

**City and County Of Swansea
Dinas A Sir Abertawe**

And

**Neath Port Talbot County Borough Council
Cyngor Bwrdeistref Sirol Castell-Nedd Port Talbot**

**Report of the County Archivist
West Glamorgan Archives Committee
15 June 2018**

**The purpose of this report is to
outline the work of the
Archive Service during the period
March to May 2018**

1. Social Media Strategy

In amplification of a response given at the last meeting, a social media strategy for the Archive Service is attached at Appendix 1 for information.

2. Use of the Service

Statistics for March to May 2018

The number of members of public using the Service on-site, March to May 2018, was **1,587** and the total number reached by the Service on and off-site was **1,848**.

Number of on-site visits at Swansea, Neath and Port Talbot 1,587 (1,457) (figures in brackets represent the same quarter last year), comprising:

Swansea	1,041	(1,114)
Neath	280	(313)
Port Talbot	28	(23)
Group visits	238	(7)
Number in audiences for off-site visits	261	(396)
Number of pupils reached by the Education Service	138	(261)
Numbers reached at special events	0	(350)
Total numbers reached on and off-site	1,848	(2,203)
Number of documents issued in Swansea and Neath	2,725	(2,599)
Number of post and email enquiries dealt with	321	(349)
Number of hits to the Archive Service website	3,540	(4,041)
Number of hits to the online catalogue	374	(1,916)
Number of hits to WGAS catalogues on the Archives Hub	4,327	(n/a)

Statistics for financial year 2017/18

The following statistics refer to usage of the Archive Service in financial year 2017/18, with a comparison to the previous financial year:

Performance indicator	2017/18	2016/17	Trend
A. Use by individuals at Swansea	4,136	3,889	+6%
B. Use by individuals at Neath (reduced hours from Sept 2016)	1,035	1,608	-35%
C. Use by individuals at Port Talbot	83	88	-6%
D. Overall total for use by individuals (A+B+C)	5,254	5,585	-6%
E. Overall total for use by groups (i.e. number attending in visits, both adults and schoolchildren)	407	330	+23%
F. Overall total for in-house use (D+E)	5,661	5,915	-4%
G. Numbers in off-site visits (i.e number in audiences for talks and learning sessions offsite, both adults and schoolchildren)	1,081	1,539	-30%
H. Overall total for numbers reached in-house and off-site, excluding external events (F+G)	6,742	7,454	-10%
I. Overall total of schoolchildren reached in-house and off-site	895	1,218	-27%
J. Numbers reached at external events	460	710	-35%
K. Overall total for numbers reached by the Service, including external events (H+J)	7,202	8,164	-12%
L. Number of original documents issued at Swansea and Neath	9,684	9,363	+34%

3. Service Outreach

Annual report

The Archive Service annual report for 2017/18 has been published on the Swansea Council website. This magazine-style online document illustrates the work of the Service during the year and lists all accessions received during the year. This year's edition also includes local history articles on collections received during the year relating to Swansea, Neath and Port Talbot, namely records of the British Union of Women Graduates, Swansea University, some recent additions to the Aberpergwm Estate collection, and a set of glass slides depicting scenes in old Aberavon.

Previous editions of the annual report (including digitised versions of older reports) are also available on the same site for reference and comparison.

Exhibitions and events

Work has continued on the exhibition and film (reported on last quarter) to celebrate the centenary of the passing of the Act which granted the vote partially to women over 30. It is hoped that the panels will be available shortly and the Service would welcome bookings from community centres and other venues associated with Committee Members' activities in their wards.

Work has continued on the digitisation and web-mounting on People's Collection Wales of a selection of images from the Neath Abbey Ironworks collection. The first images will appear soon at <https://www.peoplescollection.wales/users/28926>

Education Service

Members of staff have conducted one or several sessions with the following schools during the last quarter, delivered either on or off-site:

Login Fach
Morrison
Penllergaer

Additionally members of staff have delivered three educational sessions to students of Swansea University and provided a stand at the Swansea University careers fair.

