



**Nationaal
Archief
Suriname**



The National Archives of Suriname – Using Social Media to Market Collections and Services to Local Clients

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Eric Kokke – GO | School for Information

Starting Point

- In 2010 inauguration of the new building (new equipment, restoration room, trained staff, return of colonial archives)
- The website launched in 2004 no longer met the needs of the general public
- From 2010 – 2017 the historical archives were returned to Suriname and these were accessible for research and genealogy purposes
- Little awareness of the importance of archives in Suriname

Targets

- Stimulate the interest of the public to visit the Archives and/or consult the documents for research and genealogy purposes
- Raise awareness among the public (students, teachers, researchers, the public in general) about their own history
- Raise awareness of the existence of the National Archives

What to do?

- ⌋ Limited resources
- ⌋ No marketing department
- ⌋ How to reach out to potential visitors?
- ⌋ Traditional media vs new media
- ⌋ Course on Content Curation / Content Marketing (2017)

Training in 2017

Project "Training in preservation and access of digital and digitized documentary heritage" funded by the UNESCO and executed in collaboration with GO opleidingen

Project targets:

- More access of digital records/archives to the general public (students, scholars, government officials and other interested groups) according to international standards.
- The digital preservation and management of the documentary heritage (digital- and paper based) of the National Archives executed according to the on-going international standard by the trained staff.



Course on Content Curation

Content Curation Process



Assignment in the Content Curation Course:

- Create a potential Facebook or Instagram post
- State why you choose the content/topic, which platform you will use and why, what your target audience is and what you want to communicate
- Mail or text me the post. I will publish it on the platforms.
- We will check the results in three (3) days.

Results after 3 days

LinkedIn x Inschrijfformulier | GO op x Opleiding Informatiespe x Doelstellingen Instagram x Nationaal Archief Surina x Nationaal Archief Surina x

Veilig | <https://www.facebook.com/nationaalarchiefsuriname/insights/>

Nationaal Archief Suriname

Page Messages Notifications **11** Insights Publishing Tools Settings Help

Overview

- Promotions
- Likes
- Reach
- Page Views
- Actions on Page
- Posts
- Events
- Videos
- People
- Local
- Messages

Page Summary Last 7 days + [Export Data](#)

Results from Mar 02, 2017 - Mar 08, 2017 Organic Paid

Actions on Page	Page Views	Page Likes
March 1 - March 7	March 1 - March 7	March 1 - March 7
3	306	75
Total Actions on Page ▲100%	Total Page Views ▲5,000%	Page Likes ▲838%

Reach	Post Engagements	Videos
March 1 - March 7	March 1 - March 7	March 1 - March 7
2,216	2,007	1
People Reached ▲659%	Post Engagement ▲736%	Total Video Views ▼50%

Your 5 Most Recent Posts

YOUR GAMES MORE

RECOMMENDED GAMES MORE

Alison Donald and Maje End are now friends.

Byomkesh Mishra reacted to Gunjan Sharma's photo.

Monique Vos likes Francien Van Den Dries's photo.

Marina Degenhardt likes BlendTV's video.

Jannemieke Roos likes Wim Jansen bloemen's photo.

Jiselle Maria Alleyne

Gerard van der Weide

MORE CONTACTS (15)

