



State Records

# **What you need to do to implement effective social media recordkeeping in your organisation**

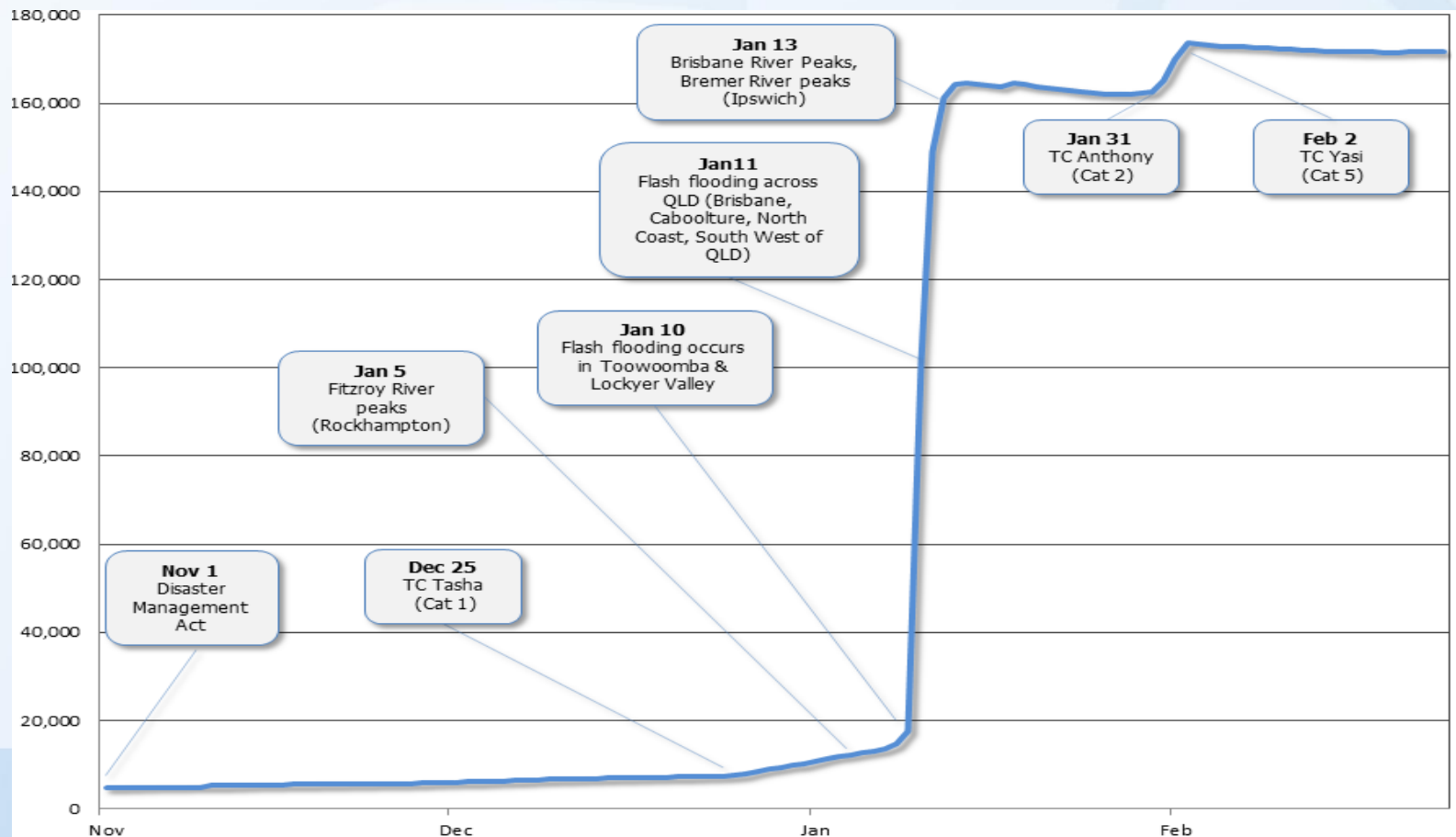
Kate Cumming  
State Records NSW

## Social media is really important

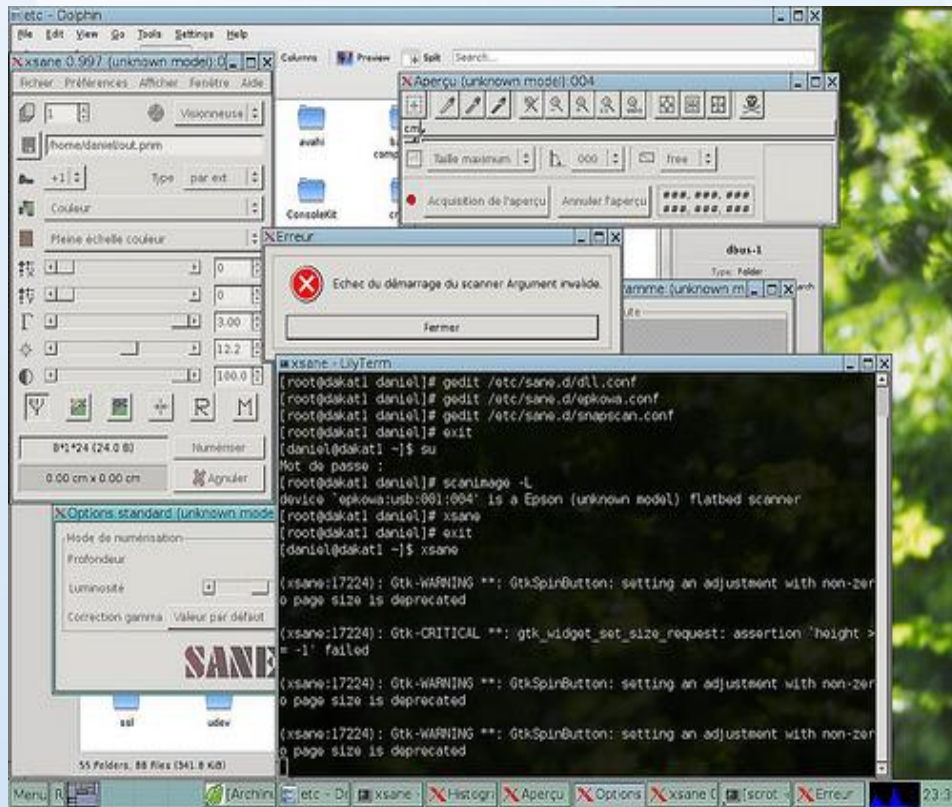
- a quick case study...
- and another one...
- NSW ICT Strategy
- NSW Government Social Media Policy and Guidelines



