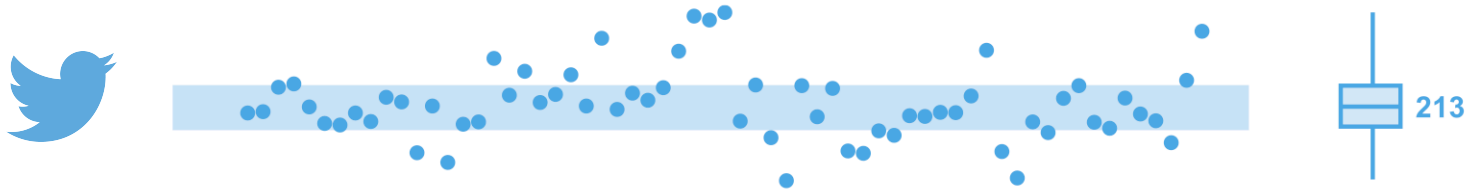


# SOCIAL MEDIA AND THE **STAGING** OF HISTORY

# MÉDIAS SOCIAUX ET MISE EN SCÈNE DE L'HISTOIRE



## INTRODUCTION



**History in Pic**  
@VHStudio

Dedicated to the preservation and advancement of history through visual art and photography.  
[facebook.com/historyinpic](https://www.facebook.com/historyinpic)

[victoriaheilshorn.com](https://www.victoriaheilshorn.com)  
Joined May 2009



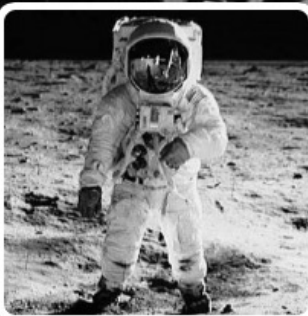
**Frédéric B. (14-18)**

@FredericB\_1418

Ma guerre en temps réel, 100 ans après, basées sur mes carnets confiés aux collégiens de Fontenilles (Resp @ybouvier) #WW1 #WWI #1GM #Centenaire #HC=HorsCarnets

📍 Vienne(1914)/Fontenilles(2014)

[lescarnetsdefrederic.over-blog.com](https://www.lescarnetsdefrederic.over-blog.com)



**NASA History Office** ✓

@NASAhistory

Learn the history of NASA's exploration of the universe and its many discoveries about our home planet.

📍 Washington, DC

[history.nasa.gov](https://www.history.nasa.gov)

🕒 Joined June 2010



**Jehan le Brave**

@Jehanlb

Dauphin de France. Twytts miens n'ensagent qve le Roy. Pigeon Voyageur vers mien Castel : [jehan.le.davphin@gmail.com](mailto:jehan.le.davphin@gmail.com)

📍 Lvtece la bel

🕒 Joined October 2012

## PLAN

- ▶ **A typology of the uses:** document-based or storytelling?
- ▶ **Understanding the engagement:** a measure is already a classification
- ▶ **Behind *mega-accounts*:** economic issues

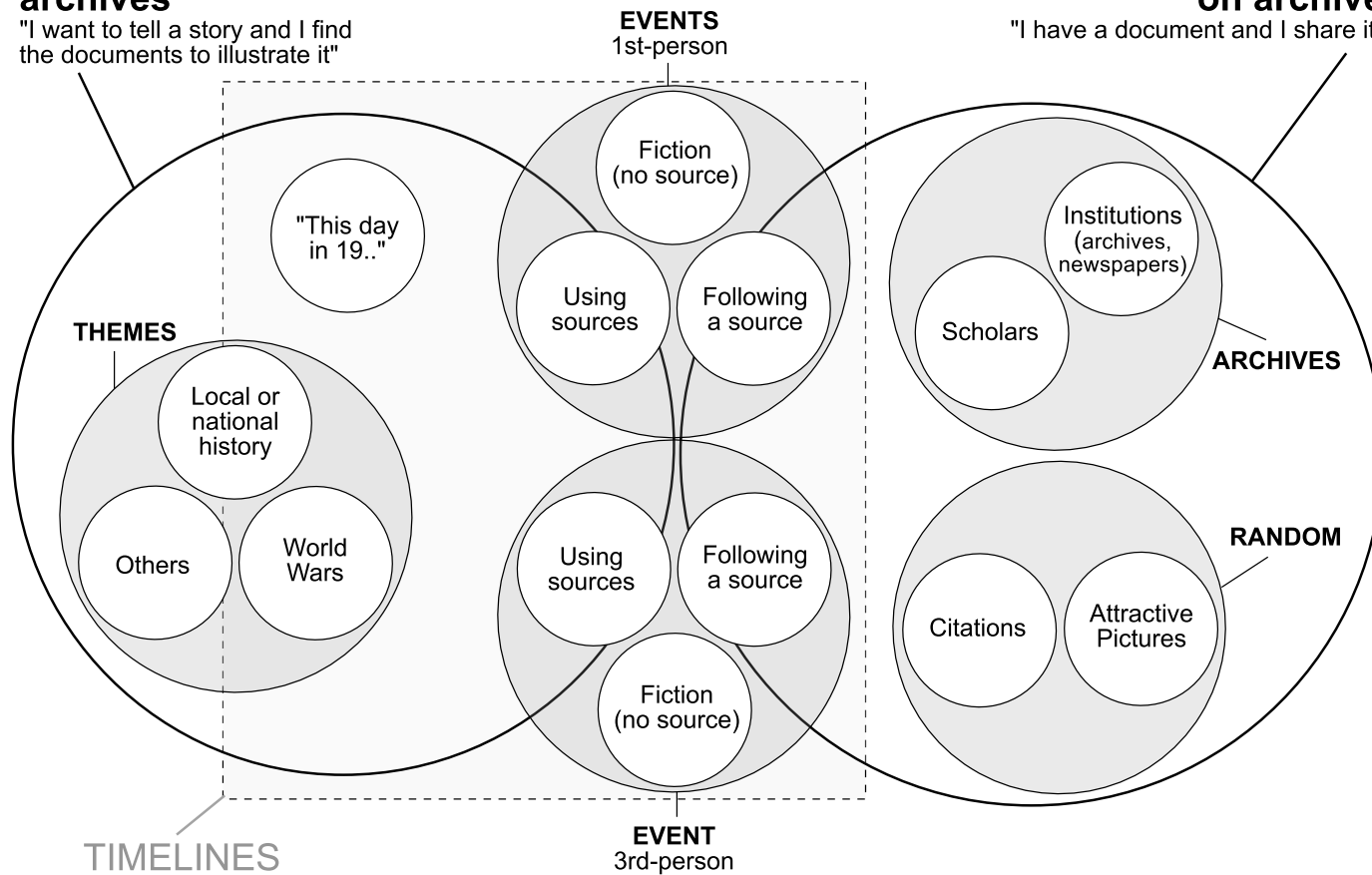
## T TYPOLOGY

### Storytelling using archives

"I want to tell a story and I find the documents to illustrate it"

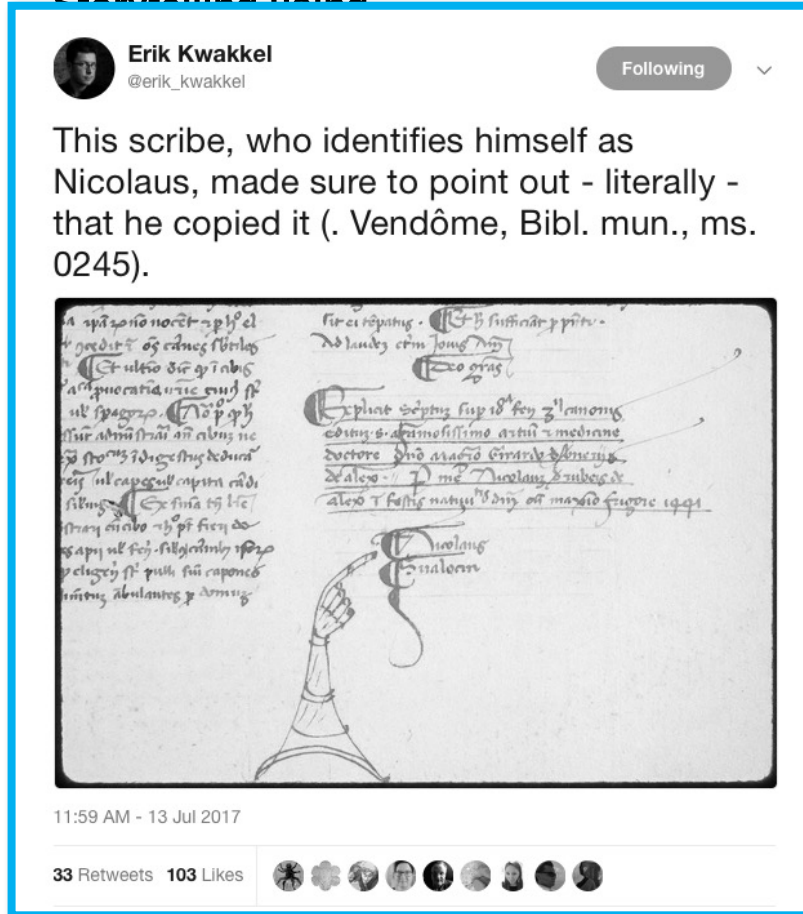
### Communication based on archive

"I have a document and I share it"



