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SOCIAL MEDIA AS AN IMPORTANT TOOL IN COMMUNICATION STRATEGY OF UKRAINIAN ARCHIVES

ABSTRACT

The article is devoted to the analysis of social media strategies of the Ukrainian archives and their influence on interaction with users of archival information. It is considered that the new communication policy of the State Archival Service of Ukraine and archival institutions is based on the philosophy of information society and focused on the use of innovative forms of interaction with civil society institutions. For more than a decade, the archives of Ukraine have been gradually integrated into the network society, using the platforms such as Facebook, Twitter, Instagram, blogs, video hosting, etc. New technologies are increasingly changing the information image of archives, affecting the societal perception of archives as well as the work of archivists themselves and the relationship between archivists and users of archives.

*It is also analyzed the level of social activity of Ukrainian archival institutions in the information environment. Finally, the author outlines the main tasks of presenting activities of archival institutions in social networks, including 1) *informational and communicational*, that consists in establishing communication links with different categories of users, meeting their needs for information about the activities of archival institutions, the composition of their holdings, search tools, etc.; 2) *presentational*, that deals with the promotion of archival institutions' activities and their collections; 3) *educational*, that aims at forming historical and social memory, promoting cultural heritage as well as national values.*

Key words: *Ukrainian archives, communication strategy, users, information technologies, social media.*

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1. INTRODUCTION

Social networks are an essential component of modern information and communication space. Without them, it is difficult today to imagine a person's connection with civil society institutions and interpersonal communication. Political, cultural, and scientific institutions are increasingly using social networks as a means and tool of communication.

The spread of the COVID-19 pandemic and quarantine measures have made significant adjustments to the activities of most public and private institutions and have greatly expanded the potential use of remote forms of communication. If social media was traditionally used for self-expression and communication with friends during the COVID-19 pandemic, it has become a platform where businesses, neighborhood organizations, and individuals actively share information and ideas. This was especially evident when many organizations switched to their Facebook, Instagram, and Twitter accounts to report changes, adaptations, new policies, and more.

Nowadays, the successful development of most areas of political, economic, socio-cultural, scientific, and educational activities largely depends on communication strategies and practices. Institutions of social memory, such as archives, libraries, museums, cannot fully function and develop in the information society without a comprehensive presentation of their activity and resources on social media.

The focus of this study is to identify archival content in the information flows of social networks and the impact of social networks on archival practices in Ukraine, promotion of their values in society. Conducting this research, we are trying to answer this question: how social networks help researchers and society "open archives" in Ukraine, making them more useful and visible.

Notably, Web 2.0 technologies, known as social media, have marked new, more creative approaches in collaboration between producers and users of web content. The term Web 2.0 that Tim O'Reilly coined to refer to a new interactive web environment in 2004 has become a suitable word for describing the radical changes in how the Internet has been used since its advent in the early 1990s. Since then, Web 2.0 has become an integral part of the information space, an essential tool of institutions' communication strategies as well as people's everyday routine activities.

The term Web 2.0 technology, also known as social media, describes the various websites, services, and platforms that archives use to promote their collections and facilitate interaction with their users. This term symbolizes the changes that have taken place in the interaction of users with the Internet space and content. Due to new technologies, it has become an interactive environment in which users can not only consume content created for them but also take an active part in its formation.

Social media is increasingly breaking down traditional barriers between the public and private space. Networking technologies are influencing the formation of new communication culture. The modern network society reflects a communication model in which millions of Internet users can communicate through different social networks and platforms for maintaining and developing institutional, professional, and personal connections.

Thus, the archivists began to use the term "Archives 2.0", based on the implementation of Web 2.0 tools in archives. According to the American archivist Kate Theimer, Archives 2.0 is an important concept that reflects an attempt to consider a new phase in the development of a profession as well as systemic and interconnected changes that are taking place in the world of archives based on their interaction with users (Theimer, 2011, pp. 58, 60).

