

The Web of Sites: Creating Effective Web Archiving Appraisal and Collection Development Policies



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Smithsonian Institution Archives

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The Mission of Smithsonian Archives



- Appraise, acquire, and preserve the records of the Smithsonian Institution
- Offer a range of research and reference services
- Establish policy and provide expert guidance on record keeping practices
- Create and promote products and services that broaden understanding of the Smithsonian



Websites as Records



- Smithsonian's official definition of a record:

“any official recorded information, regardless of medium or characteristics, created, received, and maintained by a Smithsonian museum, office, or employee”

Smithsonian Directive 950

Management of the Smithsonian Web



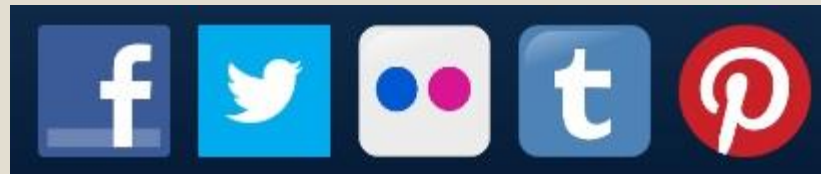
- Sets policies and procedures to ensure the integrity of content, reliability of infrastructure, and usability of websites while protecting privacy of visitors and Smithsonian's reputation
- Requires Archives to provide dispositions for unit websites, web applications, and online exhibits
- Requires Archives to maintain historical snapshots of Smithsonian websites and related content

Smithsonian Directive 814

Social Media Policy



- Sets policy for opening and maintaining official Smithsonian social media accounts
- Requires that units notify Archives when opening and before closing a social media account
- Requires Archives to maintain registry of social media accounts and to archive information contained in the accounts according to current standards and retention policies



Why Save?



- Websites and social media profiles are Smithsonian's public face
- Similar to a publication
- May incorporate many types of materials
- May replace other formats



Sounds straightforward.

How complicated could
appraisal possibly be?

Smithsonian's Web Presence



- 257 websites + 10 mobile websites
- 89 blogs
- 26 apps for various platforms
- 578 social media accounts including:
 - 153 Facebook accounts
 - 105 Twitter accounts
 - 66 Flickr accounts
 - 66 YouTube accounts

<http://www.si.edu/Connect>

The screenshot shows the Smithsonian website's navigation and social media section. At the top, the Smithsonian logo is followed by the tagline "SERIOUSLY AMAZING®". Below this is a horizontal menu with options: "Explore", "Visit", "Get Involved", "Connect", and "Educat". A secondary menu below that includes "Home", "Museums and Zoo", "Research Centers", and "Cultural O". The main content area is titled "Connect with the Smithsonian" and includes the text: "The Smithsonian goes social! Participate with your Smithsonian through social networking, gaming, mobile, and more." Below this text are two social media links: "Smithsonian" with a "Like" button and a count of 216,737, and "Ask Smithsonian" with the tagline "Want answers? Just Ask". At the bottom of the screenshot, there are two buttons: "Follow @smithsonian" and "FOLLOW ME ON Pinterest".

Why Not Save Everything?



- Some content already transferred to Archives in another format
- Some content is the responsibility of other units
- Some content is collections, not records
- Some content serves only as pointers to other Smithsonian and non-Smithsonian content

National Museum of American History
Real Stories. Real Stuff. At the Smithsonian's National Museum of American History, you'll find the stories of the people who shaped our nation. What boards would you like to see? Let us know. <http://si.si.edu/emVrm>

Smithsonian, Washington, DC - americanhistory.si.edu

Follow All

Music

The American Flag

Follow

The Plant Press A QUARTERLY NEWSLETTER FROM THE DEPT. OF BOTANY AND PLANT PHYSIOLOGY

Home About Archives Printed Issues Botany Home NMNH Home

Previous Issues

2013 - Volume 16

- [2012 Vol. 16, Issue 3 - Decisions, Traditions, and New Paradigms in Conservation](#)
- [2012 Vol. 16, Issue 2 - 10 Botanical Treasures Exemplify Herbarium](#)
- [2012 Vol. 16, Issue 1 - Trails and Trials in Papua New Guinea](#)