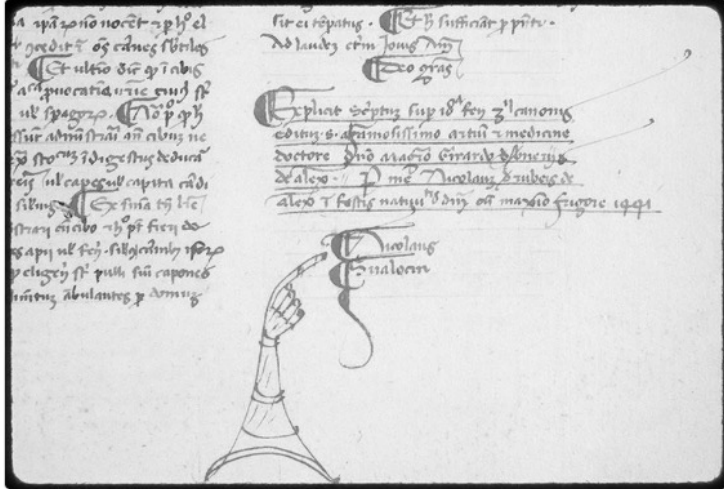
## T TYPOLOGY

Storytelling using



**Erik Kwakkel** @erik\_kwakkel Following

This scribe, who identifies himself as Nicolaus, made sure to point out - literally - that he copied it (. Vendôme, Bibl. mun., ms. 0245).

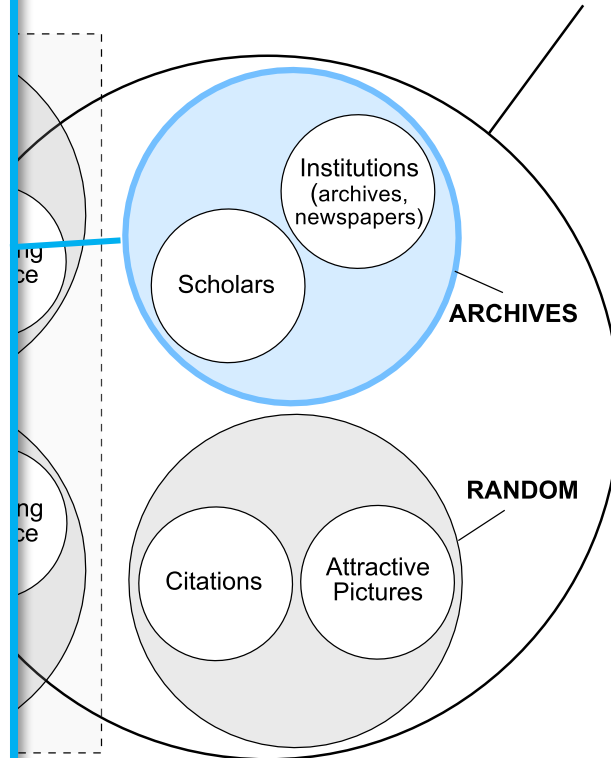


11:59 AM - 13 Jul 2017

33 Retweets 103 Likes

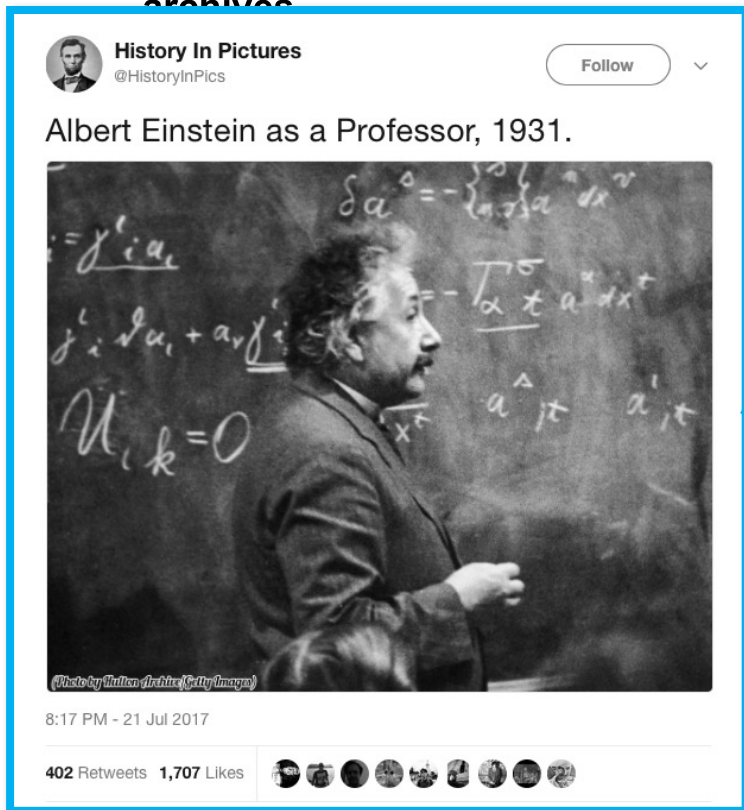
### Communication based on archive

"I have a document and I share it"