Thus, social networks give archivists much more opportunities than ever to open archives to the public. They actualize virtual interaction, attract society's attention to archives and their holdings, create new research opportunities getting access to digital copies of records, and expanding categories of archives' users. At the same time, archivists, through social media, get new chances to participate in civil society's life to make a more significant contribution to shaping collective memory and changing the way people think about archives.

Like other institutions of social memory, archives produce new socially significant information by participating in Internet communication that needs to be studied and summarized.

It should be noted that the first research examining the impact of social networks on the evolution of archival practices appeared in 2009 – the early 2010s (Samouelian, 2009; Daines & Nimer, 2009; Noguerira, 2010; Theimer, 2011; Bountouri & Giannakopoulos, 2014). The Ukrainian archives created their first accounts on social media in 2011–2013, but this problem has been reflected in the Ukrainian professional literature and historiographical discourse only during the last year (Бездрабко, 2021; Левчук, 2021; Калакура & Палієнко, 2021). Taking this into account, the analysis of the presentation of Ukrainian archives on social networks is an urgent task since this question is only briefly studied in modern historiography.

2. WEB 2.0 TECHNOLOGIES: NEW CHALLENGES AND OPPORTUNITIES FOR ARCHIVES

Web 2.0 technologies have significantly changed interactions between producers and users of information resources. They marked a new era of interaction, covering various political, economic, and socio-cultural activities and united them in the information and communication space. The Web has evolved from a conglomerate of static websites into an interactive dialog engine open for sharing, learning, self-development, and improvement. Archives and archivists worldwide have been gradually integrating into the online society, using social media tools and platforms of Facebook, Twitter, Instagram, Flickr, blogs, video hostings, etc. New technologies are increasingly changing the information image of archives, affecting the perception of archives by society, the work and competencies of archivists, the relationship between archivists and users, creating new possibilities for archival holdings promotion.

Among the main tasks of presenting the activities of archival institutions on social networks, we can outline the following: *informational and communicational*, that lies in establishing communication links with different categories of users, meeting their needs for information about the activities of archival institutions, the composition of fonds, search tools, etc.; *presentational*, that deals with popularizing the activities of archival institutions and their collections, advertising services; *educational*, that aims to form historical and social memory.

Today, the largest social network globally is Facebook that was founded in 2004 by Mark Zuckerberg initially for the communication needs of students of some American universities. It soon became an open network and first reached the mark of one billion active users per month in October 2012, and in June 2017 crossed the mark of two billion active users. In 2021, Facebook retained the most popular network worldwide with 2.89 billion monthly active users (Statista, s.d.). In addition, technological development, the invention of smartphones, and other mobile devices have significantly impacted the expansion of social media practices.

Notably, Facebook is also the most popular social network among Internet users in Ukraine (for example, the number of its users in 2020 reached 14 million, in 2021 – 16 million people). On the other hand, Instagram occupies second place in Ukraine with 15 million users. At the same time, Instagram is the most popular social network for people aged 16 to 35 (Plusone Social Impact, 2021).

Facebook remains a leader among social networks due to its mission, policy, features of the target audience, and specific technical and technological capabilities, including no restrictions on the number of characters for a particular message, easy downloading, and using audiovisual content, other options for information exchange. It is worth noting that Facebook is an important tool not only for interpersonal but also for professional and scientific communication. Analysis of the global practice makes it possible to assert that archival institutions began to create their pages on social networks in 2008 (Bountouri & Giannakopoulos, 2014, pp. 513); however, they approached this more systematically from 2010–2011. As for the Ukrainian experience, the first archival institution that created a social media account on Facebook in 2011 was the Central State Historical Archives of Ukraine in Kyiv.

However, for a long time, the communication policy did not occupy a prominent place in the activities of Ukrainian archival institutions, which were more focused on the preservation of documentary heritage.

