Heading for a better understanding of outreach in the digital age: a look into the use of Web 2.0 as a communication tool by state museums and archives in Zimbabwe

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Abstract

In this digital era, museums and archival institutions are increasingly encouraged to exploit Web 2.0 technologies to reach out to their potential clientele. The use of the social media space provides both museums and archival institutions with the opportunity to strengthen relations with the existing clientele and simultaneously reaching out to new audiences. Using the examples of the National Archives of Zimbabwe (NAZ) and Zimbabwe's National Museums, this paper provides a discourse on the opportunities offered by Web 2.0 technologies and the need to employ them as outreach and communication tools. Data used in the construction of this paper were gathered through structured interviews held with head of departments at NAZ and the National Museums and Monuments of Zimbabwe (NMMZ); analytical interactions done with the social media platforms and an examination of the literature that goes with the subject. With the exception of the Natural History Museum in Bulawayo, the research results indicated that archivists and museum management practitioners in Zimbabwe were not fully exploiting the free broadcasting platforms to communicate and reach out to the wider populace. As a way of acknowledging the social media space as a vital communication tool in reaching today's potential and existing clientele, this paper proposes a model within which archives and museums may use Web 2.0 technologies.

Key words: Web 2.0, social media networks, outreach, access, national archives, national museums

Introduction

Technology, particularly the Internet, is changing the ways that archivists interact with their patrons (Daines, Gordon & Nimer 2009). Some archival institutions and museums across the world are fully embracing the technology and beginning to race towards the newer Web 3.0 while Zimbabwe has not adequately made use of both Web 1.0 and Web 2.0 technologies. In this respect, this paper calls for practitioners at NAZ and in Zimbabwe's national museums to take advantage of the new technologies to reach out to the wider populace. This will help them to remain relevant, justify their existence, improve their public image and possibly increase their visitors. In recognition of the digital era in which we are inevitably a part of, this paper draws the attention of archivists and museum management practitioners to the popular phrase that says 'adapt or die'. Indeed, Zimbabwe's practitioners and professionals working in the country's state museums and archives should seize to view Web 2.0 technologies as a threat or misfit to their work and embrace these technologies as tools that can substantially reach out to the people and positively improve their position in the society. Overall, this article sought to establish if Zimbabwe's National Museums and the National Archives of Zimbabwe are utilising Web 2.0 technologies to communicate and reach out to the people.

An overview of Zimbabwe's National Museums and Archives

The focus of this paper is on the use of Web 2.0 technologies in Zimbabwe's National Museums and at NAZ. The museums that were under spotlight in the study are the

Natural History Museum (NHM) in Bulawayo, the Zimbabwe Military Museum (ZMM) in Gweru, Great Zimbabwe Museum (GZM) in Masvingo, the Museum of Transport and Antiquities (MTA) in Mutare and the Zimbabwe Museum of Human Sciences in Harare (ZMHS). NHM has extensive displays of history, geology, animals, birds and insects and holds a library as a major source for scientific and educational activities. The museum is located in the Western Region of Zimbabwe and was opened to members of the public in 1964. It contains exhibits illustrating the history, mineral wealth and wildlife of Zimbabwe. ZMM is located in the Central Region of Zimbabwe and was opened to the public in 1974. This museum has numerous displays that depict the history of the army, air force and the police. In the Southern Region is GZM which houses original archaeological artefacts recovered from the Great Zimbabwe Site. Located in the Eastern Region is MTA which portrays the history of the transport sector in the country and has public galleries that show animal and plant forms peculiar to the eastern districts as well as the cultures of the people therein. The museum was opened to the public in 1957 and has magnificent displays of vintage cars, motorbikes and colonial era drawn wagons and coaches. In the Northern Region is ZMHS which was formerly known as the Queen Victoria Museum (QVM). The museum was opened in 1903 and its location has shifted three times in the first 60 years of existence. The location in which the museum is found today was opened in 1964. ZMHS has a rich library, ethnographic and archaeological collections, wildlife displays and a model of the Shona village. The paper also covered NAZ which is a custodian of Zimbabwe's documentary heritage. NAZ was established by an Act of parliament in 1935. It has a comprehensive ensemble of materials published in and about Zimbabwe, pictorial, audio visual collections, maps and records of enduring value that are deposited by public institutions. The museums identified in this paper and NAZ are public information centres mandated to serve the society through communicating and making available the nation's heritage in their custody. Minimal access and use of a museums and archives by the members of the public renders the institutions useless. As such, museums and archives are compelled to reach out to the people and make known their existence and services. For such a noble obligation to be fulfilled, Zimbabwe's national museums and the archives are encouraged to seriously consider the use of Web 2.0 technologies to reach out to the people not only of Zimbabwe but the regional and international communities.