Adeel Muhammad

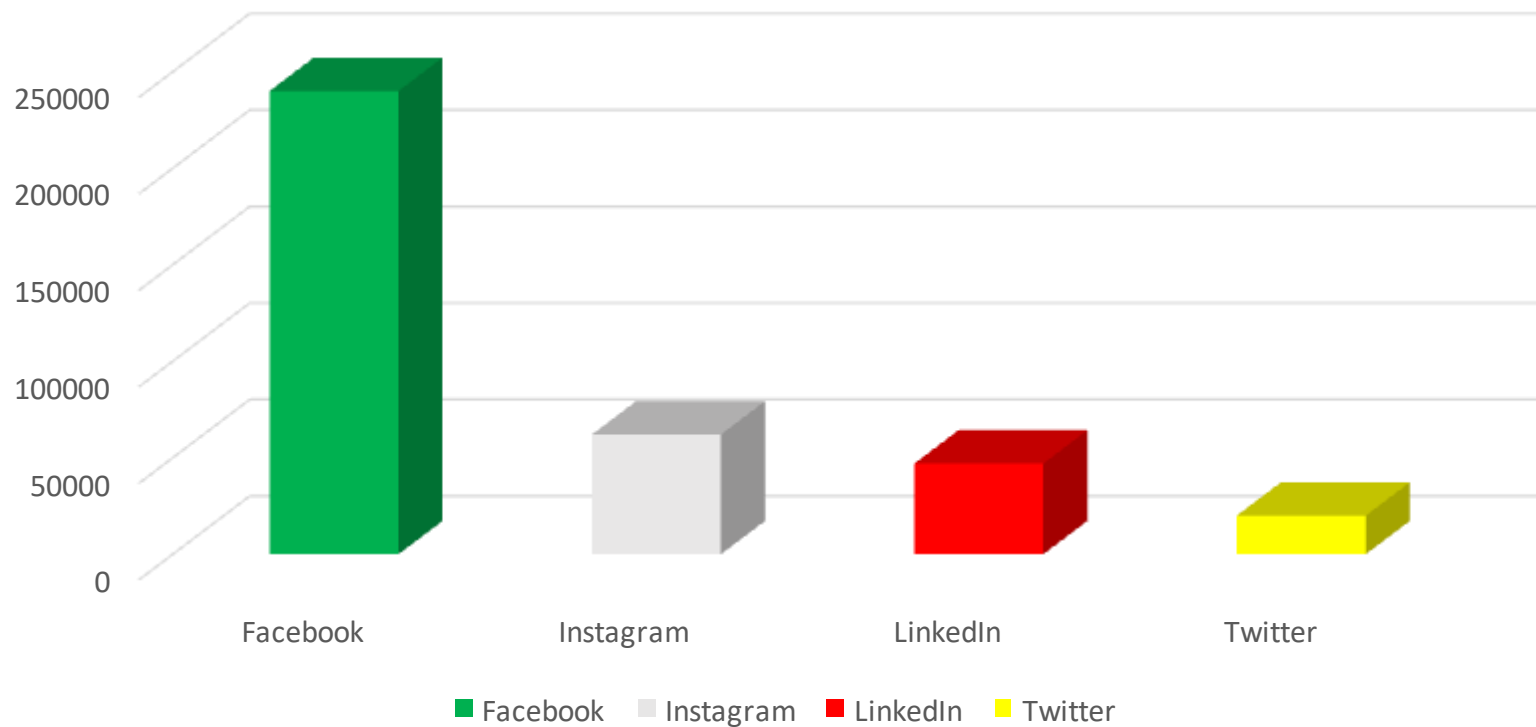
Search

14:38 8-3-2017



Why Social Media?

Source: Spangmakandra 2016



Comparing Results

Platform	Suriname % of the population	Netherlands % of the population
Facebook	40% (98%)	58% (63%)
Instagram	10% (25%)	11% (12%)
LinkedIn	8% (19%)	24% (26%)
Twitter	3% (8%)	18% (19%)
Internet access	41%	92%

JAN
2019

SURINAME

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL
POPULATION



570.7
THOUSAND

URBANISATION:

66%

MOBILE
SUBSCRIPTIONS



999.9
THOUSAND

vs. POPULATION:

175%

INTERNET
USERS



350.0
THOUSAND

PENETRATION:

61%

ACTIVE SOCIAL
MEDIA USERS

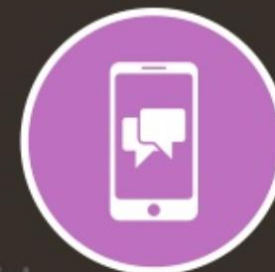


350.0
THOUSAND

PENETRATION:

61%

MOBILE SOCIAL
MEDIA USERS



330.0
THOUSAND

PENETRATION:

58%



we
are
social



we
are
social





JAN
2019

SOCIAL MEDIA ADVERTISING AUDIENCES

A COMPARISON OF THE TOTAL ADDRESSABLE ADVERTISING AUDIENCE* OF SELECTED SOCIAL MEDIA PLATFORMS



TOTAL ADVERTISING
AUDIENCE ON FACEBOOK
(MONTHLY ACTIVE USERS)



330.0
THOUSAND

FEMALE 50%
MALE 50%

TOTAL ADVERTISING
AUDIENCE ON INSTAGRAM
(MONTHLY ACTIVE USERS)



110.0
THOUSAND

FEMALE 51%
MALE 49%

TOTAL ADVERTISING
AUDIENCE ON TWITTER
(MONTHLY ACTIVE USERS)



14.8
THOUSAND

FEMALE 35%
MALE 65%

TOTAL ADVERTISING
AUDIENCE ON SNAPCHAT
(MONTHLY ACTIVE USERS)



[N/A]

FEMALE [N/A]
MALE [N/A]

TOTAL ADVERTISING
AUDIENCE ON LINKEDIN
(REGISTERED MEMBERS)