3. LEGISLATIVE AND REGULATORY BASIS OF THE UKRAINIAN ARCHIVES' ACTIVITY IN THE INFORMATION AND COMMUNICATION SPACE

In September 2020, the State Archival Service of Ukraine presented a draft Strategy for the development of archival affairs for the period up to 2025, prepared according to the regulations of Ukraine, the Recommendations of the Committee of Ministers of the Council of Europe to member states on European policy on access to archives № R (2000) 13, Council of Europe Convention on Access to Official Documents adopted in Tromsø on 18 June 2009 and the Principles of Access to Archives, approved by the International Council on Archives on 24 August 2012.

According to this document, the archives are considered as an integral part of information resources of society and an important factor in the formation of historical memory. Among other things, it emphasizes the need to apply a software approach to digitization, approval of the Concept of archives' digitization as a priority component of archival reform, improving the quality and accessibility of archival services, expanding internal and external communication, self-organization, and presentation of the archival community.

There were identified four strategic goals that highlighted meeting the information needs of society, equal access to information, knowledge, and services, the formation and development of communication policy in the field of archives. The new communication policy of the State Archival Service of Ukraine and Ukrainian archives is based on the information society's philosophy, focusing on the use of innovative forms of interaction with civil society institutions. It aims to promote a positive image of archives and an objective public understanding of the value of archival information resources and the importance of archival processes (Стратегія, p. 15). The strategy emphasized that in order to interact with the target audience and maximize the dissemination of information about archives, their activities, and resources, archival sites will be transformed into key sites with an expanded user range, adaptive web design, and diverse web applications. It was also underlined that the imperative for archives would also be their presence in social networks and media space (YouTube, Facebook, Instagram, Twitter, Tumblr, Flickr, etc.) (Strategy, pp. 22–23).

In 2020–2021 the State Archival Service of Ukraine also released several orders that regulated the representation of archives on social media. In particular, the order issued on 16 April 2020 (№ 38) regulated the filling of the official page on Facebook and standardized the placement of videos on the official YouTube channel.

The Order of the State Archival Service of Ukraine *"On the official pages of the State Archival Service of Ukraine on social networks and uploading videos on the official YouTube communication channel"* (issued on 04.02.2021, № 28) determines the official pages of the State Archival Service on social networks: Facebook, Twitter, Instagram and YouTube (About official pages of the State Archival Service of Ukraine on social networks, 2021).

The Order of the State Archival Service of Ukraine *"On the functioning of the official web portal of the State Archival Service of Ukraine"* (issued on 16.08.2021, № 86) regulates the content and web portal maintenance as well as its connection with the official pages of the Archival Service on social networks (State Archival Service of Ukraine, s.d.).

Thus, the special attention of the State Archival Service of Ukraine to the issues of information content and maintenance of the pages of archival institutions on social networks can be traced over the past two years. Such a communication policy that is largely aimed at the comprehensive provision of users' information needs has greatly encouraged Ukrainian archival institutions to pay more attention to expanding their presence on social networks.

4. DYNAMICS OF INFORMATIVE PRESENTATION OF UKRAINIAN ARCHIVES ON SOCIAL NETWORKS

Notably, the *State Archival Service of Ukraine* created a page on Facebook on June 13, 2018, and in November 2021, the number of its subscribers reached 5870. The page contains information about meetings of the Board, Scientific and Methodological Council, reports of the Chairman of the Archival Service, discussions and adoption of regulations, news from the central and regional archives, information on cooperation with the Ukrainian and foreign scientific and educational institutions, public organizations, processes of digitization of documents, publication of the scientific journal *"Archives of Ukraine"*, etc.

The State Archival Service of Ukraine also uses other social media platforms (such as Twitter and Instagram) for presenting its activity, but these pages are far behind Facebook in the number of subscribers and the content of messages. For instance, the official page of the Archival Service on Twitter created in January 2021 now has only 122 tweets; on Instagram – 528 followers and 166 publications.

