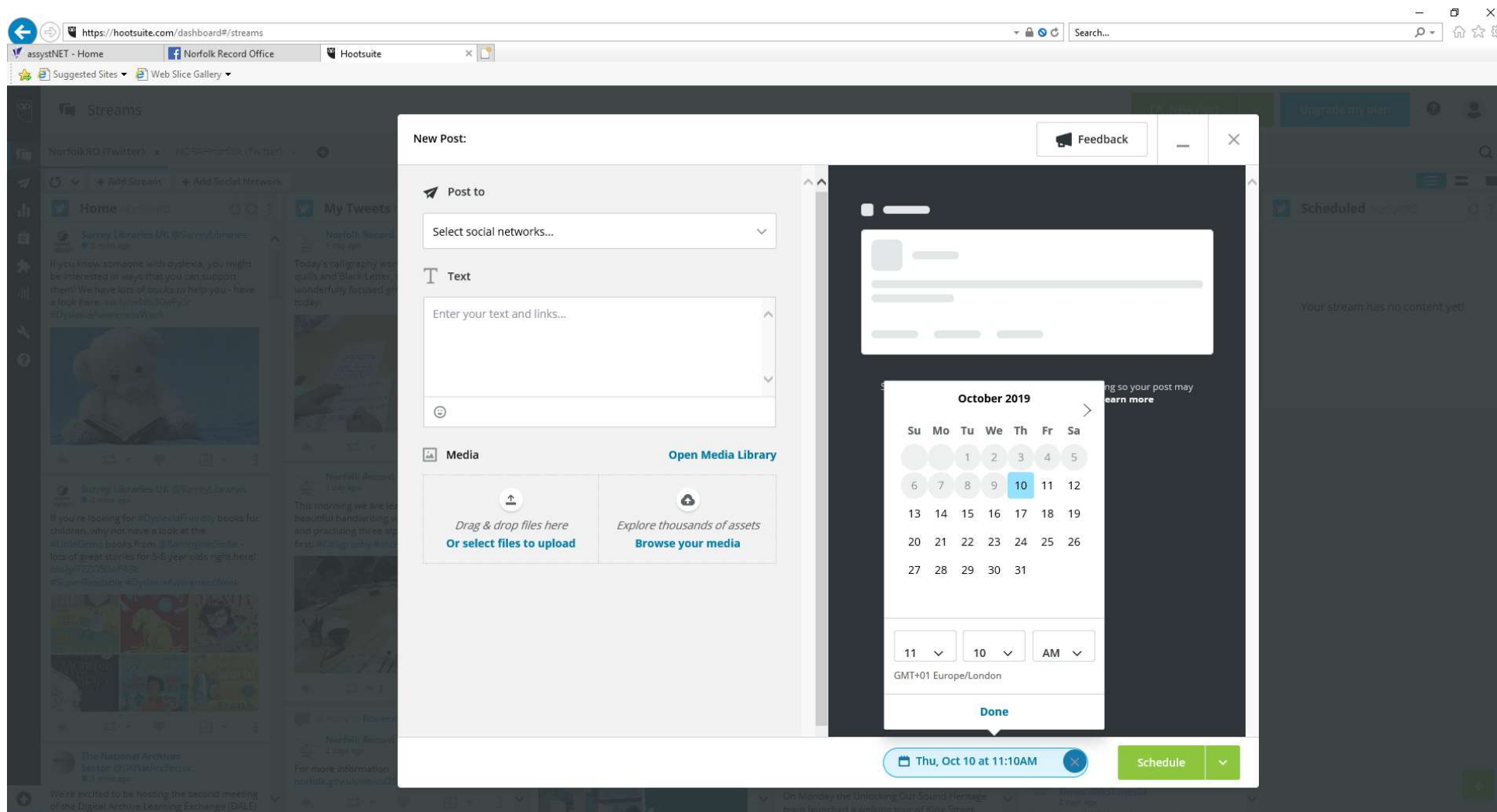
AUG 2019 SUMMARY

Looking After Archives

Norah
Norfolk Archives & Heritage
Development Foundation



Norfolk
Record
Office



Looking After Archives

Norah
Norfolk Archives & Heritage
Development Foundation



Norfolk
Record
Office

Introduction to Facebook



How it appears- Home page

The screenshot shows the Facebook profile of the Norfolk Record Office. The page layout includes a left-hand navigation menu, a central post area, and a right-hand sidebar. Several elements are highlighted with pink circles:

- Send Message:** A blue button in the top right corner of the post area.
- Posts:** The heading for the main content area, located above the first post.
- Like, Comment, Share:** The interaction buttons at the bottom of the first post.

