The ICA’s Section for Business and Labour archives invites you to its annual conference

**From Factory to FaceBook:**
new ways to engage with business archives

*When:* 14-15 April 2014

*Where:* Unilever House, 100 Victoria Embankment, London EC4Y 0DY

You might have your own Facebook page, you may even tweet, but do you use these social media for your archive?
This exciting conference is designed to help you make the most of social media in promoting your archive. Speakers from business archives and other heritage organisations will be demonstrating how they have used various forms of social media to their advantage, which we hope will inspire you to have a go! They’ll be covering some of the pitfalls and challenges too. Plus there’ll be plenty of opportunity for you to network with your colleagues.

There is no fee for the conference, which includes a reception at The Rothschild Archive on the evening of Monday 14 April.

Look out for the programme and booking form in the next few days, as well as details of hotels in the vicinity of Unilever House in London.

*View of Unilever House from the south bank of the Thames, 2004 [Unilever Archives]*