## TYOLOGY

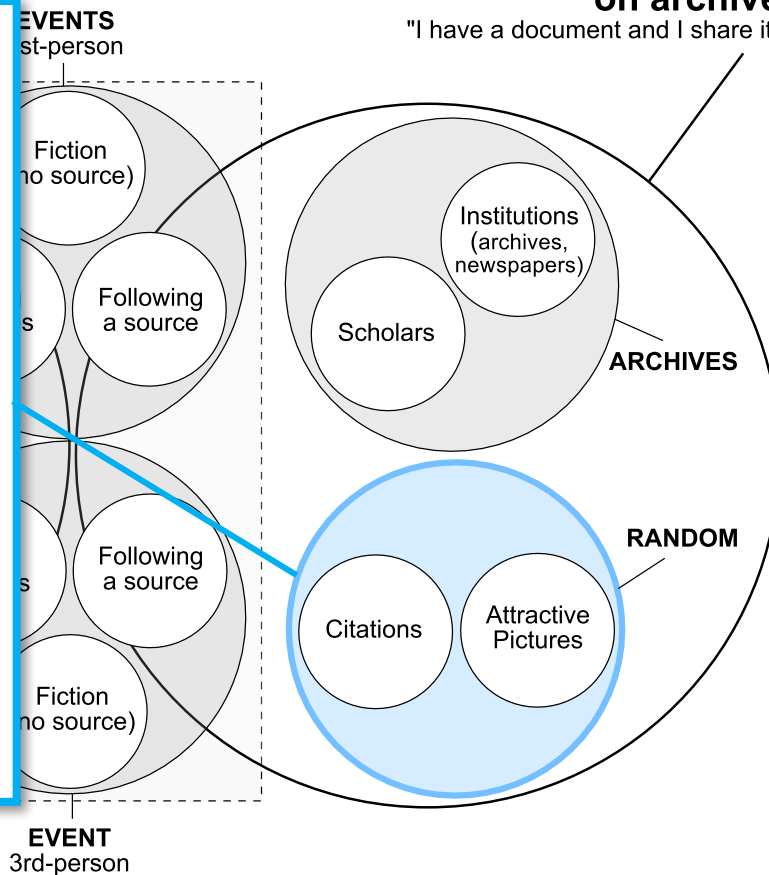
### Storytelling using archives



TIMELINES

### Communication based on archive

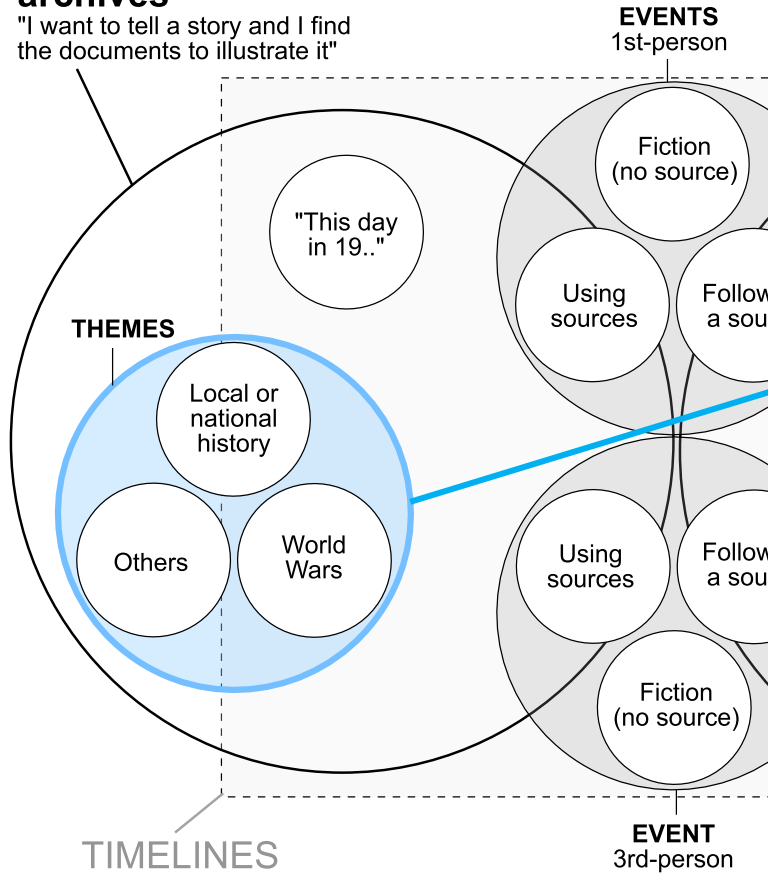
"I have a document and I share it"



## T TYPOLOGY

### Storytelling using archives

"I want to tell a story and I find the documents to illustrate it"



### Communication based on archive

"I have a document and I share it"

**Culinary Historians**  
@CHSoCal

Wine Meant to Toast John Adams's Presidency Was Just Discovered  
architecturaldigest.com/story/bottles-... via @ArchDigest #wine #Madeira

Wine Meant to Toast John Adams's Presidency Was Just Discovered | Archite...  
The wine, which is nearly as old as America, is the largest known collection of Madeira in the country  
architecturaldigest.com

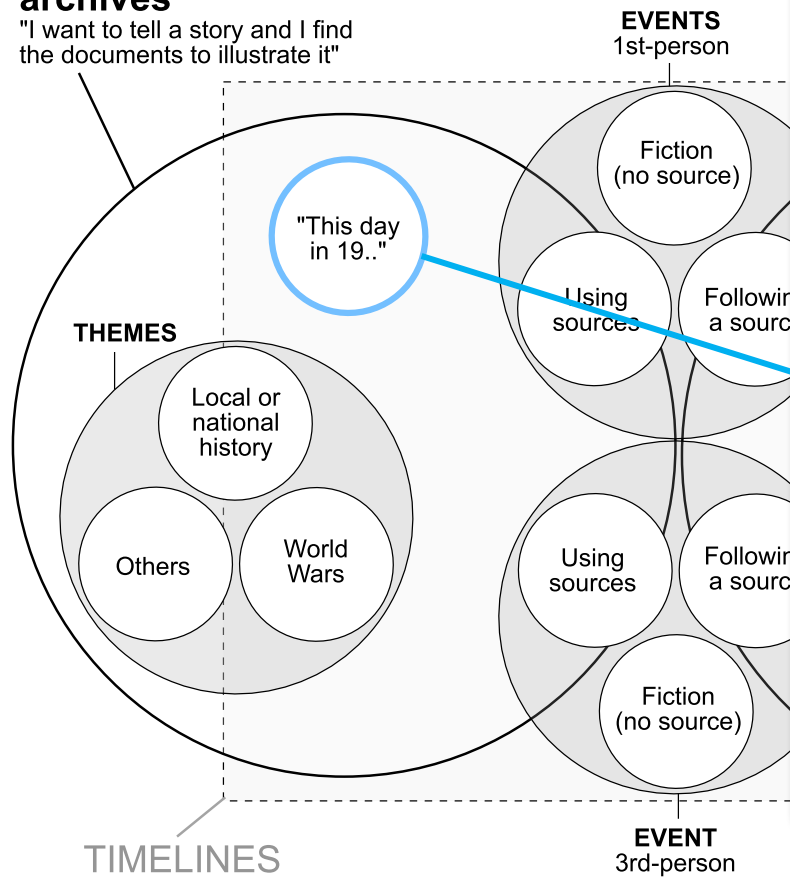
11:25 PM - 17 Jul 2017

1 Retweet 1 Like

## T TYPOLOGY

### Storytelling using archives

"I want to tell a story and I find the documents to illustrate it"



**World History 101** @WorldHistory101 Follow

On this day in 1929, the Graf Zeppelin left Lakehurst, New Jersey, on the first round-the-world trip by an airship.

**The Graf Zeppelin in 1929: World's first commercial airline left onlookers in c...**  
The innovative airship Graf Zeppelin LZ 127 flew over Chicago in August 1929, on the American leg of its historic round-the-world trip.  
mashable.com

2:30 PM - 8 Aug 2015

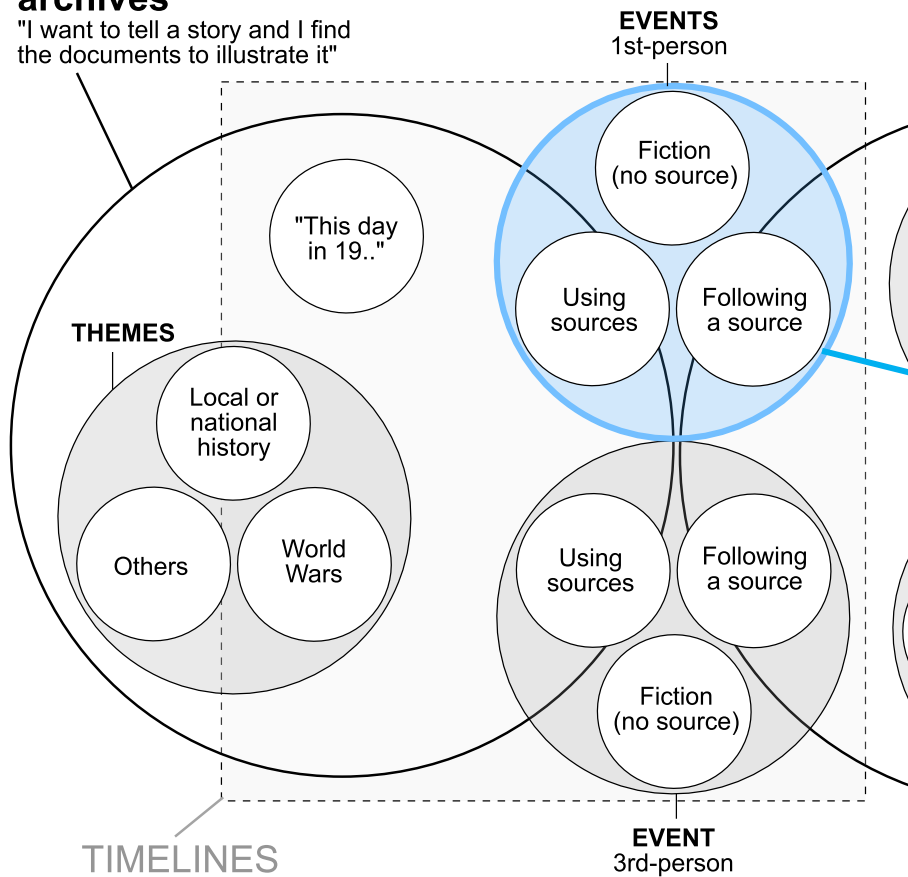
9 Retweets 2 Likes



## T TYPOLOGY

### Storytelling using archives

"I want to tell a story and I find the documents to illustrate it"



**Marcel Étévé** ♦ 14-18  
@Marcel\_Eteve

Follow

Voici une première nuit (...)  
[lettresduncombattant.tumblr.com/post/138070023...](http://lettresduncombattant.tumblr.com/post/138070023...)  
#1GM #WW1

