

# *New York State Archives*

## Strengthening Archives

### Marketing Assessment Objectives

- You have a press kit that includes information about your repository, its mission, your staff and the types of users who use your collections.
- You have a consistently updated website that provides information about your repository and your collections.
- You issue press releases to media outlets about public programs and important acquisitions.

Assessment Question	Yes	No	Needs Improvement	Areas for Improvement
Do you have a website?				<ul style="list-style-type: none"><li>• Adapt content from brochures, forms, press releases and other marketing materials to develop a website.</li><li>• Consider using social media tools to communicate with new and broader audiences.</li><li>• Keep your website is up-to-date.</li></ul>
Do you have a press kit?				<ul style="list-style-type: none"><li>• Assemble a basic press kit that includes information about your repository, staff, collections and services.</li></ul>