66.0
THOUSAND

FEMALE 50%
MALE 50%





**Nationaal Archief
Suriname**

@nationaalarchiefsuriname

Home

Posts

Reviews

Photos

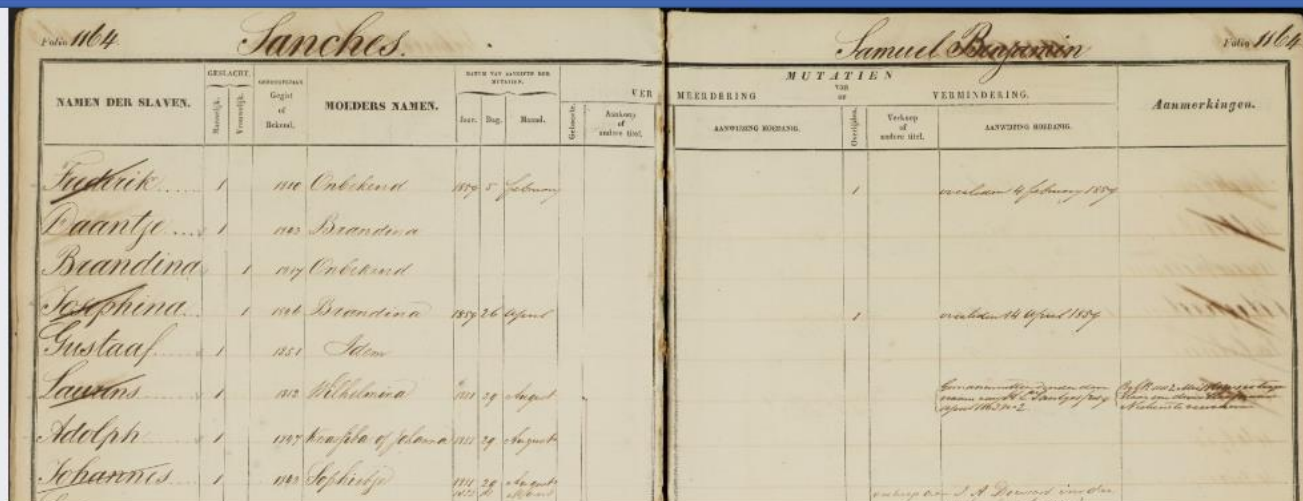
Community

Videos

Events

About

Create a Page



Like Following Share

Send Message



Write a post...



Photo/Video



Tag Friends



Check in

...

Posts



Nationaal Archief Suriname

October 23 at 6:15 PM

Hoe zou je het vinden wanneer je in een vreemd land bent en alle contact met je familie uit je vaderland is verbroken? Wat een gemis zal dat zijn, vooral wanneer je weet dat je ze misschien nooit meer zal zien

...