The official channel of the Archival Service on YouTube, created in June 2018, is much more popular than its pages on Twitter and Instagram. It has news, discussion, and best practice sections, which include videos on the activities of archival institutions, valuable documents, reports from conferences, and current disputes. Markedly, the page's content of the rubric *"Archives of Ukrainian Silent Cinema"* is especially popular. It is the first online resource that contains a unique collection of documentaries produced in Ukraine in the 1920s. More than 100 film documents related to the National Archival Fonds of Ukraine and stored in the Central State CinePhotoPhono Archives of Ukraine are presented on the resource with free access. Importantly, the online collection is updated weekly with new digitized film documents and viewed by more than 17 thousand people during the last three months (Архів українського німого кіно).

Social networking gradually set a prominent place in the communication strategy of Ukrainian archives. All nine central state archives of Ukraine have pages on Facebook, created in 2011–2020 (see the table 1: *"Ukrainian Archival Institutions on Facebook"*).

Table 1. Ukrainian Archival Institutions on Facebook

Name of the institution	Date of creation	Number of subscribers April 2021	Number of subscribers November 2021	URL link
State Archival Service of Ukraine	13.06.2018	3000	5800	https://www.facebook.com/archives.ua/
Central State Archives				
Central State Historical Archives of Ukraine in Kyiv (TsDIAK Ukrainy)	09.01.2011	1900	2430	https://www.facebook.com/CDIAKUA
Central State Archives of Foreign Ucrainica (TsDAZU)	18.01.2012	1699	1890	https://www.facebook.com/tsdazu/
Central State Archives Museum of Literature and Art (TsDAMLm Ukrainy)	21.10.2013	2643	5424	https://www.facebook.com/cdamlmu
Central State Electronic Archives of Ukraine (TsDEA Ukrainy)	20.11.2013	528	788	https://cutt.ly/WT2CiMs
Central State Archives of Public Organizations of Ukraine (TsDAGO Ukrainy)	21.07.2014	1862	2241	https://www.facebook.com/cdago.gov.ua
Central State Archives of Supreme Bodies of Power and Government of Ukraine (TsDAVO Ukrainy)	12.02.2016	3000	4406	https://www.facebook.com/tsdavo
Central State Scientific and Technical Archives of Ukraine (TsDNTA Ukrainy)	14.02.2018	565	1079	https://www.facebook.com/archiv.gov.ua
Central State CinePhotoPhono Archives of Ukraine named after H. Pshenychnyi (TsDKFFA Ukrainy)	30.03.2020	836	1623	https://www.facebook.com/tsdkffa.ua/
Central State Historical Archives of Ukraine in Lviv (TsDIAL Ukrainy)	03.11.2020	575	1004	https://cutt.ly/3UExBwi
Regional State Archives				
State Archives of Kirovohrad Region	13.11.2014	1192	1500	https://www.facebook.com/dakiro.kr/
State Archives of Luhansk Region	13.11.2014	572	720	https://www.facebook.com/archive.lg/
State Archives of Dnipropetrovsk Region	19.12.2014	720	977	https://www.facebook.com/GosarchivDnepr/
State Archives of Lviv Region	10.11.2015	1355	1570	https://www.facebook.com/archivelviv.gov.ua/
State Archives of Kyiv Region	07.12.2016	1377	1948	https://www.facebook.com/dako.gov.ua/
State Archives of Poltava Region	22.03.2019	703	957	https://cutt.ly/0UEnvwg
State Archives of Odessa Region	21.05.2020	637	976	https://www.facebook.com/archive.odessa/
State Archives of Chernihiv Region	18.01.2021	280	726	https://cutt.ly/FTMG5wS
State Archives of Chernivtsi Region	09.02.2021	74	488	https://www.facebook.com/archives.cv
Branch State Archives				
Branch State Archives of the Security Service of Ukraine	08.10.2018	50	54	https://cutt.ly/nTMK0al
Branch State Archives of the Ukrainian Institute of National Memory	23.12.2019	7300	8785	https://www.facebook.com/hdauinp/
Public Groups				
Access to Archives	July 2013	19400	20400	https://www.facebook.com/groups/dostup.do.arhiviv