Talks to groups

Members of staff have given the following talks to groups during the last quarter:

Gower Archaeology Group
Killay Library
Llangennith WI
Pontarddulais Family History Society

4. Professional Meetings and Partnership Working

Members of staff have attended the following professional meetings and taken part in partnership work as follows during the last quarter:

Archives and Records Council Wales
Chief Archivists in Local Government Executive (by phone conference)
Glamorgan History Society AGM
Longfields Association project
Royal Institution of South Wales history project launch
South Wales Record Society Committee and AGM
Welsh County Archivists parish register consortium

5. Accessions of Archive Collections

A comprehensive list of archives received during the period March to May 2018 is attached for information at Appendix 2.

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Social Media Strategy

Background

- West Glamorgan Archive Service (the Archive Service hereafter) uses Twitter and Facebook to promote its services, products and activities, and to encourage the study of history amongst its followers.
- The Twitter presence was established in 2012, and there are two accounts: [@WestGlamArchive](#) carries tweets in English while [@ArchifGorllMorg](#) carries tweets in Welsh.
- Following analysis of how other archive services were using social media, a Facebook account, [Facebook.com/WestGlamorganArchives](#), was set up in 2014. Posts are made in both Welsh and English simultaneously.
- Numbers of followers have steadily increased and currently stand at around 1600 for each platform. Comparison with other archive services shows that this is broadly in line with national trends and that we have the highest number of followers on both platforms of any of our peer organisations in Wales.

Underlying principles

- The Archive Service's use of social media is governed by relevant legislation, including the Copyright, Designs and Patents Act 1988, the Welsh Language Act 1993, the Welsh Language (Wales) Measure 2011 and the Data Protection Act 1998.
- It is also governed by Swansea Council's document *Guidance on the use of Social Media* (prepared 2010) (see appendix below) and also by the comprehensive guidelines on the staff intranet relating to bilingualism, etiquette and content management.
- It will be informed by other *ad hoc* guidance issued subsequently by the council's web development team.
- The platforms used will be Twitter and Facebook: both have a similar potential for networking, posting permanent content, sharing and gaining followers, and are the two platforms most widely used by other similar institutions in the heritage sector.
- West Glamorgan Archive Service is a joint service for the councils of the City and County of Swansea and Neath Port Talbot County Borough. Care is be taken to ensure that this is reflected in the nature of the material posted on social media.

Who is the target audience?

1. Individuals who have been drawn to the page by an interest in history, genealogy or other aspects of the work of the service. Analytics available through Twitter have shown that this group is most likely to be aged between 25 and 60, and analysis of posts shows that they are most likely react to posts that are visual, based on material held at the Archive Service and relating to an area they live in or are interested in. This group is by no means confined to people who have visited the service in person, giving an excellent opportunity for raising awareness of the activities, services and products available at the Archive Service.
2. Local history societies in the West Glamorgan area, who are potentially interested in the work we do and in engaging with our services. Analysis shows that most local history societies do not maintain a dedicated social media site of their own, but prominent members in these societies are known to be among the followers of the Archive Service social media accounts. Through promoting our holdings and the outreach work we carry out, we increase the likelihood of active engagement with societies in the local area.
3. Peer institutions, including other archive services, libraries and museums. Analysis has shown that these groups are most likely to share or like posts relating to activities and events, for example posts about visits, talks etc., increasing the reach of our posts and raising the profile of the service we provide.