Translate from French

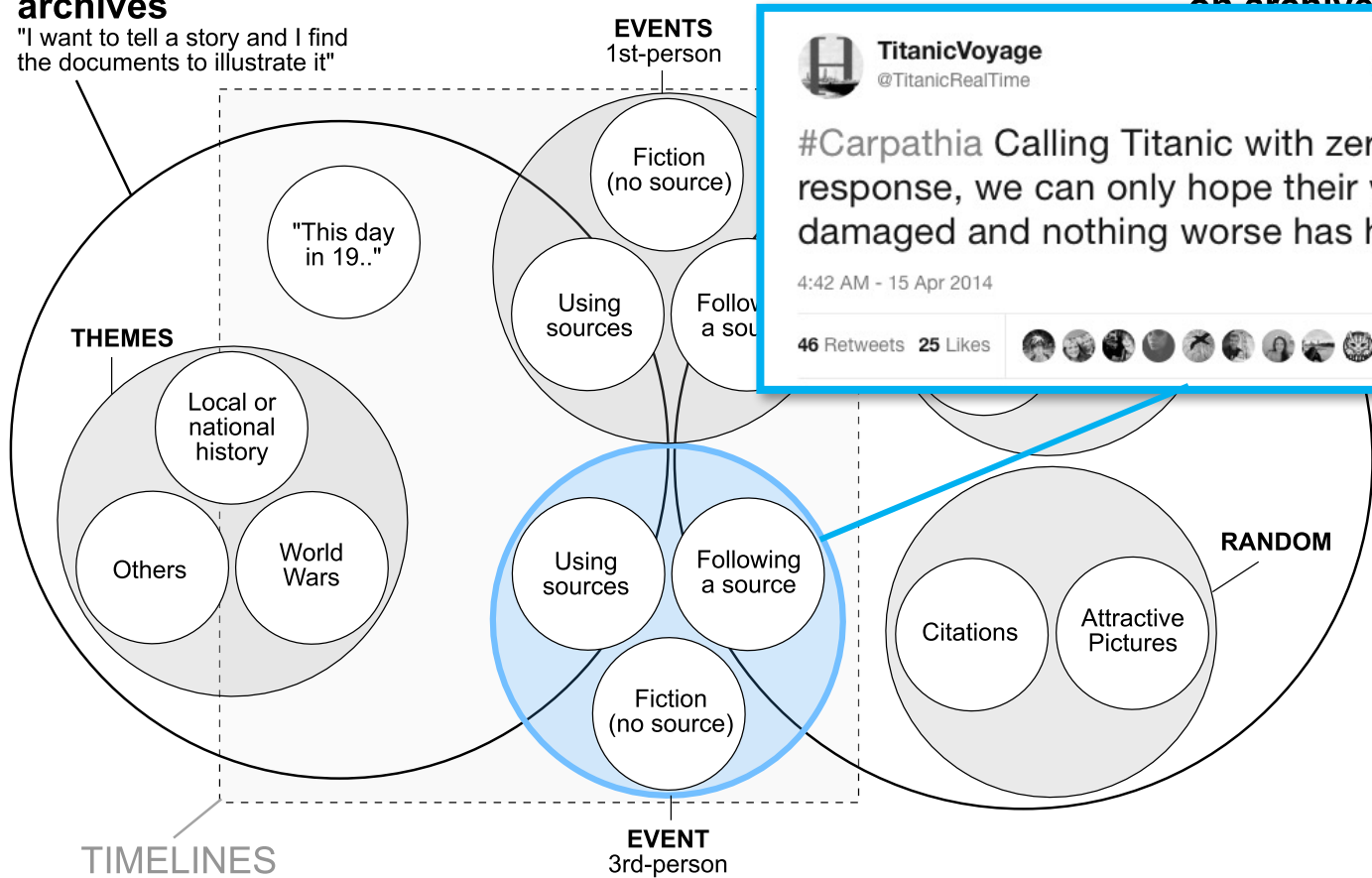
6:58 AM - 26 Jan 2016

9 Retweets 2 Likes

## TYOLOGY

### Storytelling using archives

"I want to tell a story and I find the documents to illustrate it"

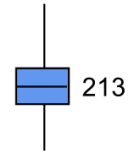
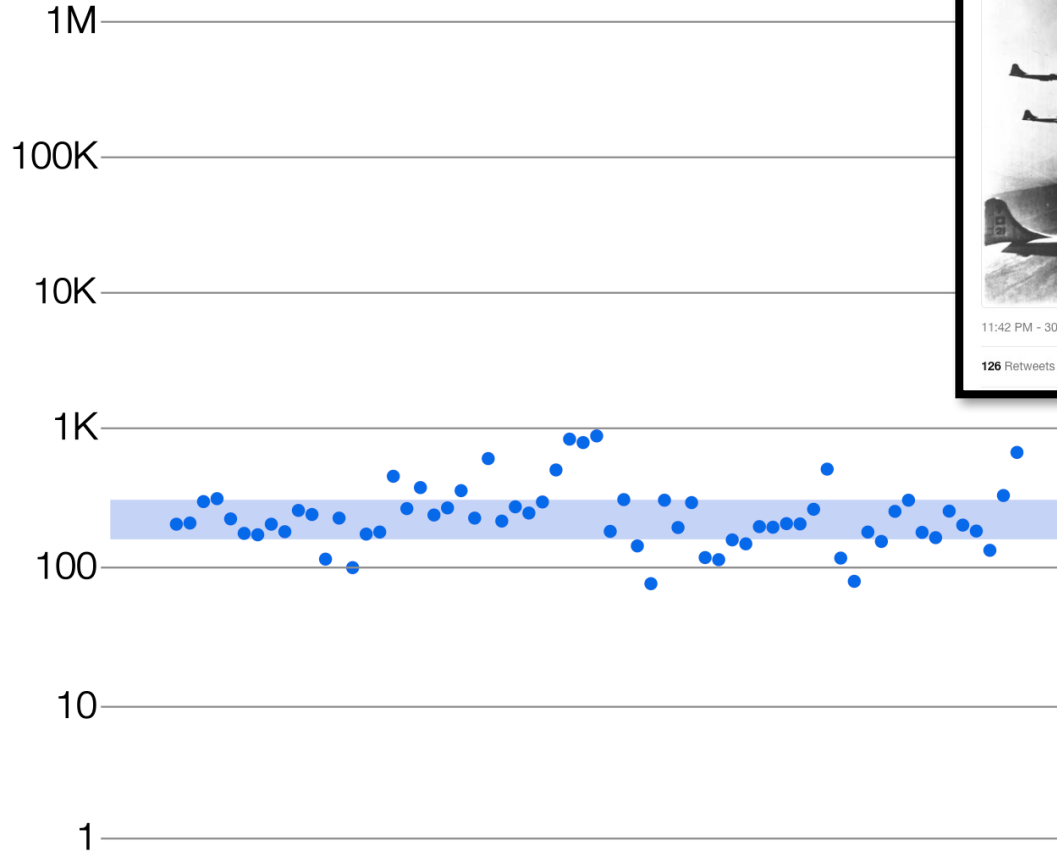