2012 - Volume 15

- [2012 Vol. 15, Issue 4 - Planted Evidence Found in Research Greenhouse](#)
- [2012 Vol. 15, Issue 3 - Letting the Phylogeny Genie Out of the Bottle](#)

flickr Sign Up Explore Upload

Yoga: The Art of Transformation

Free Gallery of Art Images at M. Sackler Gallery
October 19, 2012 - January 16, 2013 Arthur M. Sackler Gallery Yoga is a global phenomenon. Smithsonian.com

View all sets Photos

Other Issues Affecting Appraisal



- Certain types of files and coding don't crawl well
 - Flash, JavaScript, some video
 - Organization and coding of site may make it impossible to capture everything wanted and exclude everything unwanted
- Social media terms of service often do not allow crawling
- Users may consider social media interactions to be private



One policy doesn't fit all

Our Policies: Public Websites



- Permanent records but may exclude:
 - Detailed collections information
 - Large sections duplicated in another format
- Crawl annually, before and after redesign, and on day of major event

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The screenshot shows the Smithsonian Institution website homepage for the 2013 Presidential Inauguration. The page features a blue header with navigation links for 'Air & Space magazine', 'goSmithsonian Visitors Guide', 'Smithsonian Channel', 'Smithsonian Store', 'Travel With Us', and 'Smithsonian Institution'. A search bar is located in the center of the header. Below the header is a dark blue banner with the text 'Celebrate the INAUGURATION January 19-21, 2013' and the Smithsonian logo. The main content area is divided into two columns. The left column features a photograph of the Castle at the Smithsonian and the heading 'Smithsonian Celebrates the 2013 Presidential Inauguration with Exhibits and Programs'. The right column is titled 'MUST-SEE EXHIBITIONS' and features a photograph of a space shuttle and the heading '"The American Presidency: A Glorious Burden" NATIONAL MUSEUM OF AMERICAN HISTORY (THIRD FLOOR)'.

Subscribe Now

[Air & Space magazine](#) | [goSmithsonian Visitors Guide](#) | [Smithsonian Channel](#) | [Smithsonian Store](#) | [Travel With Us](#) | [Smithsonian Institution](#)

Search

[Subscribe](#) | [History & Archaeology](#) | [Science](#) | [Ideas & Innovations](#) | [Arts & Culture](#) | [Food & Travel](#) | [At the Smithsonian](#) | [Photos](#) | [Videos](#) | [Games](#) | [Shop](#)

Celebrate the INAUGURATION

January 19-21, 2013

 Smithsonian

Smithsonian Celebrates the 2013 Presidential Inauguration with Exhibits and Programs

In celebration of the 2013 Presidential Inauguration, the Smithsonian Institution will feature exhibitions and programs from Saturday, January 19, through Tuesday, January 22. The museums and programs are free and open to the public.

Hours

On Inauguration Day, January 21, Smithsonian museums on the National Mall are open 10 a.m. to 5:30 p.m. A few museums will open early - the Castle opens at 7:30 a.m., Sackler Gallery, Freer Gallery, Hirshhorn and African Art open at 8 a.m. Mall entrances on the south side will be closed. Visitors will be asked to use the Independence Ave.

MUST-SEE EXHIBITIONS



"The American Presidency: A Glorious Burden"
NATIONAL MUSEUM OF AMERICAN HISTORY (THIRD FLOOR)

Our Policies: Intranets



- Individually appraised based upon content
- Generally block crawlers – permanent records must be transferred via ftp, server to server transfer, or external drive
- Will be restricted as appropriate

The screenshot shows the Smithsonian PRISM Home intranet. The page features a dark blue header with the Smithsonian logo and navigation links for PRISM Home, News & Events, SI Organization, Documents & Forms, Support, and Collaboration. A search bar is located in the top right. Below the header, there are links for Staff Directory, Systems & DBs, Links, and webTA. The main content area includes a featured article titled "America's Family Album" with a photo of a young girl and text encouraging users to upload photos. To the right is a "Secretary's Corner" section with news items. At the bottom, there are sections for "Most Viewed Resources" (listing SI Alerts, EPP, IT Support, etc.), "SI-Wide Announcements" (with a filter menu and a post about Grant Funding Sources), and "Info Center" (with a filter menu and a post about Deborah Warner on Long-Period Seismographs).

