

What Can Organisations Do?

Collaborate more with the private sector to determine audiences and build a knowledge of the organisational demographic and what this demographic are looking for from the organisation.

Chief executives have a corporate responsibility to seek this information out and feed it back into new policies and direction for social media in their organisation.

It was noted that there are really two types of user contributions and these include contributions relating to the discussion about the existence of the record as well as direct informational contribution to the record itself (user generated content/new metadata).

Ideally an interested user with something to say will add some UGC to the record and then declare that they have contributed using social media outlets. This means new information is provided and the user is marketing on behalf of the organisation.

There was some debate over how user generate metadata should sit technically as well as how it should be presented to the user, to differentiate it from "original" or "real" metadata...

UGC = creation of data

social media = creation of audience

How Can Organisations Work With Academia?

There should be a forum between organisations as well as between these organisations and academic institutions. Organisations both public and private should have a grasp of what is being done by post graduate students in academia and be loose enough with policies to allow themselves to be on the cutting edge of new developments. This requires the social media/UGC savvy side of organisations to be somewhat free from senior managements and too much bureaucracy.

This forum should outline case studies across the organisations/institutions and new technical developments as well as user feedback and statistics should be reported. This will lead to data and information sharing and will reduce duplication of effort across the orgs/institutions. Open

source developments can be re-used and taken forward from there by the organisation standing on the shoulders, etc.

There is an important/interesting academic issue on how these types of social media elements are changing the way we look at information and culture/humanity in general.

Is there a need for social media experts in heritage? The correct person needs to be assigned to this role and middle/smaller organisations need to realise that this role is necessary and allocate funding accordingly (if possible), or seek out social media savvy volunteers. Larger orgs are just starting to employ this type of social media-facing public services role.