### Communication based on archive



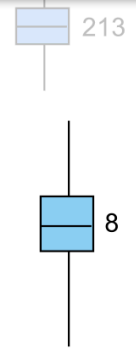
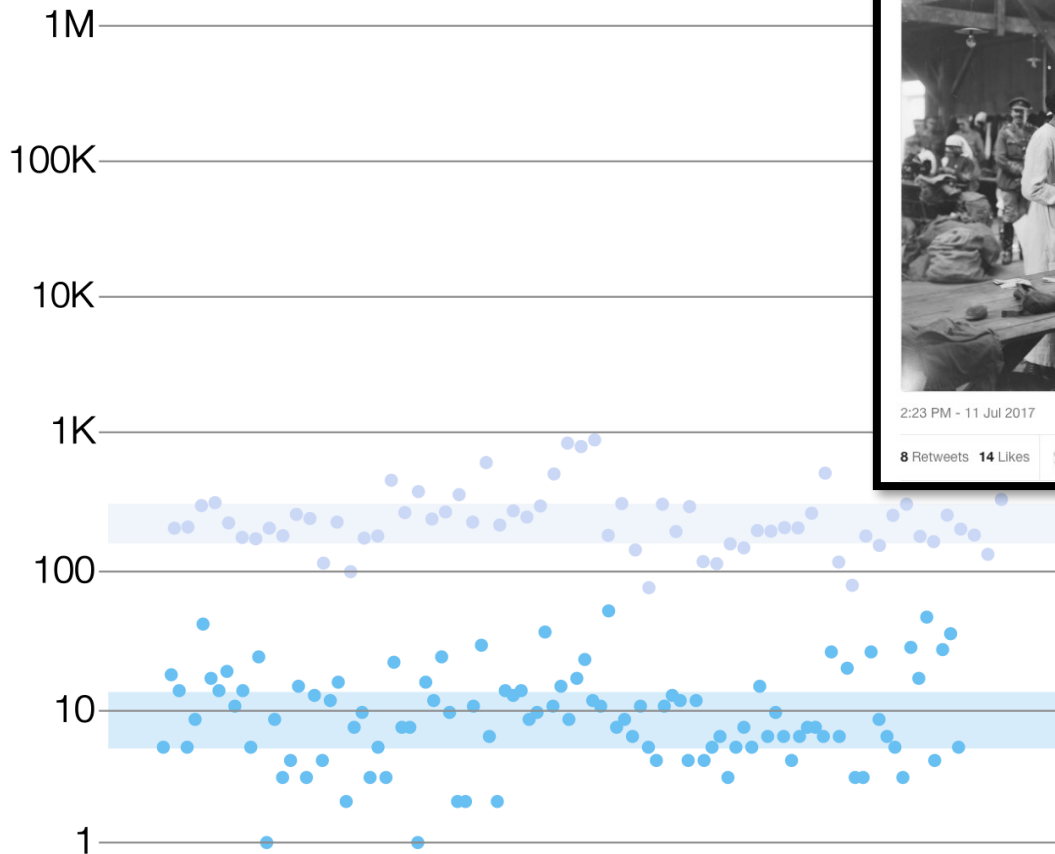
## ENGAGEMENT

Comments, retweets and likes  
**July 2017**



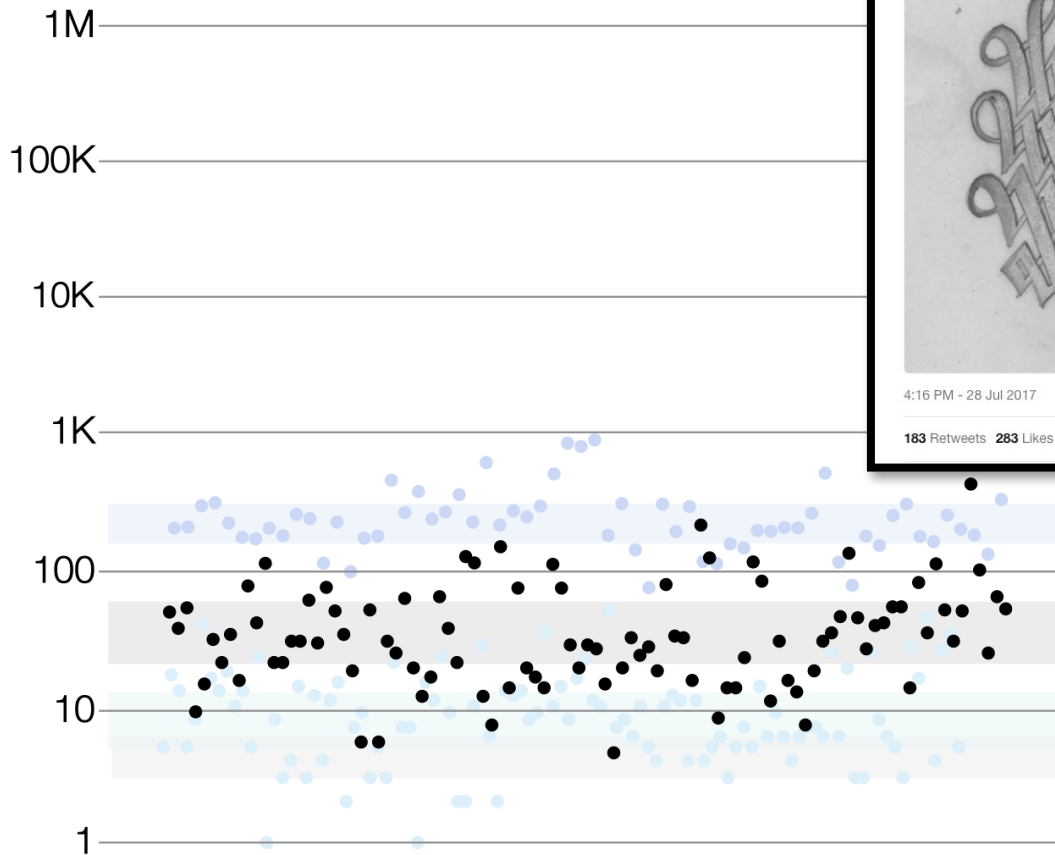
## ENGAGEMENT

Comments, retweets and likes  
**July 2017**



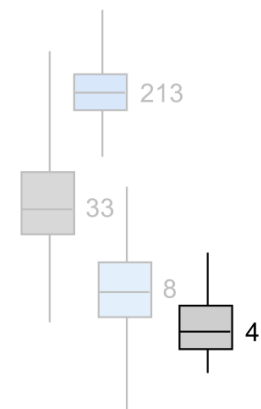
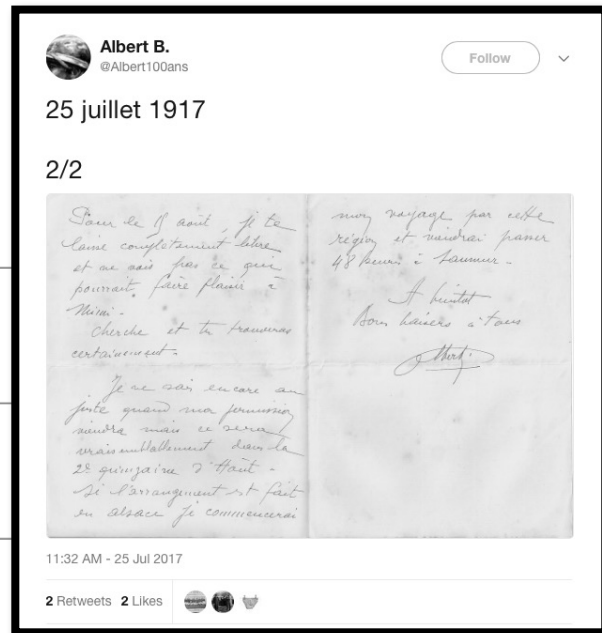
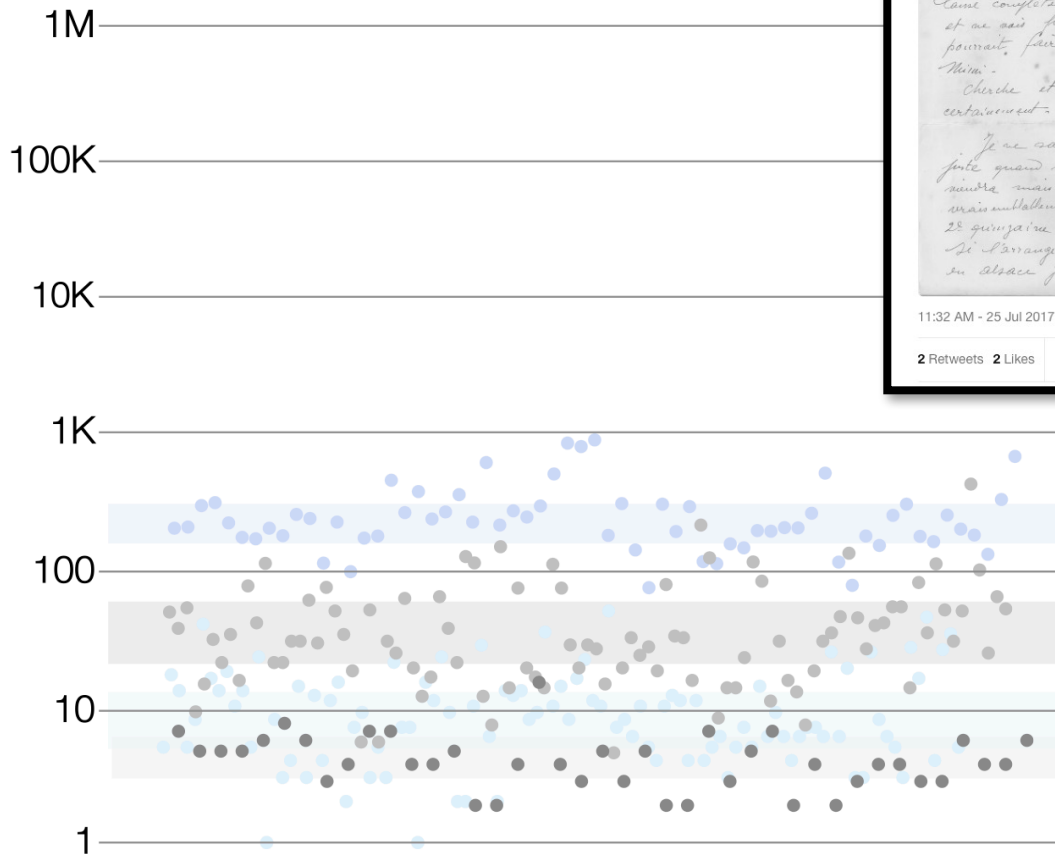
## ENGAGEMENT