The nature and purpose of the social media accounts

- Social media is used at the Archive Service as part of its outreach programme, and it is underpinned by the same general aims as the outreach programme itself, namely to promote the Archive Service to as wide and diverse an audience as possible, and to ensure that as many people as possible have heard of the Archive Service and know what it does.
- More specifically, social media is used to demonstrate the richness and variety of the Archive Service's holdings, and to showcase the services on offer and events put on by the service. In effect, it is used to say "this is what we have and this is what we do".
- Social media is not used to replace or undermine other parts of the service we provide, but to point to them. For instance, detailed information about our service is given on the Archive Service website: it is appropriate to use social media to point to this information or to highlight particular aspects of it, but not to replicate or replace it. Similarly, comments and queries made on social media are not allowed to take the place of the regular channels for conducting remote research, or undermine the charges in place for research.
- Twitter is a fast-paced platform characterised by short posts that generally move out of public notice fairly quickly. It is used to create short (one or two sentence) feature posts about items of interest in the Archive Service's collections, and about recent or upcoming events. With Facebook, content is more easily visible for longer. Analysis has shown that Facebook posts from several years ago can subsequently suddenly spike in popularity, making it a more suitable platform for long-term feature posts, for upload of video content and images.
- Both platforms will be used for planned campaigns such as the annual Explore Your Archive campaign, in conjunction with special anniversary days and in *ad hoc* campaigns based on particular topics. Each campaign will be analysed afterwards to gauge its impact, and lessons learnt accordingly.
- Every primary post on Twitter and Facebook will be bilingual, and the posts in both languages will be put out simultaneously, i.e. without a lengthy delay while a translation is obtained.

However, comments that require an answer will be answered in the language in which they are made, according to the Council's policy on answering correspondence. On Facebook, both languages will appear in the same post, with Welsh first. On Twitter, there are two accounts, one in Welsh and the other in English. The home page of each one includes a link to the other (Welsh Language legislation; Swansea Council guidelines).

Responsibility for content creation and moderation

- The creation of content, either directly, or indirectly (by suggesting or researching material), is open to all members of staff at the Archive Service, and a collaborative approach to developing campaigns and new content is actively encouraged.
- Only Archive Service staff have access to the account. Members of the public and other institutions who follow the Archive Service's social media accounts can comment on posts in the usual manner, but they are not able to upload any primary content.
- Overall responsibility for uploading content to social media is with the Archive Reception Assistant, Rebecca Shields, who acts as moderator (see appendix below, *Guidance on the Use of Social Media*). Welsh translations for spontaneous and smaller items will be provided by the Assistant County Archivist; translations for larger or planned items will be provided by the Welsh Translation Unit.

Review

- This strategy will be reviewed annually and more frequently if deemed necessary.

Created 6 June 2018

GUIDANCE ON THE USE OF SOCIAL MEDIA

What is Social Media?

'Social media' is the term commonly given to websites and online tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests.

Examples of social media websites include:

- social networking (e.g. www.facebook.com)
- video sharing (e.g. www.youtube.com)
- blogs (e.g. www.london2012.com/blog)
- micro-blogging (e.g. www.twitter.com)
- message boards (e.g. <http://forums.moneysavingexpert.com>)
- wikis (e.g. www.wikipedia.org)
- social bookmarking (e.g. www.delicious.com)

Social media can be useful tools for communicating with our customers and service users, but such media must be used carefully to avoid potential problems and the risk of possible disciplinary action, damage to the Council's reputation and even legal action being taken against the Council.

Scope

This guidance applies to all council employees and elected members. The guidance aims to raise awareness of the implications of using social media, by individuals having some role within the Council, and it provides a framework for making responsible decisions about getting the most out of social media tools.

Currently, access to social media websites from the Council's IT network is only granted for specific service reasons, there is no general access for staff and members. However, outside of the Council, we can all freely access social media sites, from home, mobile 'phones, public internet (cafes, libraries etc). This 'outside-of-work' access needs to be handled in a sensible and considered way so that neither the individual(s) involved nor the Council is put at potential risk of embarrassment, loss, disciplinary action or criminal proceedings.