Web 2.0 technologies defined

This paper has deemed it essential to explore the meaning of Web 2.0 technologies as this would help in understanding their characteristics and functions. The understanding would pave way for an appreciation of how these technologies be utilised by archivists and museum management practitioners as communication and outreach tools. The term Web 2.0 technology is oftenly used interchangeably with the term social media (Thorman 2012 & O'Reilly 2005). Web 2.0 has a high level of interactivity and connectedness among users. It has become a key component of the Web, allowing the exchange of information across the globe through a variety of social networks that include but not limited to Facebook, Twitter, YouTube, Wikipedia, Hi5, LinkedIn, MySpace, Podcast, Google+, Flickr, Blogster and Tumblr. Web 2.0 technologies are designed to enable and encourage participation among members of the community (Daines, Gordon & Nimer, 2009). Through the use if Web 2.0 technologies, museums and archives are afforded the opportunity to communicate with the public, inform them of their activities and solicit their ideas to enhance their service delivery, thus crowd sourcing.

The use Web 2.0 technologies in museums and archives: a review of literature

The use of new technologies as a communication tool has gained remarkable attention among scholars and researchers from various disciplines including the museums and archives. Acknowledging the inevitable encroachment of the social media space into the way museums and archives are run, several researchers have devoted their time and resources to investigate into the issues of the social media and the museums and or archives. In building this paper, the findings and discussions of previous studies and research on the use of Web 2.0 technologies as communication tools in museums and or archival institutions were consulted.

Amongst the works of relevance to this paper is Ngoepe and Ngulube's (2011) investigation of the extent to which the National Archives and Records Service of South Africa (NARS) was exploiting communication tools such as social networks to serve its clientele. Similar to the echoes of Ngoepe and Ngulube (2011), Theimer (2011) indicates that some archival institutions are using Web 2.0 technologies to reach out to the wider audience of archives users and potential users. Similarly Dudareva (2014) concluded that Web 2.0 technologies provide museums with an opportunity to strengthen relations with the existing audience while widening the opportunities to establish new ones. In a related study, Garaba (2012) observed that many archival institutions have opened Facebook accounts to communicate information about their institution's opening hours, address, contact information, Web site address, special events, exhibits and new acquisitons. In his research, Garaba (2012) found that Facebook and Twitter are often used by archival institutions to advise the archives audience of upcoming events, new programmes, acquisitions and or changes in

hours of service. In respect of such sentiments, the current paper sought to demonstrate the position of Zimbabwe's national museums and the national archives in adopting the social media space as a flexible communication channel.

The use of Web 2.0 technologies as a communication tool is a topical issue that has been given considerable attention in the archival and museum management circles. Major museums across the world were found to be using Web 2.0 technologies such as, Facebook, Twitter, blogs and podcasts to engage users through participatory communication (Russo, Watkins, Kelly and Chan 2008). For instance, Langa (2014) found that Twitter is widely being used by the United States museum leaders to announce the presence of museums today, perform educational, marketing and engagement focused programming research as well as to respond to questions and comments posed by members of the public. Social media platforms have arguably been portrayed as perfect tools for museums to build online communities of interest. Social media applications such as blogs and podcasts have been used in museums to facilitate a participative cultural experience (Russo, Watkins, Kelly and Chan 2008 & Whelan 2011). Guided by such arguments, the current paper deemed it essential to establish how far Zimbabwe's national museums and the national archives have gone in exploiting the social media space as drivers towards establishing effective communication between the museum or archive and the people. The current paper was therefore constructed on the understanding that the social media space offers a distinguished potential for a deeper interaction with both existing and potential users of the archives and museums.