Comments, retweets and likes  
**July 2017**



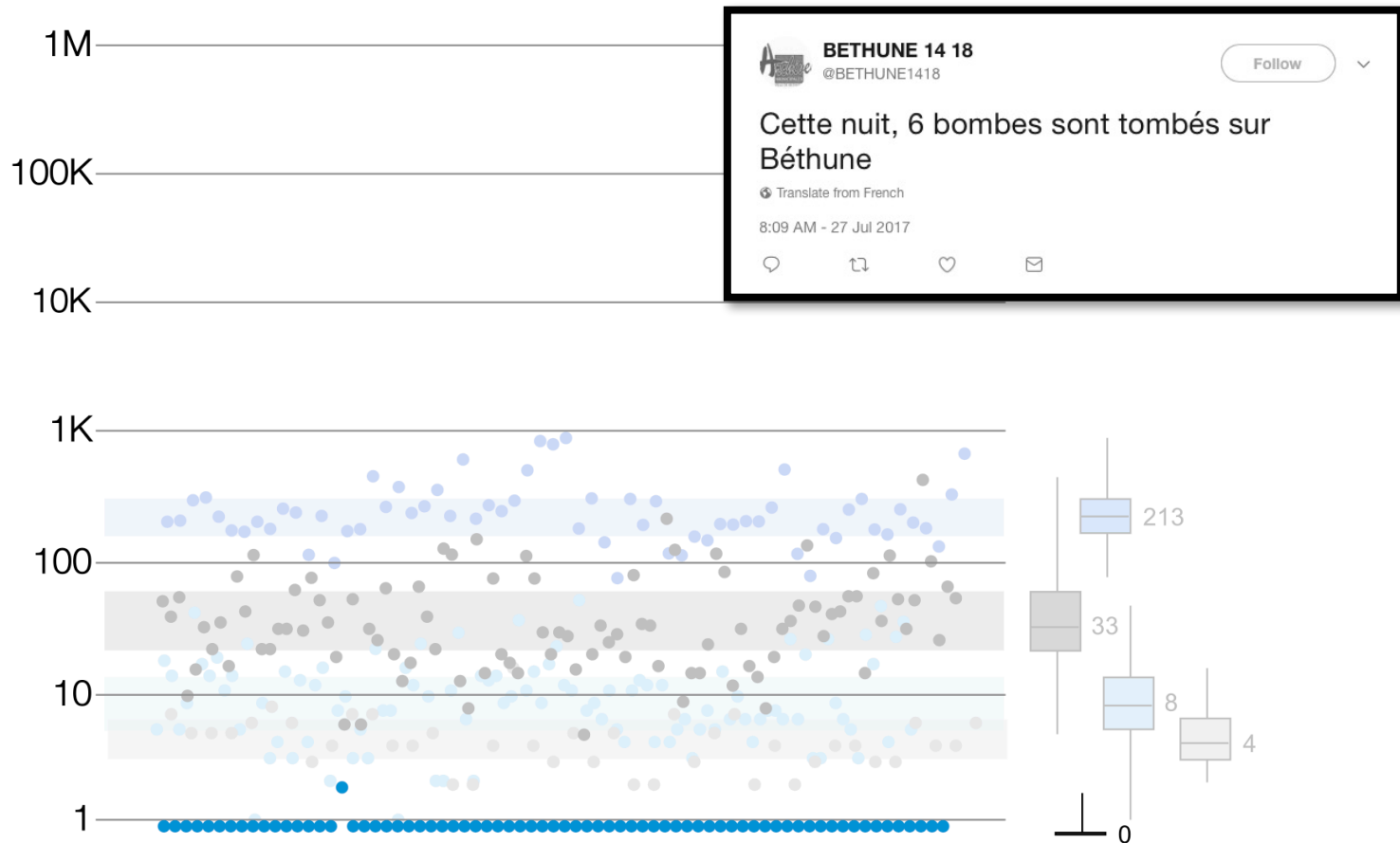
## ENGAGEMENT

Comments, retweets and likes  
**July 2017**



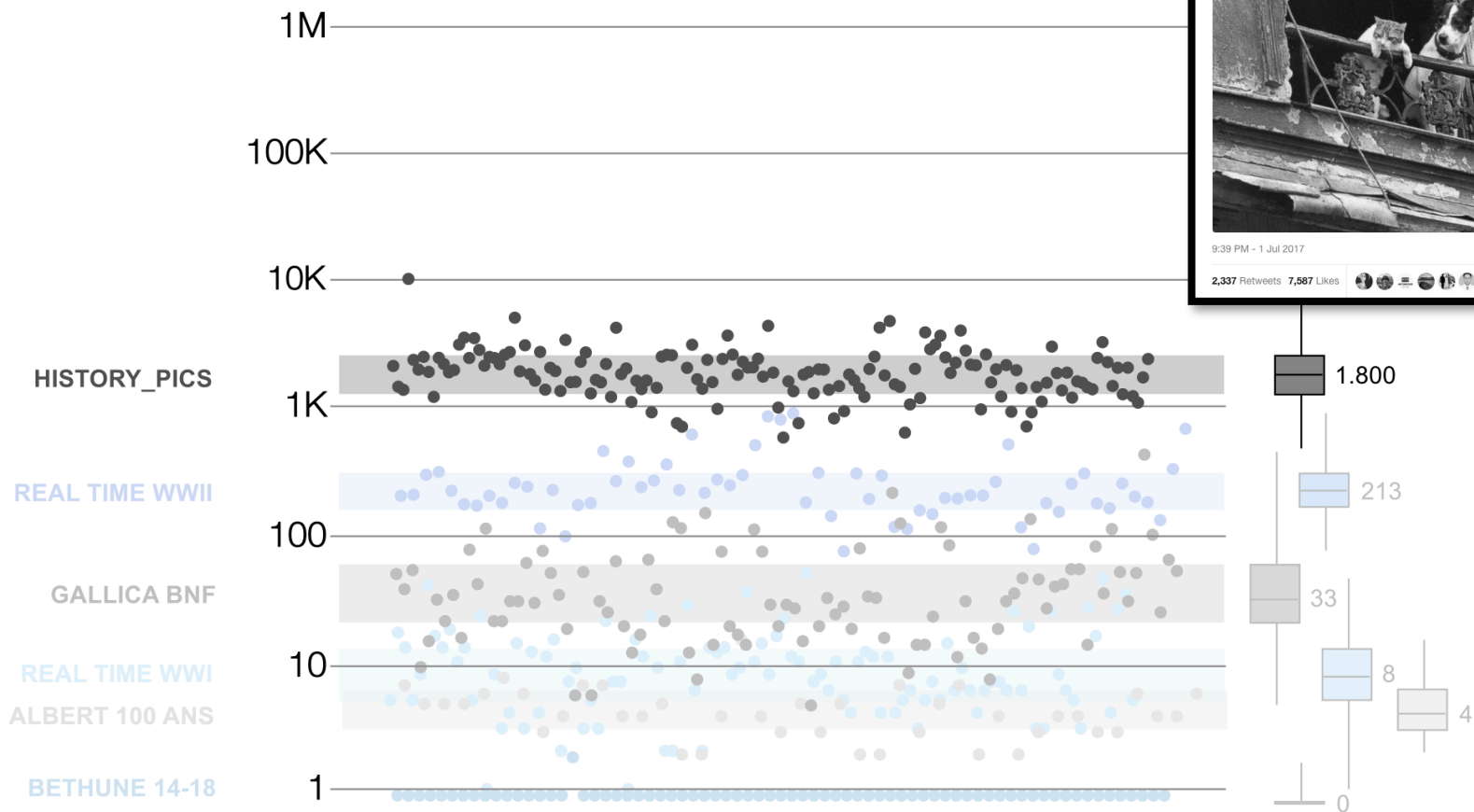
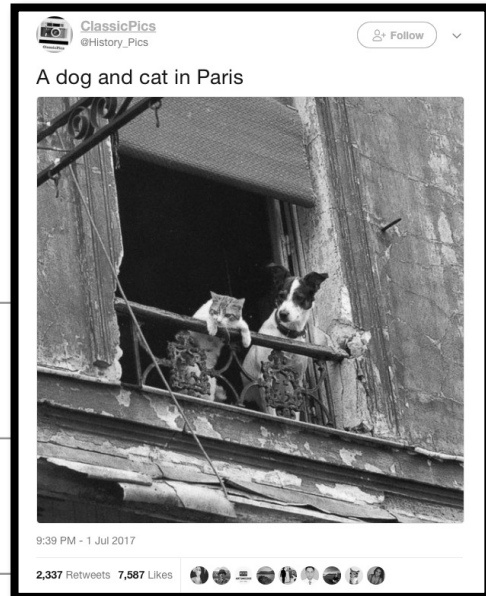
## ENGAGEMENT