The first post is from the Norfolk Record Office, dated 19 hours ago. It features a photo of a group of people standing in front of a historic building entrance. The text of the post describes a walking tour of King Street, Norwich, organized by the Unlocking Our Sound Heritage team, featuring records from Patricia Daniels. The post includes the hashtags #uosh and #NLHF.

The right-hand sidebar displays a list of related pages, including BBC News: East of England, Whitwell And Reepham Station Museum, Terry Pratchett Books, The Tolhouse Museum, and Invisible works. Below this, a section titled 'Pages liked by this Page' lists the Norfolk Heritage Centre and King's College Library, Cambridge.


Looking After Archives

Norah
Norfolk Archives & Heritage
Development Foundation




Norfolk
Record
Office

The screenshot shows the Facebook post creation interface for the Norfolk Record Office. At the top, a navigation bar includes links for Page, Inbox, Events, Manage Jobs, Notifications (with a red badge), Insights, and More. On the right are links for Settings and Help. The main post creation area is highlighted with a grey border and contains a profile picture, a text input field with the placeholder "Write something...", and icons for adding photos, emojis, location, and attachments. Below these are buttons for "Boost Post", "Publish", and a dropdown arrow. A green circle with an arrow points to the photo icon with the text "Add images here". A pink oval highlights the "Write a post..." text field. A blue arrow points from the "Publish" button to a dropdown menu that includes "Schedule", "Backdate", and "Save Draft". Another green circle with an arrow points to the dropdown menu with the text "Publish or schedule your post here". The left sidebar lists navigation options: Photos, Events, Videos, Posts, Services, Shop, Groups, Notes, Offers, Jobs, Community, and Manage Promotions. The main feed area shows sections for "Create" (Live, Event, Offer, Job), "2 Drafts", "3 Scheduled Posts", and a "Boost a Post" section. The right sidebar features "Suggested Groups" including Norfolk Business St, Focus on Fittwick, Discworld Convention 2020, and What's On in Norfolk, along with a featured post titled "Drawing in the Archive: Norwich's Medieval Churches 1700-2017".


Norfolk Record Office
 Published by norrec@norfolk.gov.uk




This September marks 80 years since the evacuation of children from London to Norfolk. As many Norfolk children return to school we thought we'd share a few images from a photograph album likely compiled by Miss Warren, a teacher at St James' School, Upper Edmonton, London whose students were evacuated to Norfolk on September 1st 1939.

The photographs show the arrival of the evacuees at North Walsham Station, preparations at St Nicholas Church, North Walsham and notices for the schools pinned on a board at North Walsham Market Place Town Cross. The children were first placed at Aylsham School (now St Michael's C of E VA Primary and Nursery School, Aylsham) on September 22nd 1939. NRO, MC 631/1, 758X7.



Waiting in the Market Place
North Walsham.

1. Mrs. Birkenhead	6. Fred Capon
2. Mr. Birkenhead (Head Master)	7. S. Ronald and Robert Clayton
3. Mr. Watts (Boys' School)	8. E.H.W.
4. Miss. (Birkenhead) (Miss. (Staff))	

2,892
 People Reached

439
 Engagements

Boost Unavailable

Debbie Warren Cupp, Hilary Stone and 17 others

1 Comment 4 Shares

Like

Comment

Share

Performance for Your Post

2,892 People Reached

60 Reactions, Comments & Shares

51 Like	19 On Post	32 On Shares
1 Love	0 On Post	1 On Shares
4 Comments	1 On Post	3 On Shares
4 Shares	4 On Post	0 On Shares

379 Post Clicks

131 Photo Views	0 Link Clicks	248 Other Clicks
---------------------------	-------------------------	----------------------------

NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Introduction to Blogs



What is a blog?