Despite the perceived benefits that are so apparent in using the social media networks to reach out to the people, museums and archival institutions have approached the digital landscape with caution and have been

relatively slow in taking advantage of the social media space (Whelan 2011). A survey done in Canada by Whelan (2011) revealed that only 176 out of the 400 museums in Canada were using the social media space while the remaining 224 were still sceptical of using the Web 2.0 technologies as a communication means. In a related research, Downes (2011) found that Web 2.0 technologies are perceived as being still new and most museums and practitioners are unsure of how to best handle the facilities. It is against such findings that this study deemed it essential to investigate on whether Zimbabwe national museums and the national archives have realised and embraced the unique opportunities offered by the social media as a communication strategy. This paper shares the same notion with Whelan (2011) who reiterated that social media promotes social interaction between the public and the museum and it has the potential to change the public's perception of museums, hence positively changing the position of museums in society.

Through the use of social media platforms, museums are able to engage in meaningful conversations with the audience and it also provides an opportunity to see the information that others are exchanging about the museum. Thus, the social media networks are attested to be effective crowd sourcing and outreach tools. With the abundance of literature bearing testimony to the unique features of the social media space and its ability to even change the way people think about museums and or archives, it became critical for this study to establish if Zimbabwe's national museums and archives are tapping into the rich communication resource to connect with the people.

A connection between the people and the museum and or archives presents archives and museums with a shared environment where previously recipients of content are given the platform to exchange their thoughts with other patrons and the museum and archives practitioners in

exciting ways (Samouelian 2009). This helps museums and or archives to promote their digital content and to redefine their relationships with patrons. In a similar study, Downes (2011) found that the use of Web 2.0 technologies has managed to reposition museums from institutions frequented by the upper and educated classes to centres of cultural agency which encourage public discussion and participation. Sharing the same sentiments is Dudareva (2014) who portrayed social media as a unique tool of museum communication that allows a museum to involve their audience in a dialogical manner. Similar observations were made in a study conducted in Greece by Bountouri and Giannakopoulos (2014) who noted that the social media space by archival institutions promotes its image and improves their public relations. In this regard, the current study acknowledges the potential realities offered by the social media space to museums in helping them remain valid in today's societies by way of communicating their reasons for existence. In this respect, this paper explores how social networks have been used in Zimbabwe's national museums and archival institutions to engage with audiences in different ways.

Problem statement, research objectives and questions

The access and use of cultural heritage collections in the custody of museums and archival institutions is what gives these public information centres relevance to the society. It is however worrying to note that Zimbabwe's national museums and the national archives continue to lament the low levels of access and use the cultural heritage in their care (Murambiwa & Ngulube 2011 and Hubbard, Mukwende & Nyoni 2013). The perceived problem is attributed to the inadequate and none use of Web 2.0 technologies amongst other challenges. The Facebook statistics indicates that there are a total number of **1,310,000,000** monthly active Facebook users. Given such a very

big figure, it became necessary for this study to establish how far state museums and archives in Zimbabwe had gone in using Web 2.0 technologies to reach out to the larger audience. Literature on the use of Web 2.0 technologies as a communication tool by museums and archives agree on the unique opportunities offered by the social media space while lamenting the cynicism by museums and archives to embrace the technologies (Russo, Watkins, Kelly and Chan 2008; Ngoepe and Ngulube 2011; Theimer 2011; Whelan 2011; Downes 2011; Samouelian 2009; Garaba 2012; Dudareva 2014; Langa 2014 & Bountouri and Giannakopoulos 2014).

In gathering empirical evidence on the extent to which state museums and archives in Zimbabwe were using Web 2.0 technologies to reach out to the people, Table 1 depicts the research objectives and questions that were formulated.