The Central State Historical Archives of Ukraine in Kyiv was the first Ukrainian archive that created a Facebook page in 2011. Today, this page has 2.4 thousand subscribers. Its information space is characterized by regular publications about replenishing the annotated register of fonds, digital copies of documents and descriptions, and new exhibitions on the website. A common type of publication is a notification of the new digitized copies of documents. Moving animations are broadly used in the design of the page. The vast majority of publications are accompanied by hashtags using which you can immediately go to the site of the institution, which significantly contributes to its promotion and ranking in search engines. User comments contain primarily positive feedback on the posted descriptions of the fonds, express satisfaction with the work of the archives, and indicate the specific descriptions and cases that they expect to get acquainted with. Therefore, this information is focused primarily on supporting dialogue with the research audience, promoting scientific research, and intensifying the study of archival documents.

For instance, a characteristic feature of the information field of the Central State Historical Archives of Ukraine in Lviv is the emphasis on the scientific component of its activity. Among the most popular hashtags, we can highlight "#Science_in_archive", "#E_archive", "#Documents_online", "#Metric_books", "#genealogical_search", etc.

Among the Ukrainian archives, the Central State Archives of Supreme Bodies of Power and Government of Ukraine has one of the highest numbers of subscribers (over 4400 in November 2021). The first archive's post on Facebook concerned the documentary heritage of the Ukrainian Free University was published in February 2016. But during the following two years, the archive's page was practically inactive.

In March 2017, archives launched a valuable project, "Ukrainian Revolution: Archival Chronicles". Over the next four years in its framework, many valuable documents reflecting important events of the revolutionary period of 1917–1921 were published and disseminated through Facebook.

24 Regional State Archives of Ukraine have pages on Facebook created in the period from 2014 to 2021. Peculiarities of the information content of the pages of regional archives are not only local historical content but also the reflection of their role in the organization of archival development in the region, the provision of advisory assistance, etc. Thus, in addition to traditional reports on documents, exhibitions, and employees' participation in conferences, the page of the State Archives of Kyiv Region contains announcements of competitions to fill vacancies, meetings with employees of archival institutions of the region, transfer of documents to archival departments, problematic issues regarding the functioning of labor archives, etc.

Among the branch state archives, only two have relevant pages on Facebook – the Branch State Archives of the Security Service of Ukraine and the Branch State Archives of the Ukrainian Institute of National Memory. Moreover, the latter develops it most active among all archival institutions of Ukraine – in November 2021, its page has 8.7 thousand subscribers. The institution's main goal is to provide users with information about the victims of the totalitarian regime, posting tips, step-by-step instructions, and videos on where and how to look for information about repressed relatives. Among the daily published reports, we can find information about famous Ukrainians – political and cultural figures, philanthropists, and totalitarian regime victims – with digitized documents, photographs, and sometimes videos prepared by archivists.

In general, a characteristic feature of the Ukrainian archival policy on Facebook is a regular publication of news, announcements, and digitized documents from archival holdings. Furthermore, in 2020, archival institutions started to publish so-called "image columns and videos" titled "From the archive's life", "Tour of the archive", "Search in the archives", "What we keep" on their official pages in social networks that reflected archives' activities, acquainted subscribers with the work and life of the team.