Comments, retweets and likes  
**July 2017**



## ENGAGEMENT

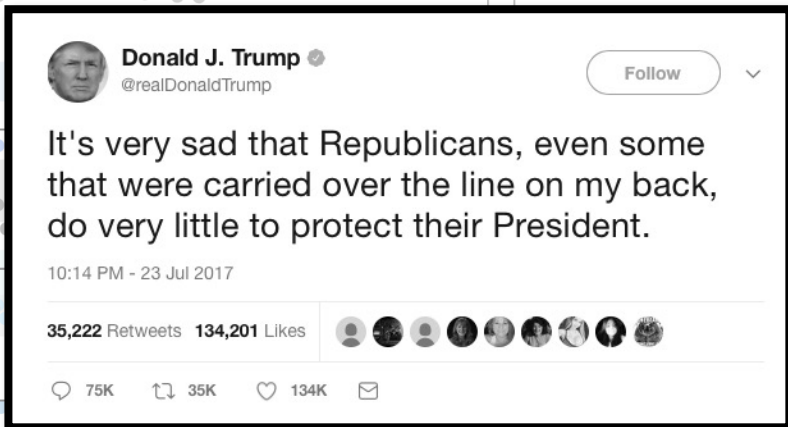
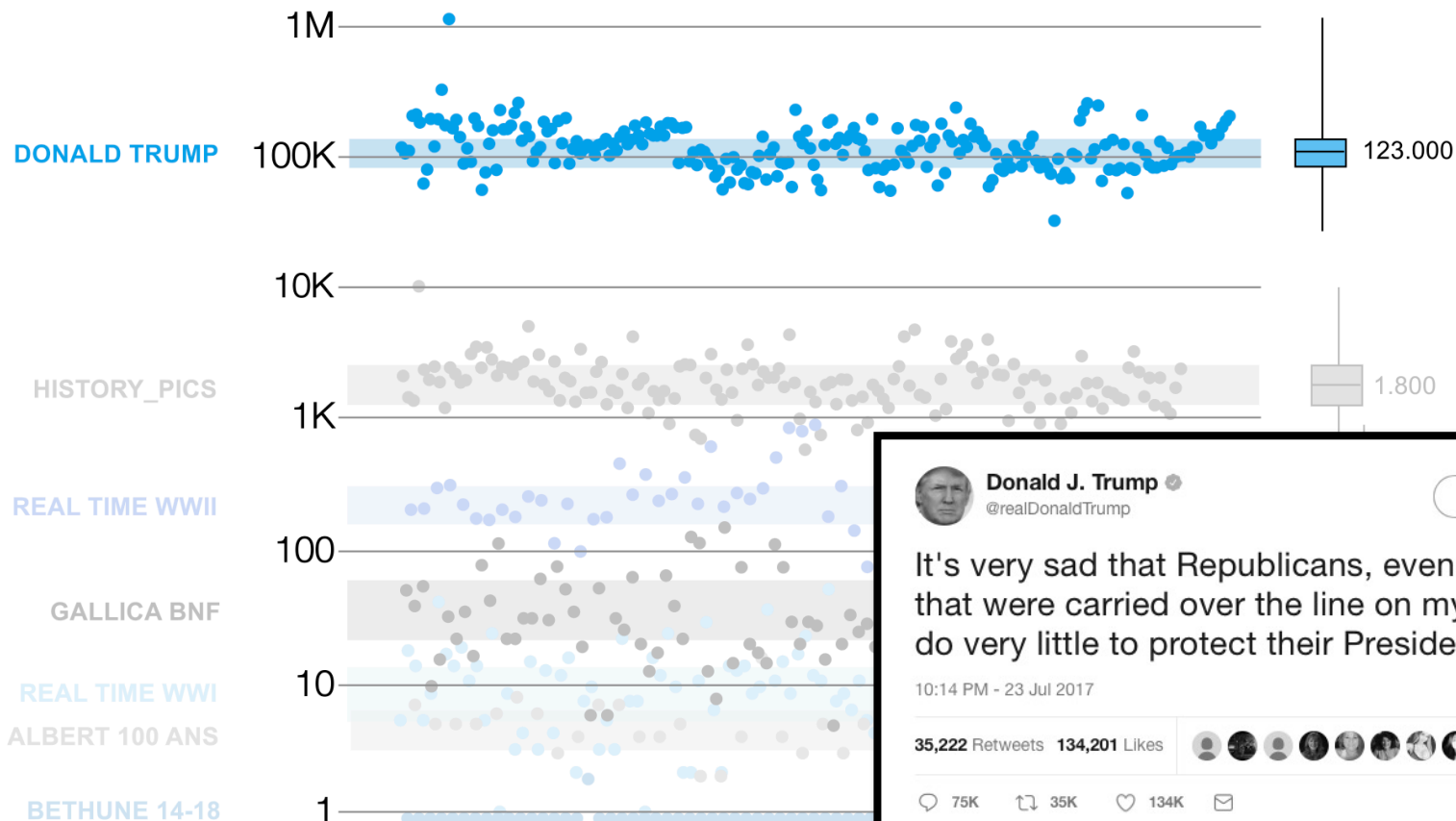
Comments, retweets and likes  
**July 2017**