Table 1: Research objectives and questions

Research objective	Research question
To establish the extent to which state museums and archives in Zimbabwe have adopted the social media space as a communication route	To what extent have state museums and archives employed the social media space as a communication channel
To find out the frequently used types of social media networks in Zimbabwe's state museums and archives	What are the commonly used types of social media networks in Zimbabwe's state museums and archives
To examine the benefits realised by state museums and archives using Web 2.0 technologies as a communications means	What benefits were realised by state museums and archives using Web 2.0 technologies as communication tools
To ascertain the challenges faced by state museums and archives in embracing the social media space as a mechanism of reaching out to the people	What are the challenges faced by Zimbabwe's state museums and archives in embracing the new technologies as a way of reaching out to the people

Research methodology

The study adopted a pragmatic philosophical paradigm where both primary and secondary data was used to investigate the research questions outlined in Table 1. Although some statistical data was collected, the study mainly employed the qualitative research approach to understand the extent to which state museums and archives in Zimbabwe were using Web 2.0 technologies as a communication tool. Relevant literature on the use of the social media space by museums and the archives was widely consulted. This helped in developing research questions for the study. I also did an extensive interaction with the social media space to see which Zimbabwe's state museums and archives are online and how they were using the space to engage with their existing and potential clientele. The instruments used to collect data also included face to face structured interviews with purposively selected head of departments in Zimbabwe's five state museums and NAZ, self-administered questionnaires distributed to purposively selected practitioners in Zimbabwe's five state museums and NAZ.
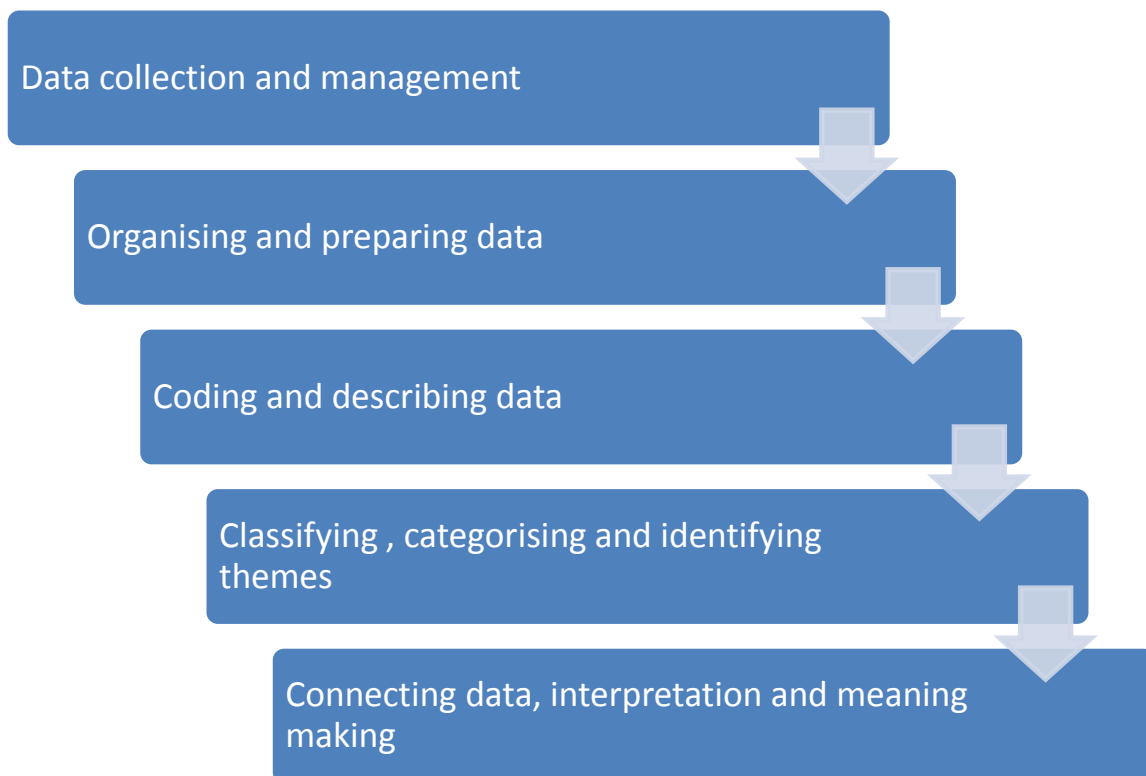
The study was limited to the National archives of Zimbabwe and the five state museums namely NHM, ZMM, GZM, MTA and ZMHS. A convenient and purposive sample of five practitioners from NAZ and three practitioners from each of the five state museums in Zimbabwe were

interviewed. The sample size of the interviewees therefore stood at twenty. In state museums, the study mainly targeted the directorship and head of departments from the education and marketing departments. At the National Archives of Zimbabwe, the study again targeted the directorship and head of departments from the technical services and research section. The targeted departments have a direct obligation to oversee the welfare of a museum and or archives in terms of giving and receiving information to and from the public amongst other duties. In addition to the interviews which were held with a total population of twenty, the study also distributed a total of 60 self-administered questionnaires to the six institutions (*NAZ and 5 state museums*) that were under spotlight in the study with each institution receiving a total of 10 questionnaires.