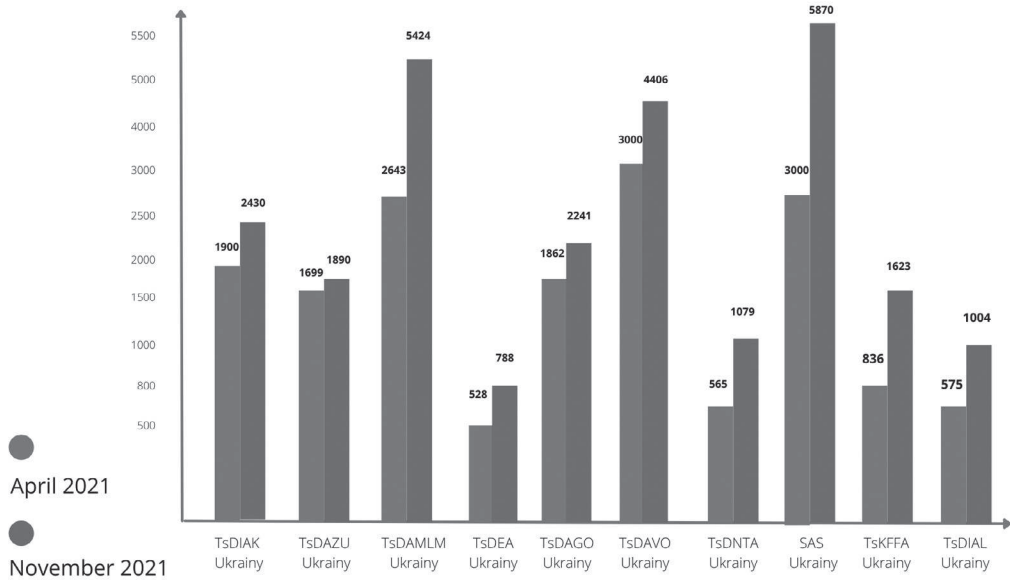
In the archival landscape of social media, a special place occupies the public group *"Access to Archives"*, established in 2013 to disseminate information about archives, raise awareness of the archives, archival legislation, and exchange information on the resources of Ukrainian and foreign archives. According to the information message to the participants, the group should also "promote successful practices of access to archival information and records, including access to archival documents of repressive bodies of the period of the USSR and the Third Reich". The interactive nature of the dialogue is underlined by the possibility to provide and receive consultations, advice on finding information about the repressed and those who went missing during the rule of totalitarian regimes. The group members are professional archivists, historians, lawyers, journalists, media experts, and other participants interested in searching for archival information. Now it has more than 20.4 thousand participants (Facebook, Access to archives).

The advantages of social networks are making available information (ads and news) on the Internet and developing connections between the archives website and their pages in the social network that affects the increase in views, citation indexes, tags, distributions. An essential approach to establishing communication between the archival institution and users is a professional approach to filling the page and posting content, creating a message, using PR technologies, social media marketing.

Among the subscribers (users) of Ukrainian archival institutions' social network pages, we can highlight historians, professional archivists, genealogists, students of mainly historical specialties. Through comments, community tagging, bookmarking, and automatically generated suggestions, archivists can increase their engagement with archival holdings. Social media also provides a glimpse into archival practices and processes and shows how the memory institution works with the general public. It is a great opportunity to communicate with a large audience of individuals and institutions interested in traditional archives and digital resources, digital preservation, and web-archiving.

Due to the intensification of the communication policy of the State Archival Service of Ukraine and its focus on meeting the information needs of users, in 2021 the state archival institutions demonstrated the positive dynamics of change in expanding dialogue with users, creating an interesting content on social networks. We conducted comparative studies of users on the pages of central state archives on Facebook, which allows us to conclude about the positive dynamics of increasing the network audience of individual archival institutions from 10 to 90% in the period from April to November 2021 (see table 2). According to the data, in November 2021, the page of the State Archival Service of Ukraine (5870) has the largest number of subscribers. Among the central archives, the leader was the Central State Archives Museum of Literature and Art of Ukraine (5424 subscribers). At the same time, it should be noted that among all archival institutions of Ukraine, the Branch State Archives of the Ukrainian Institute of National Memory has the largest audience on Facebook (8785 subscribers).

