



Smithsonian Institution Archives

Website Records, 2016

Finding aid prepared by Smithsonian Institution Archives

Smithsonian Institution Archives
Washington, D.C.
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Collection Overview

Repository:	Smithsonian Institution Archives, Washington, D.C., osiaref@si.edu
Title:	Website Records
Identifier:	Accession 19-159
Date:	2016
Extent:	
Creator::	National Museum of African American History and Culture
Language:	English

Administrative Information

Preferred Citation

Smithsonian Institution Archives, Accession 19-159, National Museum of African American History and Culture, Website Records

Descriptive Entry

This accession consists of social media content documenting the opening of the National Museum of African American History and Culture on September 24, 2016. The museum promoted the use of the hashtag "#APeoplesJourney" on Twitter, a microblogging platform, both within its own tweets and those of other organizations and individuals, as part of its marketing campaign. This accession includes captures of the hashtag search as it existed on September 24, 2016, and again on October 11, 2016. Materials are in electronic format.

Names and Subject Terms

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

Subjects:

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

Types of Materials:

Electronic records
Web sites

Names:

Twitter (Firm)

Container Listing

Electronic Records

- | | |
|--------------------|---|
| Electronic Records | "#APeoplesJourney" hashtag search, September 24, 2016 |
| Electronic Records | "#APeoplesJourney" hashtag search, October 11, 2016 |