Data collected from the interviews was mainly qualitative. As such, content analysis emerged appropriate for the study. The process of content analysis that was used to analyse data collected from the interviews is illustrated in Figure 1.

Figure 1: The qualitative or content analysis process

Data collection and management

Organising and preparing data

Coding and describing data

Classifying , categorising and identifying themes

Connecting data, interpretation and meaning making

As the study used a qualitative research approach, the main method of data presentation was narrative, descriptive and or prose.

Findings and discussion

Types of Web 2.0 technologies used in Zimbabwe's National Museums and Archives

When museum management practitioners and archivists were asked to indicate the types of social media networks in use by their respective institutions, Facebook emerged to be the most popular platform. Although not used by their respective

institutions, the informants of the study also indicated knowledge on the existence of other social networks such as Twitter, Wikipedia, YouTube, Podcasts, LinkedIn, Google Plus, Tumblr, Instagram, Flickr, MySpace, Blogster and Hi5. Table 2 depicts the interview responses obtained from NAZ and NMMZ personnel regarding the types of social media platforms in use as communication and outreach mechanisms. The information portrayed in Table 2 was verified through interactions done with the social media space and there were no discrepancies with what interviewees had reported.

Table 2: The types of Web 2.0 technologies used by Zimbabwe's state museums and archives

List of RPKs	Type of Web 2.0 technology in use									
	Facebook	Twitter	LinkedIn	Tumblr	Instangram	Flickr	MySpace	Hi5	Google +	Blogster
NHM	✔	X	X	X	X	X	X	X	X	X
ZMM	X	X	X	X	X	X	X	X	X	X
GZM	✔	X	X	X	X	X	X	X	X	X
MTA	✔	X	X	X	X	X	X	X	X	X
ZMHS	✔	X	X	X	X	X	X	X	X	X
NAZ	✔	X	X	X	X	X	X	X	X	X

As depicted in Table 2, with the exception of ZMM, all the Zimbabwe's state museums and archives had at least a Facebook page. The Facebook presence of Zimbabwe's sate museums and the archives was on pages and not groups. This was a positive finding because unlike a 'group', a page represents a real organization and may only be created by an official representation of that entity. A Facebook page is authoritative and authentic. This gives the audience confidence to be a participant of the page's activities.

Once users like and or begin to follow an institution's page, it is highly crucial for that organisation to actively engage the users with a continual stream of updates. In this respect, the study found that the Natural History Museum and the National Archives of Zimbabwe were putting remarkable efforts. For example, when interactions were done with the Facebook page of the Natural History Museum, it was found that the museum had recently erected a new sign post courtesy of the friends of the museum and there was an invitation for members of

the public to come for the hippopotamus display scheduled for 18th of June 2014 at 5:30pm as well as short courses about wildlife and how to identify them in the museum. Similar interactions were done with the National Archives of Zimbabwe's Facebook page and it was also discovered that NAZ had recently notified and invited members of the public to celebrate International Archives Day on the 9th of June 2014. To mark these celebrations, the post informed the public that entry to NAZ and the Beit Trust Gallery were going to be free. For MTA, the study established that the Facebook page was relatively active. The last post was on the 6th of June 2014 where the museum was acknowledging the success of the quiz competitions which were part of celebrating the International Museums day commemorations. On this post, MTA asked members of the public to comment on how the museum approached the international museums day and suggest possible ways of improving. MTA Facebook page reflected regular updates of the museum's programmes and activities since it joined Facebook on 20 February in 2013. The Facebook pages for NAZ and MTA particularly the one for NHM reflected a high level of communication with the public regarding the previous, ongoing and forth coming programmes and activities In contrast, the Facebook page of ZMHS and GZM appeared dormant. ZMHS joined Facebook on 21 October 2013. Apart from the introductory post to the museum which was made on 22 October 2013, there was no other post except the heritage quiz competitions notification which was posted on 19 March 2014. It was found that ZMM had not yet made a presence on any of the social media platforms. The perceived reluctance by most of Zimbabwe's national museums to utilise the free communication and outreach tools in this era where public institutions must without fail take their services to the people is a serious cause for concern which must be addressed with due urgency.