General Guidelines

To use Social Media safely you should be mindful of the following general guidance:

Personal use of social media

- When using third-party websites (such as Facebook), know and follow the terms and conditions of use.
- Understand how to implement privacy tools i.e. only allowing known people to access information about you / see the content of your site. The more personal information you put on the site the more vulnerable you are to identity fraud
- Never publish or disclose any information about the Council which is not already in the public arena. Be mindful that whatever you publish may be in the public arena for a long time and that doing so may result in disciplinary action being taken against you.
- Do not publish or report on conversations that are meant to be private or internal to the Council. Do not cite or reference customers, partners or suppliers.
- Ensure that your online activities do not interfere with your job, your colleagues or commitments to customers.

- Do not befriend service users you have to maintain a professional relationship with or individuals you support.
- Posting your feelings or just having a moan can give you or the council a very negative image “I am so glad it is Friday, I hate this place at the moment, need a new job” is not the comment you want your team colleagues, customers, the individuals you support or suppliers to read. It gives a very unprofessional view of the service you provide.
- It is very easy to damage your own reputation so be careful. Pictures of that recent lively social event may be great to share between friends but what image of you may they represent to the individuals you support?
- Do not use social media to attack or abuse colleagues, customers or suppliers. Respect the privacy, feelings, reputation and position of others you work with
- Do not include contact details or pictures of other staff members without their permission.
- Respect copyright laws.
- When you're finished, don't forget to log off / close your account. This is particularly important if accessing your account from a public place rather than a personal device. Forgetting to log off increases the risk that someone else will take and misuse your personal details and information, or that someone will misuse your account to publish undesirable comments or photos.

Professional use of social media

If you are using social media in a work-related professional capacity, then you need to be mindful of the following additional guidance:

- In the following guidelines, the term “**profile**” refers to an account, page or website representing the council, one of its services or an officer.
- The term “**group**” refers to a web page, website, or section of a website where people with a shared interest can interact.
- Before creating a new profile or group, check whether one already exists serving the same audience. It may be more appropriate for the council to join an existing group than create a rival group.
- Work-based profiles or groups should only be created following agreement by your line manager, who should consult with the Head of Communications and the Web Manager before giving authorization.
- New profiles and groups will only be agreed if a clear business need can be proven, and sufficient resources are made available to maintain it and respond to feedback generated by the service or project lead.
- The profile or group will be the responsibility of the service area in terms of content management and must be updated on a regular basis to ensure content is fresh and relevant.
- A single, named person, in the service area requesting the site, must be responsible for maintaining the profile or group and for overseeing the content of the site. This is the role of the moderator. Other approved contributors may also be nominated to assist the moderator.
- Approved contributors should be made aware of these guidelines.
- If a profile or group is set up in the name of a youth group, for example, it is essential that a member of staff becomes a member of it and oversees the content and activity.

- The moderator should monitor site content, conversations, images and other activity of members of the group and challenge, educate or intervene as necessary. The moderator should educate members of the group about online safety, including how to customise privacy settings. (For information and resources see <http://www.thinkuknow.co.uk>).
- Staff must not publish images of people unless consent has been given in writing, using an official photograph consent form.
- Staff should maintain boundaries between their personal and professional lives by customising their privacy settings and avoiding inappropriate personal information becoming visible to members of the group or profile.
- Respect your audience. Do not publish anything that would not be acceptable in the workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory, such as politics and religion.
- Write in the first person ("I" or "we").
- Wherever possible, disclose your position as a representative of your department, division or team.
- Remember that you are representing the council and be cordial at all times.
- Do not correct contributors' spelling or grammar.
- Do not edit other people's contributions (with the exception of the next point). Instead of editing or removing significant factual errors, you should either make a public response or directly contact the person who made the original comment, or both.
- If a contributor makes a comment that is defamatory or likely to cause extreme offense, edit or remove it where possible. If this is not possible, report it to the operator of the website. Contact the user to explain why you took this action, and if appropriate ask them to post the comment again without the offensive content.
- All feedback to the council through social networking sites should be monitored by the responsible service. Feedback that requires a response must be acknowledged within one working day. Where action is required, bear in mind that excessive delay will have a negative impact on the council's reputation.