A **blog** (a truncation of the expression ***web log***) is a discussion or informational website published on the Internet consisting of informal diary-style text entries called 'posts'.

Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page.

How it appears- Home page

Norfolk Record Office

Collecting, caring for, and making
unique Norfolk records accessible



[About](#) [Contact Information](#) [Schools](#) [Videos](#) [Snapshots from the Archives](#) [Events](#) [Behind the Scenes](#) [Young People](#)

King's Lynn's burning issue

Posted on September 26, 2019 by elizabethjayne2015

Much has been said about King John, and he is frequently named as Bad King John, although it has to be said it was John who granted various concessions to Lynn, and indeed its charter. But there was among his grants one which, albeit several hundred years later, caused an acrimonious dispute. This is mentioned in the King's Lynn Borough Archive indices as the Newcastle Suit. [Continue reading →](#)

Posted in [NRO Research Bloggers](#), [Snapshots from the Archive](#) | Tagged [coal](#), [depositions](#), [hall books](#), [industry](#), [King John](#), [king's lynn borough archives](#), [Kings Lynn](#) | [Leave a comment](#)

Norfolk's 'Downton Abbeys', and recruiting for below stairs

Posted on September 13, 2019 by elizabethjayne2015

With the Downton Abbey movie released in September 2019, and the relationship of masters and servants vividly brought to life on the big screen, it was with interest that I reflected on the experiences of Rachel Ketton of Norfolk's [Felbrigg Hall](#), whose diaries are held by The National Trust. Rachel was Mistress from 1869 until her death in 1905.



Sign Up!

Enter your email address to follow this blog and receive notifications of new posts by email.

Join 7,077 other followers

Follow

Search



Further down...

Recent Posts

- [King's Lynn's burning issue](#)
September 26, 2019
- [Norfolk's 'Downton Abbeys', and recruiting for below stairs](#)
September 13, 2019
- [Great Yarmouth's Battle against Herring Piracy during the English Civil War](#) September 7, 2019
- [The Diary of Paul E. Homan: stories of WWII from an American Aviation Cadet who hoped his diary would keep the heritage alive.](#) September 5, 2019
- [Disaster recovery: The impact of the fire at Norwich Central Library and the creation of The Archive Centre](#) August 21, 2019

Categories

- [Behind the Scenes](#)
- [Events](#)
- [NRO Research Bloggers](#)
- [Schools](#)
- [Snapshots from the Archive](#)
- [Top Tips](#)
- [Uncategorized](#)
- [Young People](#)

Tags

[Albermarle architectural plans](#)
[Boer War bombing raids](#) [Caley's census charters](#)
[children's activities](#) [christmas conservation](#) [Cromer](#)
[diaries](#) [diary](#) [digital preservation](#)
[digitisation](#) [education and outreach](#)
[evacuees](#) [exhibition](#)
[family history](#)
[Felbrigg Hall](#)
[First World War](#)
[fishing](#)
[great yarmouth](#)
[Great Yarmouth Martime Festival](#)
[hall books](#) [Heritage Lottery Fund](#)
[hilda zigomala Holt](#)
[illustration](#) [India internship](#)
[isinglass](#) [italy](#) [journal](#)
[king's lynn borough archives](#)
[King John](#) [Kings Lynn](#)
[learning](#) [letters](#) [Lowestoft](#)
[maps](#) [marriage](#)
[marriage licence](#) [bonds](#)
[Meet the Team](#)

NRO Blog- 2019 stats

From January-August 2019 the NRO blog was been viewed over 12,000 times from 88 different countries.



Top visiting countries were:

- United Kingdom- 9,943 views
- United States- 1,041 views
- Australia- 257 views

As a result of reading our blog:

- Catalogue pages referenced have been viewed 260 times
- The NRO website has been viewed 74 times

What do you think?



Looking After Archives

Norah
Norfolk Archives & Heritage
Development Foundation



Norfolk
Record
Office



Looking After Archives

Norah
Norfolk Archives & Heritage
Development Foundation



Norfolk
Record
Office



Looking After Archives