Chapter 10
Use of Social Media Platforms for Increased Access and Visibility by the Botswana National Archives and Records Services

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ABSTRACT
This chapter discusses the use of social media platforms for increased access and visibility by the Botswana National Archives and Records Services (BNARS). A qualitative research approach is used to illuminate efforts to use social media for marketing archival services by BNARS, and to closely analyze the benefits and challenges embedded in the use of social media for marketing and outreach by archival institutions. This chapter also draws inferences from the study and proffers recommendations. Primary data was collected through interviews of archivists who manage BNARS social media pages while secondary data was derived from documentary and content analysis. The study reveals that while BNARS was visible to users and potential users online, the legal and policy framework was found to be lacking. Challenges associated with the use of social media pertained to issues of privacy, security, data management as well as policy and the legal framework. The chapter adds literature on advocacy, promotion, and public programming by archival institutions in the digital era.

INTRODUCTION
The use of social media platforms has nowadays been shown to be a more dominant way to reach out to potential customers as acknowledged by Bountouria and Giannakopoulou (2014) that social media is a tool that has been widely used by the cultural heritage institutions. In the context of archival agencies, this allows access to services without having to physically visit the institution. Currently the Botswana
National Archives and Records Services (BNARS) does not have a website of its own and consumers of archival services have to physically visit to get service. This is despite the report by Ngoepe and Keakopa, (2011, p.156) that the Department had a web page within the Ministry’s (Ministry of Youth empowerment, sport and culture development) web site, which was supposed to be used to post publications and other informational materials. The Ministry’s website has been defunct for some years now. The placement of the BNARS under this Ministry has compromised the transversal regulatory role of its services as the exercising of authority by the Director of BNARS is diminished and frustrated by bureaucracy and adherence to hierarchical controls (Ngoepe & Keakopa, 2011, p.157). Crymble (2010) has argued that social networking services, if used effectively by archives can be an engaging aspect of an archives’ outreach programme.

The advent of social media platforms affords archival institutions an opportunity for wider publicity and outreach. The conceptual foundation of this chapter is that archival institutions need to adopt new technologies for increased access as argued by Saurombe and Ngulube (2016) that getting more people interested in the archives requires public archival institutions to be more creative and innovative. As is the norm with other national archival institutions, the Botswana National Archives and Records Services (BNARS) has an outreach programme, which it uses to market its services through, workshops, public lectures, media adverts and radio interviews, school and public educational tours and exhibitions (in-house and trade shows) and publications in the form of newsletters (Ngoepe & Keakopa, 2011, p. 516).

CONTEXTUAL SETTING

Archival institutions are essentially information resource providers. They provide access to archives and records that show the economic, political and social development of their nations. As one of such institutions, the Department of Botswana National Archives and Records Services (BNARS) holds records that depict the development of the country from the colonial era to the post- independence elected government of the people. The records that captured the activities of the colonial power are now used for reference purposes by the public. Part II, Section 3A of the National Archives and Records Services Act of 1978 as amended in 2007 gives the National Archives and Records Services the mandate to provide records and information management service to government agencies; and to collect, preserve and make access to the nation’s documentary heritage (National Archives and Records Services Act 1978).

Public programming activities form part of archives work as the collection the archival institutions hold need to be publicized for users to know about them and use them. Ngulube, Sibanda and Makoni (2013, p. 124) posit that providing access to primary data contained in archives as constituted in the documents, housed in archival buildings, and managed by a requisite archival institution is an important component of archives administration. A study done by Maphorisa and Jain (2013) to investigate the perceptions of BNARS Archivists and administrative personnel towards marketing revealed that though BNARS personnel confused marketing to mere promotional activities, the organization appreciated the importance and relevance of marketing in Archives Administration. BNARS has been using social media platforms for increased visibility and access as alluded to by Phologolo (2015), Pule (2015) and Simon (2016). In Botswana, the government is committed to providing internet accessibility and connectivity in the country as reported by Batane (2011, p. 117) that through the Ministry of Communication Science and Technology, the government has developed an Information and Communication Technology Policy which provides a roadmap that drives technology implementation in the country. According to