When an organisation creates a Facebook page, it is imperative for the institution to ensure that the existence of the page is known; else the purpose for which the page was created will be defeated. To this effect, this study sought to establish the efforts that have been made by Zimbabwe's national museums and the archives to publicize their pages. With the exception of NHM, the responses obtained reflected lack of publicity. This explains why GZM, ZMHS, MTA and NAZ had very low users and followers. For instance, as at 15 June 2014, the Facebook page for MTA had 355 likes, NHM had 444, NAZ 192 and ZMHS had only 4 likes. From an approximate population of 12.9 million in Zimbabwe, such low figures of followers or likes point to the lack of publicity on the presence of these institutions on the social media networks.

While this paper is calling for the use of Web 2.0 technologies in Zimbabwe's public archives and museums, the study observed that even the use of Web 1.0 technologies have not been fully embraced. The information yielded through interviews and analytical interactions done with the World Wide Web revealed that the Websites for ZMM, GZM, MTA and ZMHS were defunct whereas NHM and NAZ had fairly functional Web sites that appeared up to date.

Benefits in using Facebook in archives and museums

Owing to a high indication on the use of Facebook in Zimbabwe's National Museums and the Archives, this paper deemed it essential to establish why the Facebook platform emerged popular. Similar to Crymble (2010) the responses obtained showed that Facebook was preferred because it offers an interactive and participative experience to users. It was revealed that a user visiting an organization's Facebook page will find a detailed profile of the institution as well as recent posts

regarding the ongoing and upcoming activities of the organization.

It was also revealed that on Facebook a user may like or join an organization's page without confirmation from the page administrators and it allows responses to posts by writing a comment. Participants of this study reported that Facebook was chosen because it is popular with young adults in Zimbabwe, user friendly and provides a wide range of options for designing and customizing the site. All respondents cited reaching out to the wider public as the primary benefit of using social media as communication tools. Another benefit cited was that Facebook permits an organization to engage users in an environment comfortable to them and allow organisations to connect with the people and build relationships. Some of the benefits associated with the use of social networking tools included the quick spread of information.

Challenges in adopting Web 2.0 technologies

It was in the interest of this study to find out challenges hindering the national museums and the archives in Zimbabwe from fully realizing the potential of Web 2.0 technologies as outreach and communication tools. The responses obtained showed that members of staff had too much work load to fully engage themselves in utilizing social media platforms. Lack of the required expertise to manage new technologies and time to perform the work were also reported as barriers to the use of Web 2.0 technologies in Zimbabwe's state museums and archives. As such, staff training was highlighted as a key requirement to adapt to new technology environments that require frequent content updates and maintenance of services. Some concerns were raised about the increasing pressure to respond quickly and cope with ever changing trends in information communication technologies. Despite these challenges, the informants of

the study acknowledged that social media networks are effective particularly reaching young adults.

Conclusion and recommendations

Archives and museums should strive to remain relevant and meaningful to the society they purport to serve. For that noble obligation to be achieved, effective communication and outreach programmes should be a top priority. Web 2.0 technologies represent a potentially convenient means of attaining this goal (Clark 2008). Although the participants of the study understood and appreciated the benefits of engaging Web 2.0 technologies, it was established that the utilisation of these technologies in Zimbabwe's public information centres is still at its infancy. A starting point could be the formulation and implementation of policies that emphasise on the use of Web 2.0 technologies to enhance communication and outreach. The use of Web 2.0 technologies in public information centres has the potential of dramatically improving access, use and user satisfaction.

