EMAIL, WEB, AND SOCIAL MEDIA ARCHIVING

A FOUR STEP GUIDE: IDENTIFY, DECIDE, EXPORT, MANAGE*

Why we need to archive our online content:

Digital diaries
e-mail messages, blog posts, tweets, facebook updates, tumblr shares: even once-monthly posts add up.

Comprehensive legacy
A full picture of your career captures your digital, “ephemeral” content as well as hardy analog material.

Third parties
We can’t trust twitter, facebook, or even Google to save all your content.

STEP ONE

IDENTIFY what you have and where it is

<table>
<thead>
<tr>
<th>Email</th>
<th>Web</th>
<th>Social media</th>
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<tbody>
<tr>
<td>GMAIL</td>
<td>PERSONAL WEBSITE</td>
<td>TWITTER</td>
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<td>OUTLOOK</td>
<td>PROFESSIONAL WEBSITE BLOG</td>
<td>FACEBOOK</td>
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<td>.EDU</td>
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<td>TUMBLR</td>
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<td>OTHER:</td>
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*Note: four step method adapting from LOC.
STEP FOUR

MANAGE what, where, when

LOCKSS
lots of copies keeps stuff safe — save to computer hard drive, to external hard drive, to cloud (GoogleDrive, etc.)

Checking in
set up regular appointments (maybe bimonthly, maybe annually) to look over, update, and check on content

RESOURCES

Links for Personal Archiving (General)

- personal digital archiving resources: http://library.columbia.edu/locations/dbc/personal-digital-archiving/online-resources.html
- LOC on Personal Website, Blogs, and Social Media: http://www.digitalpreservation.gov/personalarchiving/websites.html
- LOC on Personal Email Archiving: http://www.digitalpreservation.gov/personalarchiving/email.html
- WIRED on archiving your social media: http://www.wired.com/2014/07/archive-social-networks/

Links for Individual Sites/Platforms

GMail:
- archiving messages as part of working process: https://support.google.com/mail/answer/6576?hl=en
- exporting message data: http://gmailblog.blogspot.com/2013/12/download-copy-of-your-gmail-and-google.html
Outlook:
- archiving in Outlook 2010: https://support.microsoft.com/en-us/kb/2720581
WordPress:
- WordPress backups: https://codex.wordpress.org/WordPress_Backups
Blogger:
- https://support.google.com/blogger/answer/97416?hl=en
Weebly:
- http://www.webnotes.com/back-up-weebly-site/
Twitter:
- downloading your Twitter archive: https://support.twitter.com/articles/20170160-downloading-your-twitter-archive
Facebook:
- downloading your info: https://www.facebook.com/help/131112897028467/
Instagram:
- try Instaport: http://instaport.me/
Tumblr:
- backing up your Tumblr: http://www.webmonkey.com/2008/10/simple_ways_to_back_up_your_tumblr_blog/
STEP TWO

**DECIDE** what has long-term value

- what long term value means: pick the information that you think will contribute most productively to your legacy (business emails with a gallery or fellow artists are likely included; mass emails from Groupon are likely not)
- you can archive as much or as little as you think essential
- selection criteria brainstorming: interactions with galleries, fellow artists; all blog entries; tweets within date range of big exhibition...

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STEP THREE

**EXPORT** to safe places

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<tbody>
<tr>
<td>-what's with the archive function?</td>
<td>-automated export options for linking files</td>
<td>-varies by platform</td>
</tr>
<tr>
<td>-saving attachments</td>
<td>-saving as HTML vs. PDF</td>
<td>-many/most have manual option download</td>
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<tr>
<td>-exporting in a selected format</td>
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**Things to consider**
- saving a few vs. saving many
- saving metadata (naming files with dates and content indicators)