Our Policies: Social Media Accounts



- Will capture most accounts one time to show they existed and how they were used
- Will crawl, use export tool, take screenshots, or a combo to best capture account
- Will not be made immediately available online to mitigate violations of terms of service



Smithsonian Education

Subscribe 1,877

Videos Discussion About

Smithsonian Student Orientation Videos



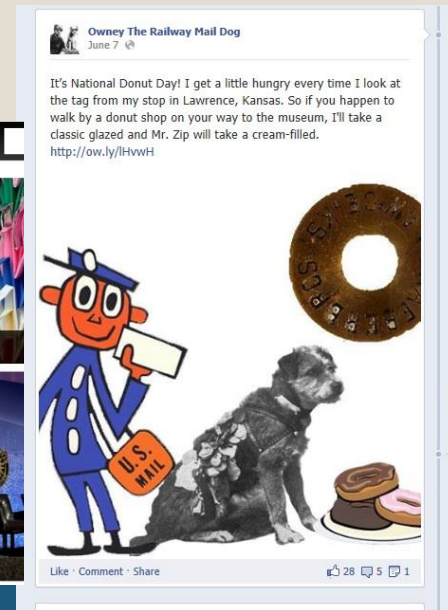
National Portrait Gallery - Student Orientation Video
by SmithsonianEducation 5,037 views



National Museum of Natural History - Student Orientation Video
by SmithsonianEducation 12,145 views



National Air and Space Museum - Udvar-Hazy Center - Student Orientation Video
by SmithsonianEducation 2,920 views



Our Policies: Social Media Accounts



- Must include or link to Smithsonian's Terms of Use – no capture otherwise

Interactive Features and User-Generated Content

The Smithsonian provides certain interactive features, such as blogs, for the exchange of ideas and information by visitors in furtherance of its mission. Accordingly, the Smithsonian encourages you to interact with its site, subject to the following conditions:

- You are solely responsible for the content that you submit.
- By posting content, you are giving the Smithsonian and those authorized by the Smithsonian permission to use it for any educational, promotional or other standard museum purpose.
- You will not post any content that is off-topic, partisan-political, contains personal attacks or expletives, or is otherwise abusive, threatening, unlawful, harassing, discriminatory, libelous, obscene, false, pornographic, or that infringes on the rights of any third party.
- You will only post content that is yours or for which you have received permission from the person or entity that owns the content and the related intellectual property rights.
- You will not insert your own or a third party's advertising or promotional content into your posting.
- You understand that the Smithsonian may monitor or review discussions, chats, postings, transmissions, bulletin boards or any other postings from time to time.
- You understand that the Smithsonian assumes no responsibility or liability arising from the posting of your content or for any error, defamation, libel, omission, obscenity, danger or inaccuracy contained in any posted information or from any failure or delay in removing such content.
- You will not introduce any software viruses, worms or other programs designed to damage software, hardware or telecommunications equipment.
- You agree that you will not collect information about the users of this website or use such information for any purpose.
- You are not under the age of 13.

The Smithsonian reserves the right to monitor content or information provided by website visitors in its sole discretion, to edit or remove any content that, in the Smithsonian's judgment, does not comply with the foregoing rules. The Smithsonian is not responsible for any user-generated content that is posted on the SI Websites or for any failure or delay in removing such content.

<http://www.si.edu/Termsofuse>

Our Policies: Social Media Accounts



- After first capture, account will be appraised annually - significant original content will be captured again

National Zoo @NationalZoo 30 Apr
Yesterday Mei and Tian Tian, our male panda, got to spend some time together—this is the only time of year they are put together. #pandaAI
Expand

National Zoo @NationalZoo 30 Apr
They shifted the table and are positioning Mei's head lower than her pelvis. Gravity's important here. #pandaAI pic.twitter.com/khzSLzPc
View photo

National Zoo @NationalZoo 30 Apr
One of our repro experts, Dr. Aiken-Palmer holds the next vial of 100,000 million sperm. "It only takes one!" pic.twitter.com/t4i0XLv4
View photo

National Zoo @NationalZoo 30 Apr
Sperm frozen in 2005 from Tian Tian, our male giant panda, had good motility (lots of swimming). #pandaAI pic.twitter.com/Uq92D83d
View photo

National Zoo @NationalZoo 30 Apr
They use .25 mL straws of sperm. That's a total of 1.5 mL of sperm, or up to 800 million motile sperm in the sample! #pandaAI
Expand