## ENGAGEMENT

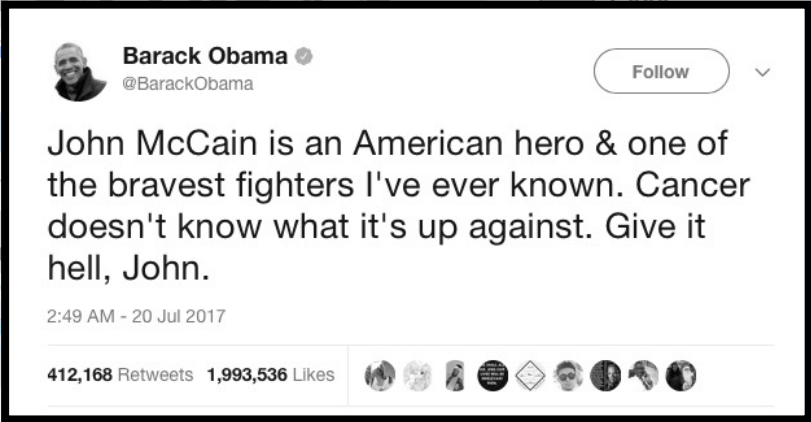
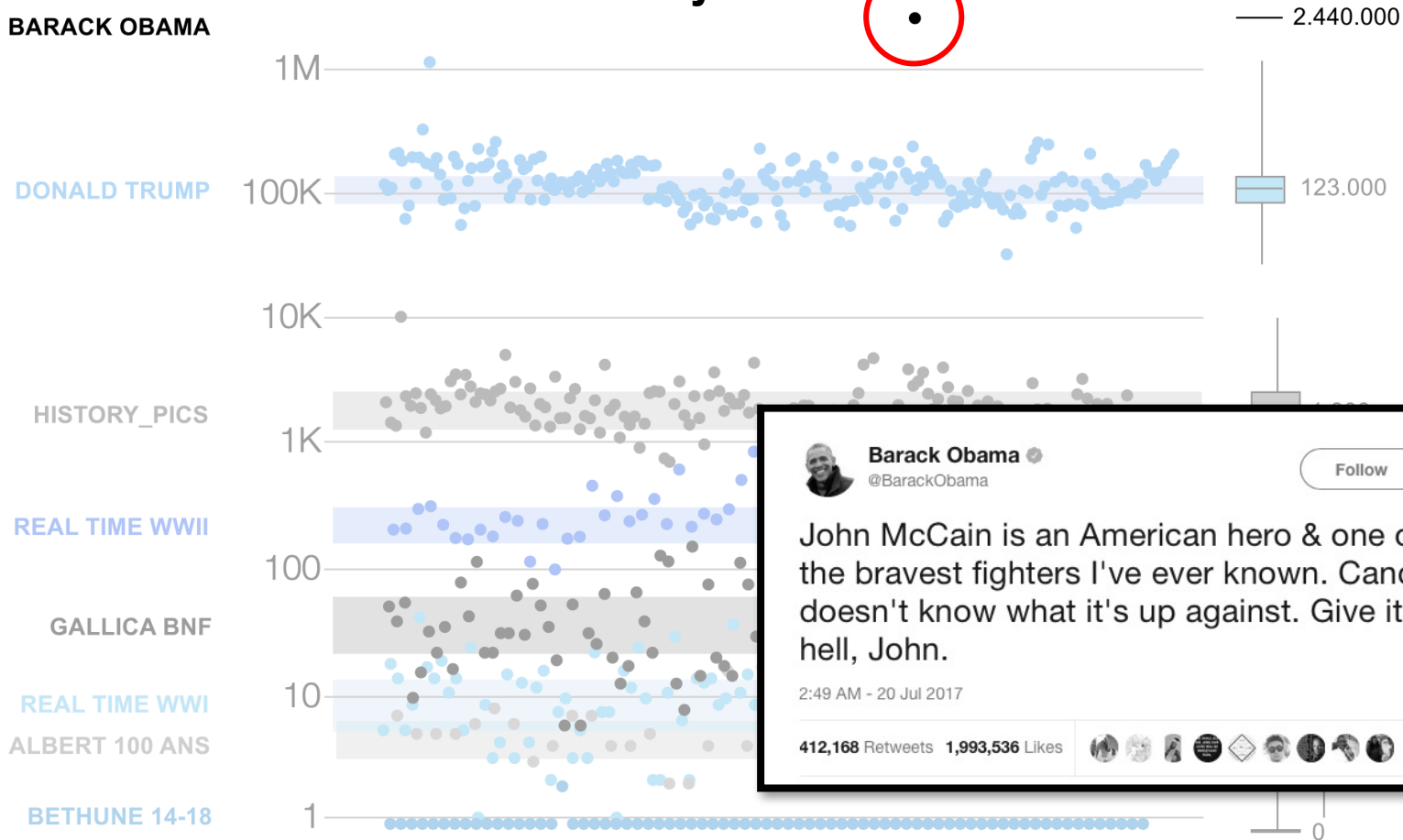
Comments, retweets and likes  
**July 2017**



## ENGAGEMENT

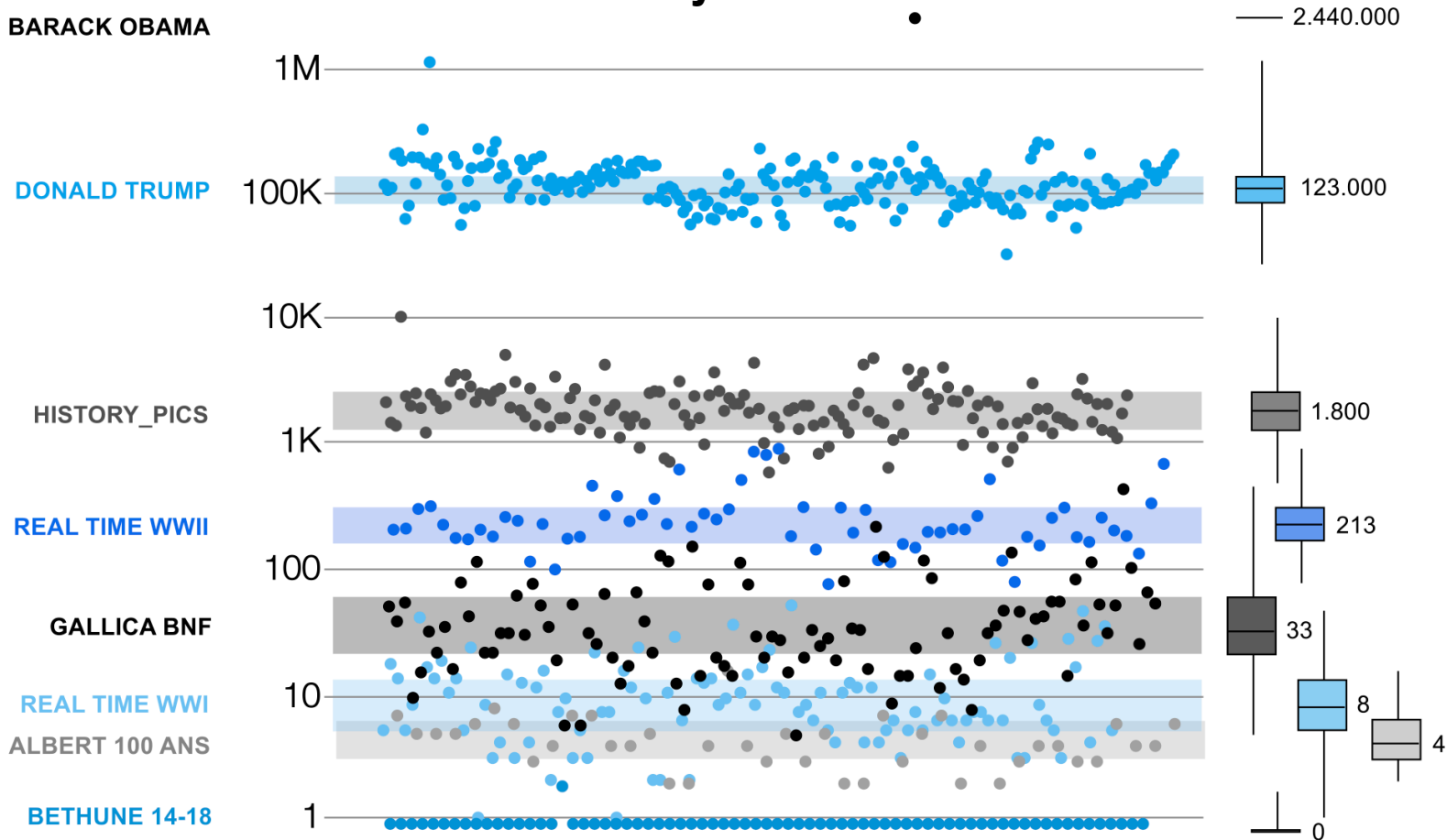
Comments, retweets and likes

July 2017



## ENGAGEMENT

Comments, retweets and likes  
**July 2017**



## WHAT'S BEHIND THE MEGA-ACCOUNTS?

 **ClassicPics**  
@History\_Pics Follow

They did it before it was cool



6:52 AM - 11 Aug 2017

106 Retweets 235 Likes 

 **History In Pictures**  
@HistoryInPics Follow

A landing craft approaching Omaha Beach in Normandy, France on the 6th June 1944, also known as D-Day.




12:29 AM - 26 Jan 2017


1,106 Retweets 3,106 Likes 

 **Old Pics Archive**  
@oldpicsarchive Follow

Carrie Fisher on the set of Return of the Jedi, on location in the Yuma desert  
[buff.ly/2uF3xai](https://buff.ly/2uF3xai)



4:51 AM - 11 Aug 2017

39 Retweets 126 Likes 

## WHAT'S BEHIND THE MEGA-ACCOUNTS?

- ▶ **History enthusiasts**

(sometimes)

- ▶ **Social media enthusiasts**

that consider gaining audience is an achievement and seeks influence.

- ▶ **Agencies**

that want/need to prove to their clients that they're able to create big audiences.

- ▶ **Account “farmers”**

that create lots of such accounts to sell them after a while to clients that are ready to pay for a 100K-1M followers account.

# WHAT'S BEHIND THE MEGA-ACCOUNTS?

## ► Advertisers

occasionally broadcast an advertisement, retweet for remuneration, or even do native advertising.



## PERSPECTIVES

- ▶ Do social media promote **democratization** and **reappropriation** of history by its audience, or are they, on the contrary, a vector of a **decontextualized history-show**?
- ▶ Understanding these phenomena – the logic of the public as well as that of those who propose these contents – is necessary to prepare **our response, rigorous, critical and why not creative.**