Professional Judgment

Social media is just another means of individuals or groups communicating – with a couple of significant features: content and conversations are not private and whatever is written / published can remain on display forever. Therefore, if you are using social media to interact with an individual or group in a work/professional capacity, you need to be mindful of these features of social media and make a professional judgment as to how appropriate such media is to support such an interaction. It is impossible to give rigid guidelines to help with such a judgment and the risks need to be evaluated against the benefits. For many situations the decision to use or to continue to use social media should not be an individual decision but should be taken in conjunction with a supervisor or manager. Where Professional Standards and/or Codes of Practice apply these should be adhered to.

About This Document

These guidelines were produced by the Head of Information & Customer Services and have drawn from a number of similar guidelines drawn from the UK Public Sector. These guidelines were approved by Corporate Management Team on 1 Nov 2010.

ACCESSIONS OF ARCHIVES
March-May 2018

<i>Creator/originator</i>	<i>Description</i>	<i>Dates</i>	<i>Extent</i>	<i>Reference number</i>
Private donation	Documents from the estate of the late Dr C. W. Roberts (Briton Ferry Ironworks and Albion Steelworks).	19th-20th cent.	1 large box	
Bethany Baptist Church, West Cross, Swansea	Chapel history	2017	1 booklet	Searchroom library
Private deposit	Mounted photograph Townhill School Senior Boys Swimming Team, Season 1934-36. Donor's father, John Andrew (1924-2013) is seated front row, second from left.	1934	1 mounted photographic print	D/D Z 1052/1
Skewen & District Historical Society	Committee Minutes, 20th Anniversary Brochure	2017-2018	2 folders	D/D SHS 1/17; 2/2
Peter Hall Collection	DVD containing short films relating to the Swansea Bay 1940s Museum (used on their QR code displays)	2018	1 DVD	
Merched y Wawr, Treboeth	Members book; Accounts and receipts	1970-2013	2 vols	Add to WAW 40
Ysgol Gynradd y Wern, Ystalyfera	Log books, admission registers, inventory books and other school records	20th century	1 crate, 1 bag	E/W 43/1/6-7; 2/1-2; 3/1; 4/1-4; 5/1-5; 6/1; 7/1; 8/1-3
Clyne Deanery Conference	Records from old Clyne Deanery Conference	20th cent	2 bags	
Arthur Rees Collection	Further items from Arthur Rees, mostly photographic slides and negatives relating to the history of Port Talbot and the surrounding area.	20th Century	1 Toyota Auris-full	

Creator/originator	Description	Dates	Extent	Reference number
Private deposit	Several items relating to Bethania Welsh Independent Chapel, Cwmafan	20th Century	1 small bag	
Private deposit	Book: "The Rise and Fall of the Penclawdd Canal and Railway or Tramroad Company 1811 - 1865"	2018	1 book	
Skewen Methodist Church	Records including church histories, financial records, pulpit notices, minutes and ephemera	20th-21st cent.	1 box	D/D Wes/N 10/19-36
Family papers of Gwen Thomas of Cwmafan, and her father William Rees	Correspondence, poetry, family records and ephemera relating to the family and to the Cwmafan area	early-mid 20th century	5 boxes	
Swansea Tape Recording Society	CDs containing recordings and oral history interviews relating mostly to Mumbles	1962-1963	4 CDs	
City and County of Swansea	Order of service for Honorary Freedom of HMS Cambria	17 Mar. 2018	1 booklet	CC/S CE 12/3
Manselton Welsh Baptist Church, Swansea	'How firm a foundation'. A history of the chapel and the first minister, Evan Hermas Evans, 1920-1937	2018	1 vol.	Searchroom library
Printed book	'John Petherick (1787-1861)', by Donald Moore and Hilary Thomas	2018	1 vol.	Searchroom library
Private donation	Chart of Swansea Bay showing coastline and depth soundings	1949	1 plan, on linen, rolled	D/D Z 1054/1
Private donation	Some papers of a former Buildings Surveyor at Swansea City Council, mostly relating to local planning acts and orders.	20th Century	1 bundle	
Undeb Bedyddwyr Cymru	Copies of 'Y Negesydd / The Messenger'	2018	2 items	
Private donation	OS 1" geological map of Swansea and Gower, and associated geological sections	1872	2 items	D/D Z 1055/1-2