Smithsonian Magazine @SmithsonianMag 3h
Researchers are talking about creating molecule-sized robots that can repair cells inside our bodies. ow.ly/aF68D #science
Expand

Smithsonian Magazine @SmithsonianMag 5h
What potato chip bags tell us about political campaigns: ow.ly/aEULk
Expand

Smithsonian Magazine @SmithsonianMag 5h
The biggest #Supermoon in years will light the night sky this Saturday. Here's how and why: ow.ly/aETEO
Expand

Smithsonian Magazine @SmithsonianMag 8h
Munch's "The Scream" goes up for auction today and could sell for \$80M. Some context into the artist's work: ow.ly/aERuY
Expand

Smithsonian Magazine @SmithsonianMag 8h
Watch Shanthe the #elephant jam out on the harmonica @NationalZoo. It's pretty much the #cutest: ow.ly/aECHI
Expand

Our Policies: Blogs

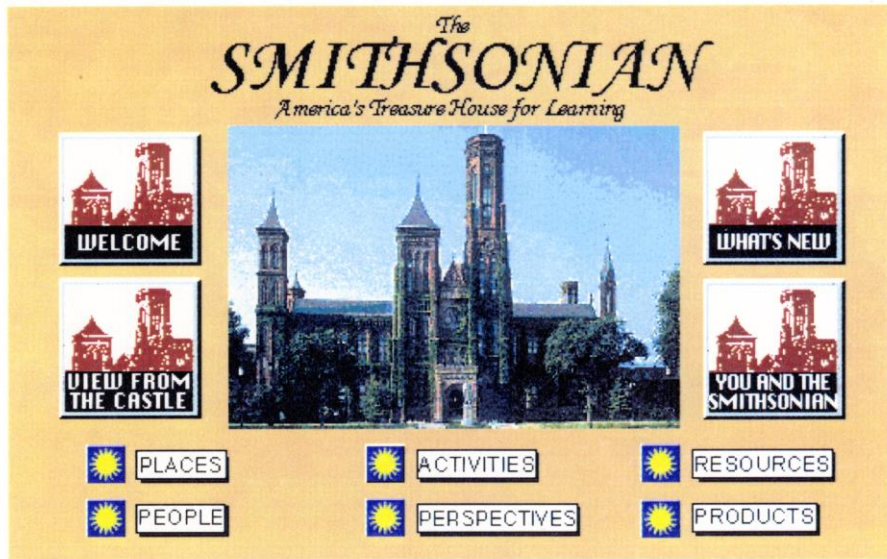


- Permanent records
- Crawl annually unless there is no link to Smithsonian's terms of use

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The screenshot shows a blog post for an event titled "Africa Underground". At the top, there is a red and yellow logo with the text "AFRICA UNDERGROUND". Below the logo, the date "Thursday, September 8, 2011" is displayed. The main heading of the post is "No Boundaries, Sept. 30". The body of the post features a large, stylized graphic with the text "NO BOUNDARIES" in red. Surrounding this central text are various activities listed in a circular arrangement: "BROWSE THE SOUK (MARKETPLACE)", "PAINT AN NDEBELE MURAL", "TRY AEROBEAT FACE MAKE UP", "FASHION SHOWS * MUSIC", "DJs AND BANDS", "DRINK IN THE SPLENDOR OF TEA AND COFFEE", and "SORT THROUGH SPICES *". To the right of the main graphic, there is a text box with the heading "September 30 is the date!" followed by a paragraph of text: "Africa Underground is back with an evening of delights at the National Museum of African Art, Friday, September 30, from 7 to 11 p.m. Coming on the heels of a hugely successful second installment of African Underground in May, this edition will also see the museum's doors held open after hours, giving revelers the chance to enjoy refreshments, dance, and experience the museum's exhibitions, ambiance and performances from around the continent. For more details follow us on Facebook or Twitter." Below this text box is a section titled "About Africa Underground" with a small icon of a camera and the text "Africa Underground Washington, DC, United States". At the bottom of the screenshot, there is a small image of a person walking in a market.

Questions?



Original Smithsonian Home Page, launched May 8, 1995

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Smithsonian Institution Archives

<http://www.siarchives.si.edu/>

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