

Digging Archaeology through Social Media

*Hosted by Sasja van der Vaart-Verschoof,
Matilda Siebrecht & Sigrid van Rode*

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Workshop 20-21 April 2022

Public outreach is an essential part of archaeology. To ensure ethical accountability to impacted communities, policy-makers, and funding bodies, the relevance of archaeological research must be shared with the wider public. In the last two decades, digital opportunities for facilitating such outreach have developed significantly since the earliest discussions of ‘digital public archaeology’, as has internet connectivity and the online presence of modern society in general.

Social media forms an excellent medium for archaeologists to share research and results, while also enthusing the general public—and each other—regarding the discipline. Familiarity with the media-consumption habits and needs of particular groups is therefore important, as is an understanding of how social media can be used to share and highlight current archaeological research.

To further explore this topic, we will be hosting a FREE online workshop on Gather Town focusing on the dissemination of archaeological research through social media. Part of the workshop will be dedicated to like-minded archaeologists—including individual researchers, museums and research institutions, heritage organisations, and one-time projects—sharing their experiences on social media outreach. There will also be the opportunity for participants to have their social media presence reviewed by a professional outreach coach Petra Kevenaar of social media management bureau “Hashtag Junkies” in a smaller-scale interactive session.

(This review will involve contact between Petra and participants in advance of the workshop to discuss your profile and your goals, a discussion by Petra during the workshop of the strengths/weaknesses of your online presence and customized advice and a follow-up with Petra after the workshop. If you would like to have your profile professionally analyzed (for free!) by Petra as part of the workshop, please let us know and send us your handles. If we have more applications than slots, we will select from amongst the applicants. Please be aware that this will involve public discussion of your profile so that we can all learn from Petra and each other. In order to gain the most benefit from the session, we ask that applications have at least one established social media account related in some way to archaeological outreach.)



Wednesday 20 April

Session 1

Host: Sigrid van Roode

Archeo-influencers: Sharing the Love & spreading Awareness

09.30 GATHERTOWN OPEN, SIGN IN

10.00	Matilda Siebrecht, Sasja van der Vaart-Verschoof & Sigrid van Roode	Welcome & opening: How we dig archaeology through social media
10.30	Raven Todd daSilva	Dig it with Raven
11.00	Gino Caspari	Individual Science Communication on Instagram: Potential and Issues
11.30	Discussion	

12.30 LUNCH

13.30	Natasha Billson	Archaeologists in Quarantine: The Power of Social Media Networking.
14.00	Matilda Siebrecht	It's Tea Day! Bite-sized Outreach through Social Media
14.30	Amelia S. Dall	Accessibility in Archaeology
15.00	Alex Fitzpatrick	Promoting Progress: Using Social Media to Diversify Archaeology
15.30	Discussion	

16.30 DIGITAL DRINKS & ARCHAEOLOGY PUBQUIZ



Thursday 21 April

Session 2

Host: Sasja van der Vaart-Verschoof

That belongs in a Museum! Institutional Outreach & Promotion

09.00 GATHERTOWN OPEN, SIGN IN

9.30	Kenneth McElroy	Animal, Vegetable, Memeable: A Short History of Archaeological Outreach
10.00	Carlijn Oldenkotte	Trigger, Inspire, Act – social media marketing at the Dutch National Museum of Antiquities
10.30	Christopher Wakefield	Social Media and Digital Engagement in the UK's Development-led Sector
11.00	Discussion	

12.00 LUNCH

13.00	Petra Kevenaar	SOCIAL MEDIA TRAINING
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15.00 BREAK

Session 3

Host: Matilda Siebrecht

Capitalizing on fun: From Enthusiast to Professional

15.15	David Howe	Alternative Anthropology
15.45	Sigrid van Roode	Beads and Trinkets: Funding your research through social media
16.15	Sasja van der Vaart-Verschoof	History, Handaxes & Heels: From personal Blog to Social Media Manager
16.45	Matilda Siebrecht, Sasja van der Vaart-Verschoof & Sigrid van Roode	Discussion & Closing Statement

17.30 DIGITAL DRINKS