Table 2. A comparison of subscribers' influx on Ukrainian central state archives' Facebook pages in April–November 2021



Studying the effectiveness of the archives' social-media presence, we should take into account the statistics of visits, dissemination of information, the most popular posts (so-called content management), which can be done independently, or by analytics services. In order to promote archival institutions' pages on social networks, it is necessary to ensure the frequency of updating the content, its relevance to the target audience, prompt feedback, activity in the account, involving users in public discussions of problematic issues, etc. (Levchuk, 2021, p. 122).

The use of platforms of other social networks by Ukrainian archives has not become widespread. In particular, the State Archival Service of Ukraine and the State Archives of Kyiv Region have Twitter accounts, but with a small number of subscribers. The State Archival Service, the Central State Archives of Foreign Ucrainica and the Branch State Archives of the Ukrainian Institute of National Memory have created their own YouTube channels.

Of course, these are only the first but very important steps in the Ukrainian archival community's conquest of the social media space. As analysis of the experience of foreign archival services and institutions shows, Ukrainian archives need strategic planning, financial and marketing support along the way for expanding digital storytelling, building and strengthening relationships with individuals and society.

5. CONCLUSION

The virtual dimension changes archives, the archival community, and information users. Information and socio-communication processes play a crucial role in this evolution that occurs due to the interaction of archival institutions with information users on social networks. As a result, a new image of archives and the image of archivists in society is being formed. Therefore, archives should develop a new communication policy and influence the development of society through information technology by involving the tools of social networks, promoting the formation of historical memory, supporting the preservation, studying, and nurturing of histori-

cal and cultural traditions. A particularly vital task is the maintenance and development of communication in the context of the spread of the pandemic, the creation of expanded opportunities for the use of archives remotely.

An important goal is to ensure multilevel interaction between archivists and society, to demonstrate to society the importance of archives, the archival profession, its role in not only preserving documentary resources, collective and historical memory but also in state-building and nation-building processes.

The objective of information society archivists is to become interactive. As US researchers have rightly observed, "Web 2.0 is not just changing the way archivists interact technologically with their users, it is also changing the mindset and the skills set necessary to successfully thrive as a twenty-first-century archivist" (Daines & Nimer, 2009). The archivists of the information society learn throughout their life and are constantly looking for new opportunities; they respond to the challenges of the times and adapt to changes while adhering to the core values of the archival community.

In the conditions of rapid changes in the information environment and user expectations, the urgent need for archivists is to work effectively, respond quickly to the challenges of time, and be open to new ideas. The stereotypical perception of an archivist who works mainly with ancient papers is replaced by the image of archivists armed with the latest technologies. And this, of course, should be facilitated by social media.

Social media helps overcome the conservatism of the archival environment, which is facilitated by forming a creative information space in the archives. As channels for the presentation of archival information resources, they play the role of a kind of "virtual door" to the archives.

The presence of archives on social networks facilitates the search for documents, makes them more accessible for users, and allows reaching a much larger audience than traditional ways of communication. Through social media, with the help of digital access, archivists disseminate information about their activities, the composition of archival fonds, publish documents that may interest users – both researchers and the broad audience.

And here, you can take full advantage of multimedia presentation of information (combination of text, graphics, and audiovisual documents), multilevel texts, and the presence of hyperlinks. On the other hand, establishing a dialogue with users provides a better understanding of their expectations and needs.

It is important to apply a strategic approach to coordinate the efforts of employees who work on social networks, preparing for the publication of "stories" from the life of archives, archivists, and documents.

An important prospect for the successful development of archives is the university training of a new generation of specialists who will have analytical competencies, knowledge of information management and marketing. The archivist of the information society is not only the custodian of memory, historical and cultural heritage, but also the information analyst and manager who can communicate in the media space, distribute and promote archival content, and thus actively influence the positive image of archives in society.

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