A proposed framework for employing Web 2.0 technologies as communication and outreach tools in the archives and museums

The use of Web 2.0 technologies in public information centers should be within a methodical framework for it to be a success. This section conceptualizes the salient components that archivists and museum management practitioners must seriously consider when adopting Web 2.0 technologies as communication tools. The aspects discussed include the need for a strategic plan, expected outcomes and policies needed to support the implementation of the technologies. In this section, the article attempts to draw the attention of public information management professionals to the potential of Web 2.0 technologies in reaching out to the wider populace. The paper advocates for a careful

and planned use of Web 2.0 technologies by Zimbabwe's repositories of public knowledge as this would help them to become more visible, relevant and meaningful to the people they serve.

The society today is increasingly becoming interested in the faster, newer and flashier way of communicating (Sinclair 2012). As such, embracing the use of new technologies in museums and archives should be perceived as a critical need rather than an alternative or luxury. To this effect, a place should be created in the digital environment where public archives and museums can reach out and communicate with the people in ways that give them a competitive edge against other information providers who compete with them for patrons (Wood 2011).

The perceived starting point for museums and archives to successfully employ Web 2.0 technologies as communication devices is to have clear policies and strategic plans that define the use of new technologies in reaching out to the public. Prior to adopting Web 2.0 technologies, public information management professionals must give a thought on how the technologies will be developed, how they will be administered to the public and how they can be monitored and evaluated to see if the desired outcomes are being achieved. Policies should be formulated on how the Web 2.0 technologies are to be used as communication devices by the archives or museum. The policies must be formulated to exercise control over the creation of content that goes online for members of the public to consume. It is imperative for archives and museums to come up with policies that clearly articulate the terms of use so that government policies regarding access and use of public information are not violated. Overall, the policies should be clear on what may or may not be communicated; hence the need to vet content before it becomes public. The formulation of policies is highly essential as it helps museums and archives to employ Web 2.0 technologies

within the rules and regulations that govern their operations as government entities.

When policies regarding the use of Web 2.0 technologies as a means of communication have been formulated, museums and archives must go on to draw a plan that ensures a systematic use of the new communication technologies. Thorman (2012) notes for set goals to be attained, any form of communication strategies must be planned. An unplanned use of Web 2.0 technologies tarnishes the image of an institution, results in poor representation of the institution and wastes valuable institutional time and resources. A museum or archive must begin by a self-assessment of its current position regarding communication strategies and outreach activities. When conducting the self-assessment, the museum or archive should reflect on whether it is technologically ready to engage the Web 2.0 technologies. As part of planning, public information centers should also define the expected outcomes for adopting the technologies. This would help the archives and or museums to monitor and evaluate the success of the technologies in enhancing communication and reaching out to the people. When defining the expected outcomes, museums and archives should also pay attention to the targeted audiences. It is also crucial for archivists and museum professionals to plan for the content they intend to share with members of the public. The content should be frequently updated and conversational to maintain the interests of the users while attracting potential users.

For a successful adoption of Web 2.0 technologies by museums and archives, the required resources must be identified and secured. For instance, the successful implementation of Web 2.0 technologies would require the archives and museums to ensure that members of staff have the required expertise and have undergone the necessary training (Pymm 2010). It is also critical for an institution to gain top management support without which all

efforts may become fruitless. Securing the resources as well as top management support would help in coming up with engaging content and an effective communication channel that has a holding power for members of the general public. Of great importance for public information centers to consider is the need to identify a person, people or a department responsible for managing the online platform of the organization. This would help in keeping the institution in constant touch with the people. In the end, an archive or museum must be in a position to assess if the intended goals of utilizing Web 2.0 technologies were achieved.

In relation to the proposed framework within which archives and museums may establish their Web 2.0 technologies, Figure 1 proposes a model that museums and archives may follow.

