



Smithsonian Institution Archives

## Website Records, 2012-2017

Finding aid prepared by Smithsonian Institution Archives

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## Collection Overview

<b>Repository:</b>	Smithsonian Institution Archives, Washington, D.C., <a href="mailto:osiaref@si.edu">osiaref@si.edu</a>
<b>Title:</b>	Website Records
<b>Identifier:</b>	Accession 17-110
<b>Date:</b>	2012-2017
<b>Extent:</b>	
<b>Creator::</b>	National Museum of African American History and Culture
<b>Language:</b>	Language of Materials: English

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## Administrative Information

### Preferred Citation

Smithsonian Institution Archives, Accession 17-110, National Museum of African American History and Culture, Website Records

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## Descriptive Entry

This accession consists of several websites and social media accounts documenting the promotion and marketing of the National Museum and African American History and Culture (NMAAHC) which opened to the public on September 24, 2016.

NMAAHC's primary website was crawled on August 26 (twice) and 28, September 16, 22, 23 (twice), 24 (three times), 25, and 27, 2016. The website includes information about visiting, exhibitions, events, and collections. Some crawls only include top-level pages of the website and extensive detailed collections information is not included in any of the crawls. Due to technical issues, some features of the website may not function properly in this accession.

NMAAHC's Tumblr blog, titled "American History through an African American Lens," was crawled on September 9 and October 4, 2016. Launched in February 2012, it highlights events, objects, and research.

The fundraising website established for the NMAAHC's "Giving Day," also September 24, 2016, was crawled on September 12 and 16, 2016.

The Center for Folklife and Cultural Heritage (CFCH) website was crawled on September 21, 2016. CFCH organized the "Freedom Sounds: A Community Celebration" festival in honor of the opening of NMAAHC. The festival ran September 23-25, 2016.

The top pages of the Smithsonian Institution website which announce the opening of the museum were crawled on September 24, 2016.

NMAAHC's Twitter account, a platform used for microblogging, was crawled on September 8, 21, 23, and 24 (twice), and October 7, 2016. The AskNMAAHC Twitter account, used to answer questions from the public about visiting NMAAHC, was crawled on February 7, 2017, but had been inactive since October 13, 2016. Tweets using two hashtags promoted by NMAAHC and used both for official tweets and by other institutions and the public were also captured. Tweets using "#illuminateNMAAHC" were captured between November 3, 2015, and September 30, 2016, and exported to a spreadsheet. Tweets using "#APeoplesJourney" were crawled on October 3, 2016.

NMAAHC's Storify account, used to document social media campaigns by combining content from several sources, was crawled on October 4, 2016.

NMAAHC's YouTube channel, used for sharing videos, was crawled in two pieces on October 5, 2016.

NMAAHC's Facebook account, used to communicate and share with the public, was crawled on both October 7 and 27, 2016.

Materials are in electronic format.

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

### Subjects:

- African Americans
- Blogs
- Fund raising
- Historical museums
- Museums -- Public relations
- Online social networks
- Social media
- Special events
- Web sites

### Types of Materials:

- Electronic records

### Names:

- Freedom Sounds: A Community Celebration (Festival)
- Twitter (Firm)

### Preferred Titles:

- American History Through an African American Lens (Blog)*
- Facebook (Electronic resource)*
- Storify (Electronic resource)*
- Tumblr (Electronic resource)*
- YouTube (Electronic resource)*

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## Container Listing

### Electronic Records

Electronic Records	NMAAHC website, crawled August 26, 2016 (crawl 1) <a href="#">Digital Content</a>
Electronic Records	NMAAHC website, crawled August 26, 2016 (crawl 2) <a href="#">Digital Content</a>
Electronic Records	NMAAHC website, crawled August 28, 2016 <a href="#">Digital Content</a>
Electronic Records	NMAAHC website, crawled September 16, 2016 <a href="#">Digital Content</a>
Electronic Records	NMAAHC website, crawled September 22, 2016 <a href="#">Digital Content</a>
Electronic Records	NMAAHC website, crawled September 23, 2016 (crawl 1) <a href="#">Digital Content</a>
Electronic Records	NMAAHC website, crawled September 23, 2016 (crawl 2) <a href="#">Digital Content</a>
Electronic Records	NMAAHC website, crawled September 24, 2016 (crawl 1) <a href="#">Digital Content</a>
Electronic Records	NMAAHC website, crawled September 24, 2016 (crawl 2) <a href="#">Digital Content</a>
Electronic Records	NMAAHC website, crawled September 24, 2016 (crawl 3) <a href="#">Digital Content</a>
Electronic Records	NMAAHC website, crawled September 25, 2016 <a href="#">Digital Content</a>
Electronic Records	NMAAHC website, crawled September 27, 2016 <a href="#">Digital Content</a>
Electronic Records	"American History through an African American Lens" blog, 2012-2016, crawled September 9, 2016 <a href="#">Digital Content</a>
Electronic Records	"American History through an African American Lens" blog, 2012-2016, crawled October 4, 2016 <a href="#">Digital Content</a>
Electronic Records	"Giving Day" website, crawled September 12, 2016

[Digital Content](#)

Electronic Records	"Giving Day" website, crawled September 16, 2016 <a href="#">Digital Content</a>
Electronic Records	Center for Folklife and Cultural Heritage ("Freedom Sounds: A Community Celebration") website crawled September 21, 2016 <a href="#">Digital Content</a>
Electronic Records	Smithsonian Institution website top pages, crawled September 24, 2016 <a href="#">Digital Content</a>
Electronic Records	NMAAHC Twitter account, crawled September 8, 2016 <a href="#">Digital Content</a>
Electronic Records	NMAAHC Twitter account, crawled September 21, 2016 <a href="#">Digital Content</a>
Electronic Records	NMAAHC Twitter account, crawled September 23, 2016 <a href="#">Digital Content</a>
Electronic Records	NMAAHC Twitter account, crawled September 24, 2016 (crawl 1) <a href="#">Digital Content</a>
Electronic Records	NMAAHC Twitter account, crawled September 24, 2016 (crawl 2) <a href="#">Digital Content</a>
Electronic Records	NMAAHC Twitter account, crawled October 7, 2016 <a href="#">Digital Content</a>
Electronic Records	AskNMAAHC Twitter account, July-October 2016, crawled February 7, 2017 <a href="#">Digital Content</a>
Electronic Records	Tweets using hashtag #illuminateNMAAHC exported as spreadsheet, November 3, 2015-September 30, 2016
Electronic Records	Tweet using hashtag #APeoplesJourney, crawled October 3, 2016 <a href="#">Digital Content</a>
Electronic Records	NMAAHC Storify account, crawled October 4, 2016 <a href="#">Digital Content</a>
Electronic Records	NMAAHC YouTube account, crawled October 5, 2016 (crawl 1) <a href="#">Digital Content</a>
Electronic Records	NMAAHC YouTube account, crawled October 5, 2016 (crawl 2) <a href="#">Digital Content</a>
Electronic Records	NMAAHC Facebook account, crawled October 7, 2016 <a href="#">Digital Content</a>
Electronic Records	NMAAHC Facebook account, crawled October 27, 2016

[Digital Content](#)