Creator/originator	Description	Dates	Extent	Reference number
Private donation	Autograph books of Doris May Adams of Briton Ferry, including anti-war sentiments	1915-1922	3 vols	D/D Z 1056/1-3
High Sheriff of West Glamorgan	Declarations and oaths of Henry Michael Gilbert as High Sheriff and Robert Hywel Parker Williams as Under Sheriff of West Glamorgan	27 Mar. 2018	3 papers	HS/W 44/1-2
Pictorial material	Postcards of locations in Swansea and Gower	c. 1910	7 postcards	P/PR/3v/3/15; P/PR/13/3/12; P/PR/34/3/13; P/PR/72/3/7-8; P/PR/78vi/3/17; P/PR/90/3/20
Neath Port Talbot Electoral and Democratic Services	Electoral register	2018	1 vol.	
Neath Port Talbot Legal Services	Particulars and conditions of sale of property at Neath with correspondence, 1927; NPTCBC Information for Elected Members, 1995; Local Government Boundary Commission for Wales Review of Electoral Arrangements, 2010	1927-2010	2 vols, 3 items	B/N L 5/22; CB/NPT CE 9/1-2
Private donation	Prize Essays on the Desirability and Advantages of Recreation Grounds for Swansea	1875	1 small volume	
Private donation	Short memoir/interview of Mrs Eva Sarah Louise Westwood (grandmother of depositor) talking to Harry Secombe	n.d.	1 bundle	
Private donation	Documents of John Andrew (Bakers) Ltd., Swansea. Handlists included in boxes.	20th Century	4 boxes	
Private donation	Additional records relating to John Andrew (Bakers) Ltd, Swansea	1891-1974	1 box	
Private donation	Glanmor School magazines	1966-1970	1 bundle	E/Gla C Sec 4/1-6

Creator/originator	Description	Dates	Extent	Reference number
Design and Conservation Team, City and County of Swansea	Various published books and booklets	20th cent.	14 vols	Searchroom library
Private deposit	Document relating to the descendants of Walter Thomas of Dan-y-graig	late 20th century	2 large file storage boxes	
Private deposit	1 box of assorted Swansea slides; 2 large photos of Waun Wen School, 1 photo and notes relating to Tawe Lodge nurses, photos of Tir John Power Station, old Swansea photographs	20th Century	1 slide box, 5 envelopes of photos	
Private donation	Deeds relating to John Morris of Clasemont	18th cent	4 items	D/D Z 1059/1-3
Swansea Women's History Group	Box files relating to historical projects conducted by Swansea Women's History Group, including video recordings and related papers	1982-2004	6 bankers' boxes	
Ecclesiastical parish of Bishopston	Marriages 1962-1994; banns 1983-1992	1962-1994	6 vols	P/103/CW/32-37
Bishop Gore School, Swansea	School magazines	1958-1963	7 booklets	E/BG Sec 22/50-56
Clive Reed	VHS videos - "Swansea Bay, Mumbles, and Gower", "A History of Port Talbot"	1990s	2 boxed VHS cassettes	
Mayoral Inauguration Order of Ceremony	Order of Ceremony: Inauguration of Councillor David Phillips as The Right Worshipful The Lord Mayor of the City and County of Swansea	18 May 2018	1 leaflet	CC/S CE 11/5
Midland Railway Study Centre	Facsimile of map showing the Midland Railway from Hereford to Swansea via Brecon and Brynaman	1911	6 A3 pages	D/D Z 1058/1-6