Figure 1. A proposed model for archives and museums intending to use Web 2.0 technologies as outreach and communication tools
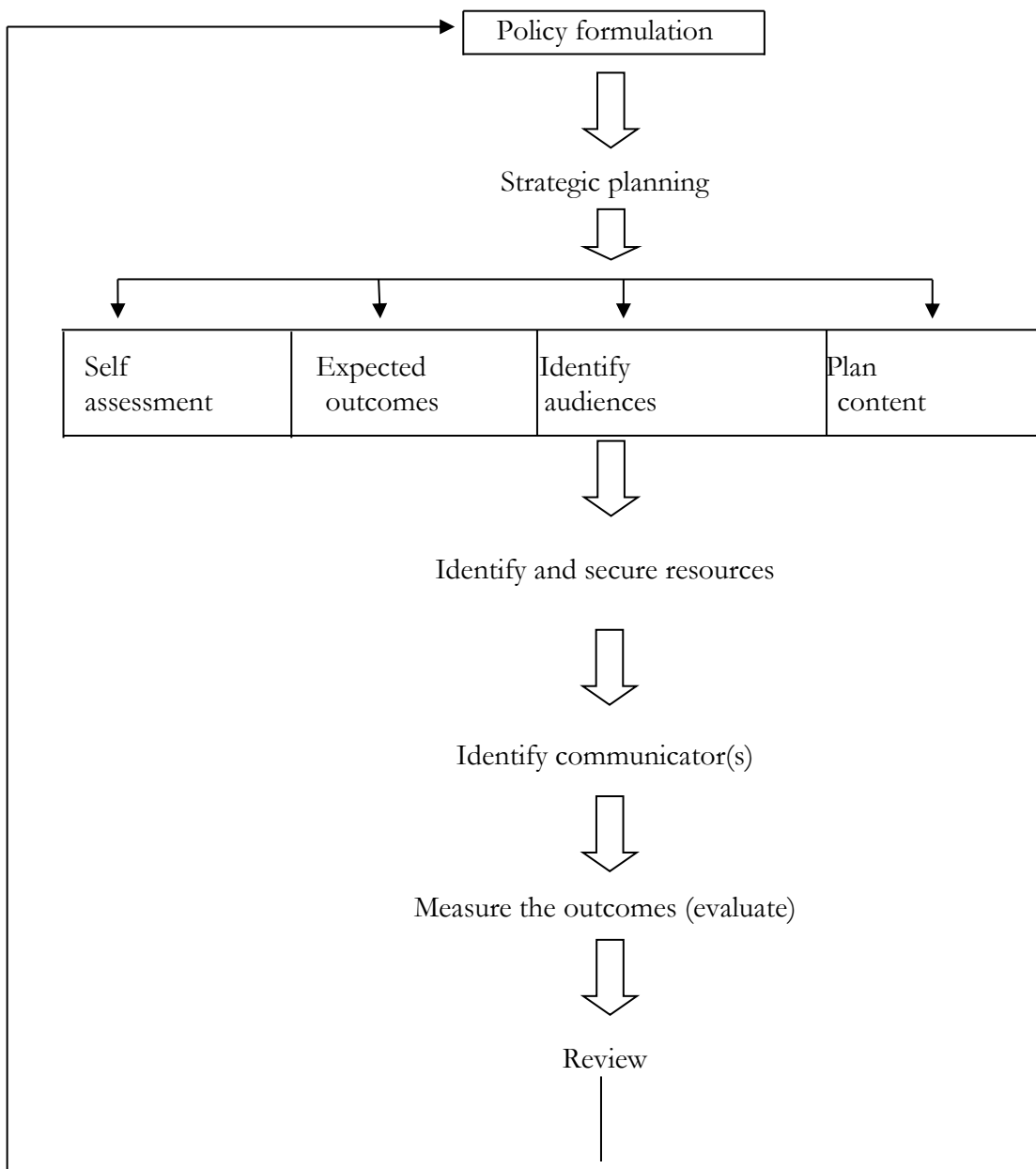
An increasing number of younger adults are becoming Internet users and the percentage of use has dramatically gone up. Chu, Rajagopal, Wan and Yeung (2012) indicate that most young adults do not make use of institutions that do no utilize popular forms of technology.

The use of social media by archives and museums to enhance communication and outreach is therefore suggested for archives and museums (Dickson & Holley, 2010).

The core archival functions have been identified as acquisition, processing archives, controlling and promoting the use of archives and public service (Sinclair 2012). The aspect of outreach is embraced within the category of promoting use. Reaching out to the public has always been a struggle as most public archival institutions operate within limited archival resources. It is a relief to note that rapid development of technology particularly social media has brought vast opportunities for archivists and museum management practitioners to communicate with the people. Sinclair (2012) indicates that this new media has made it far easier for the average archivist or archives to interact with the public in the digital sphere.

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