Dit was ook het geval voor de familie Doelsamsoedi, die met de boot

5.0

5 out of 5 · Based on the opinion of 6 people

Community

See All

Invite your friends to like this Page

2,493 people like this

2,550 people follow this

Shangeeta Hardwarsing and 15 other friends like this or have checked in



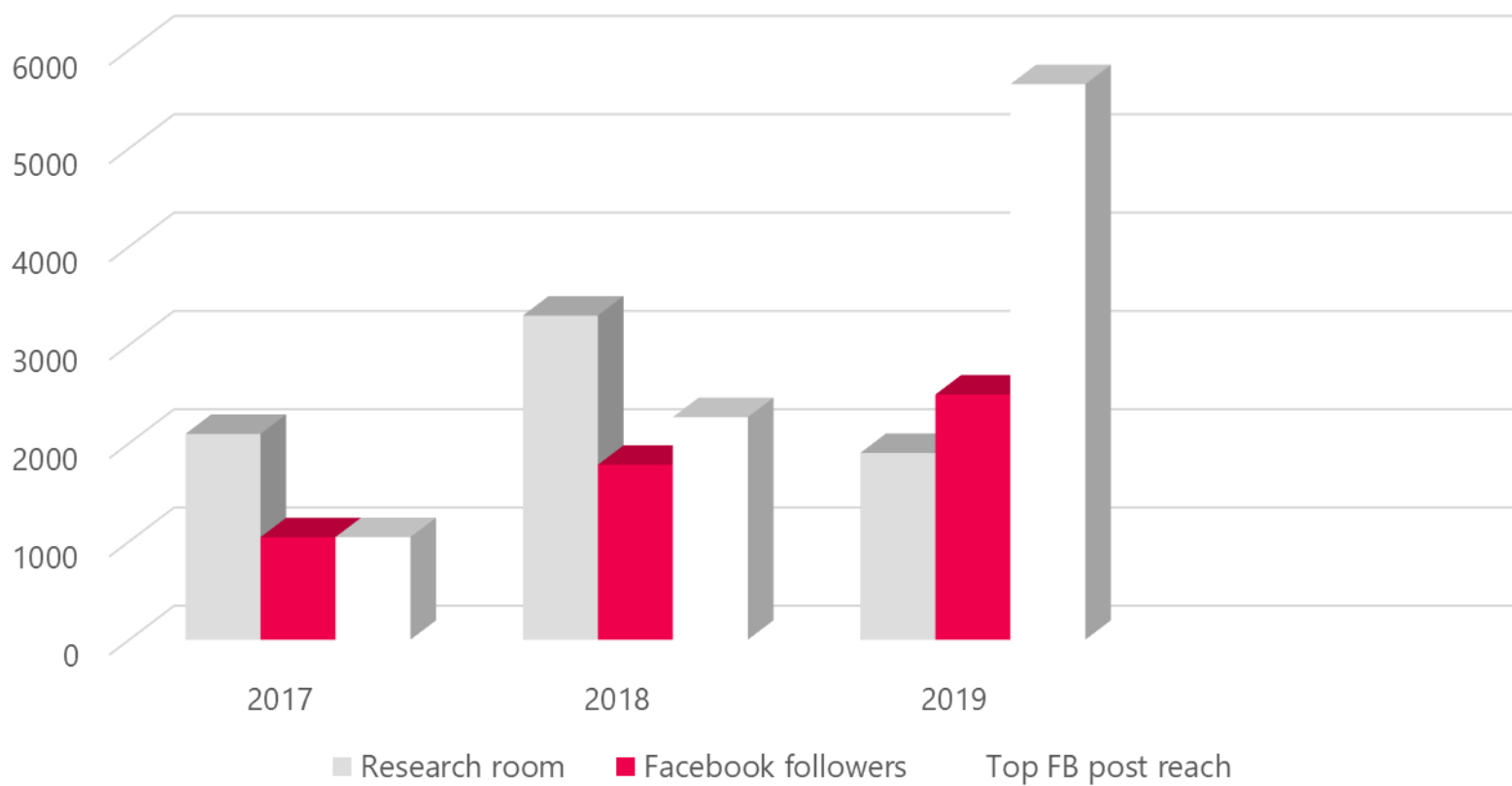
160 check-ins

About

See All

Visitors online and onsite

Visitors online and onsite



Reaching your audience



Overview

Ads

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Events 

Movies

Videos

Stories

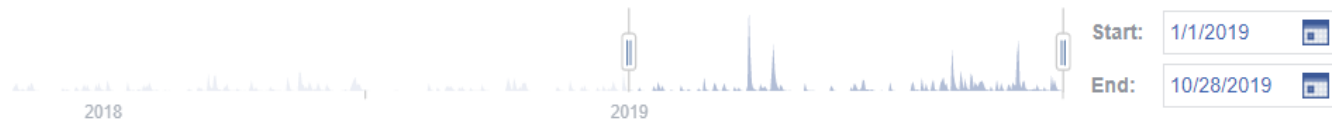
People

Local

Messages


Daily data is recorded in the Pacific time zone.

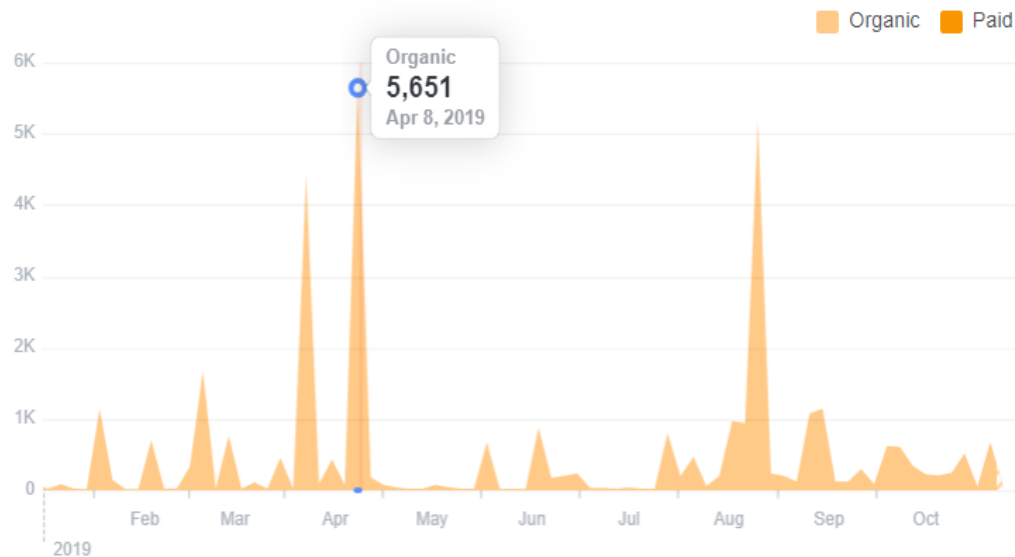
1W 1M 1Q



Post Reach

The number of people who had your Page's posts on their screen. This number is an estimate and may not be precise.

