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## ***Elgin County Archives Launches On Flickr, Twitter***

The Elgin County Archives has established accounts and published content on Flickr.com and Twitter.com in an effort to distribute selections from its photograph collections and information about its resources, activities, programs and services to a wider and more diverse audience, and to take advantage of the interactive features of these services to encourage users to develop a greater awareness and appreciation of, and involvement in the resources, programs and services provided by the Elgin County Archives.



Flickr.com not only enables account holders to publish photographs online for an international audience and to organize and present this material in unique and effective ways, but also allows users of the service to interact with published content by appending comments and subject-identifiers or “tags”, and to distribute content to a still wider network of users by downloading and sharing images with friends and colleagues, by linking to content from their own websites and blogs, and by including images (with attribution) in published articles and books. To date the Archives has published several hundred images and accompanying metadata from its photograph collections on its Flickr site at [www.flickr.com/photos/elgincountyarchives](http://www.flickr.com/photos/elgincountyarchives).

We welcome public participation in this project. You can contribute in several ways:

Post a comment or add a descriptive tag to any Elgin County Archives image you see on Flickr.com. You may use the commenting feature to correct or embellish the information currently associated with a photograph – for example, you may be able to identify people shown in the image.

Send an image to a colleague or friend. Images on Flickr.com may be shared with others, for a research project or personal interest.

Link to images from another Web site. Bloggers and web site developers are encouraged to share our Flickr.com images with others by linking to Elgin County Archives photo collections, sets or specific images.



Twitter.com allows account holders to publish brief “breaking news” alerts to a theoretically unlimited audience of internet users and particularly to a network of self-selected “followers” who choose to subscribe to and automatically receive the publisher’s information messages or “tweets”, in essence a no-cost form of direct marketing.

Since establishing its account at <http://twitter.com/elginarchives> in early February, the Archives has published several “tweets” and has attracted a network of “followers” that includes such nationally significant institutions as the Glenbow Museum, Calgary, Archives de Montréal, and the Nova Scotia Archives, Halifax. This network will inevitably expand as the Archives publishes additional messages and internet search engines capture and reference the Archives’ Twitter presence in their search algorithms.

The Elgin County Archives has been recognized in a report cited in the February 2010 issue of Library and Archives Canada’s *Governance and Recordkeeping Around the World* newsletter as one of six Canadian archives whose use of Twitter.com provides a model for archival institutions to follow.

In the coming weeks, the Archives will be expanding its use of online social networking media by establishing a presence on Facebook, YouTube, Wikipedia and other online content distribution channels, as part of its effort to play a leading role in embracing the power of Web 2.0 technologies.