 Create Post




BENCHMARK

Compare your average performance over time.

Organic

Paid

Most popular post....



Nationaal Archief Suriname

@nationaalarchiefsuriname

Home

Posts

Reviews

Photos

Shop

Offers

Groups

Community

Videos

Events

About

Jobs

Promote


Manage Promotions

Liked

Following

Share

...




Nationaal Archief Suriname

Published by Tanya Sitaram (7) · April 10 ·


Hulp nodig bij Stamboomonderzoek?

De Stichting voor Surinaamse Genealogie en het Nationaal Archief Suriname introduceren een speciaal spreekuur voor beginnende en meer gevorderde stamboomonderzoekers.

Voor meer inlichtingen en opgave (is niet verplicht) mail naar cursus@surinaamsegenealogie.nl of bel op 430035 toestel 115.



Nationaal Archief Suriname



Stichting voor Surinaamse Genealogie

Hulp nodig bij stamboomonderzoek ?

Hebt u al langer het plan om uw stamboom uit te zoeken, maar weet u niet hoe u moet beginnen ?

Of loopt u vast in uw stamboomonderzoek, omdat bepaalde belangrijke informatie niet te vinden is ?

Of bent u zelfs helemaal met uw onderzoek gestopt, omdat u denkt dat wat u zoekt toch niet gevonden kan worden ?

Dan is er goed nieuws ! Op drie donderdagen in april houdt de Stichting voor Surinaamse Genealogie in samenwerking met het Nationaal Archief Suriname een speciaal spreekuur voor beginnende en meer gevorderde stamboomonderzoekers.

Tijden:

donderdag 11 april van 9.00 tot 12.00 uur

donderdag 18 april van 9.00 tot 12.00 uur

donderdag 25 april van 9.00 tot 12.00 uur

Plaats:

Hoofdkantoor Ingenieursbureau Sunecon

Van Roosmalenstraat 30, Rainville, Paramaribo

Toegang is gratis, iedereen is welkom

Er is meer mogelijk dan u denkt: de laatste jaren is er veel nieuwe informatie uit archieven en andere bronnen beschikbaar gekomen voor Surinaamse stamboomonderzoekers. Ervaren onderzoekers van de Stichting voor Surinaamse Genealogie zitten voor u klaar om de nieuwe mogelijkheden toe te lichten en u waar mogelijk verder op weg te helpen in uw onderzoek.

Dus kom naar Ingenieursbureau Sunecon en neem uw onderzoeksantekeningen mee!

Namens het Nationaal Archief Suriname,

Rita Tijen Fooh

Namens de Stichting voor Surinaamse Genealogie,

Marcel Jansen en Pieter Bol

Inlichtingen zijn via e-mail te verkrijgen bij Pieter Bol: cursus@surinaamsegenealogie.nl

6,716

525

Boost Post

People Reached

Engagements

Send Message

ZON Suriname. Zakenvrouwe...

217 Members

Join

Bubbly Bliss

1.3K Members · 10 posts a day

Join

Kamer Huis Studio...

4.7K Members · 7 posts a day

Join

Paranormale & Vreemde...

9.5K Members · 2 posts a day

Join

Gail Eijk

23K Members · 3 posts a day

Join

5.0

5 out of 5 · Based on the opinion of 6 people

Our Story

+ Finish your story to tell people more about your business.

10% response rate, 1 hour response time

Respond faster to turn on the badge

2,495 likes +12 this week

Audrey Koenders and 12 other friends

2,552 follows

160 were here 0 this week

Tanya Sitaram and 8 others

2,784 post reach this week

1 video views this week

Conclusion

- We managed to reach out to potential visitors and groups in Suriname and in other parts of the world (Germany, Netherlands, India, Java, USA)
- Awareness with regards to the existence of the National Archives and the importance of historical documents are growing
- Online presentation of the collection (specifically colonial archives) from our own context
- Growing trust of the community has led to acquisition of private collections

Digital in 2019 by Hootsuite



- Website for statistics on Internet/Social Media use all over the world.

<https://www.slideshare.net/DataReportal/digital-2019-global-digital-overview-january-2019-v01>