## Social media meets community needs



## Understand the specific information risks that apply to social media



- third party owned
- cloud based
- subject to change and vulnerability
- can't be relied on to manage information
- social spaces are public spaces

### Tip 1: Don't panic

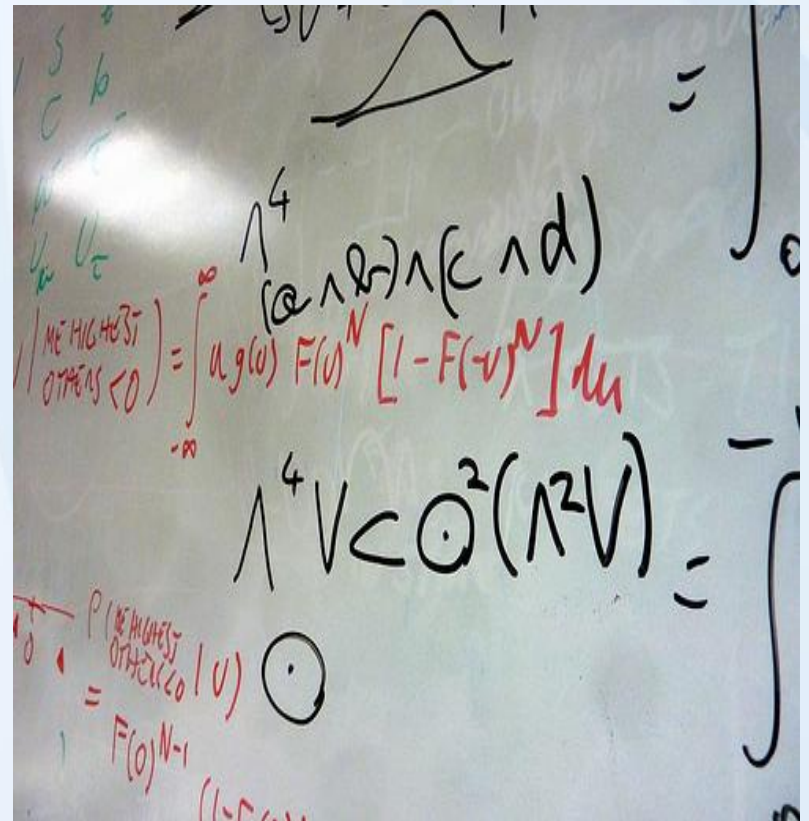
- you don't need to keep everything
- some social media information is important – some just isn't
  - Future Proof Facebook profile...





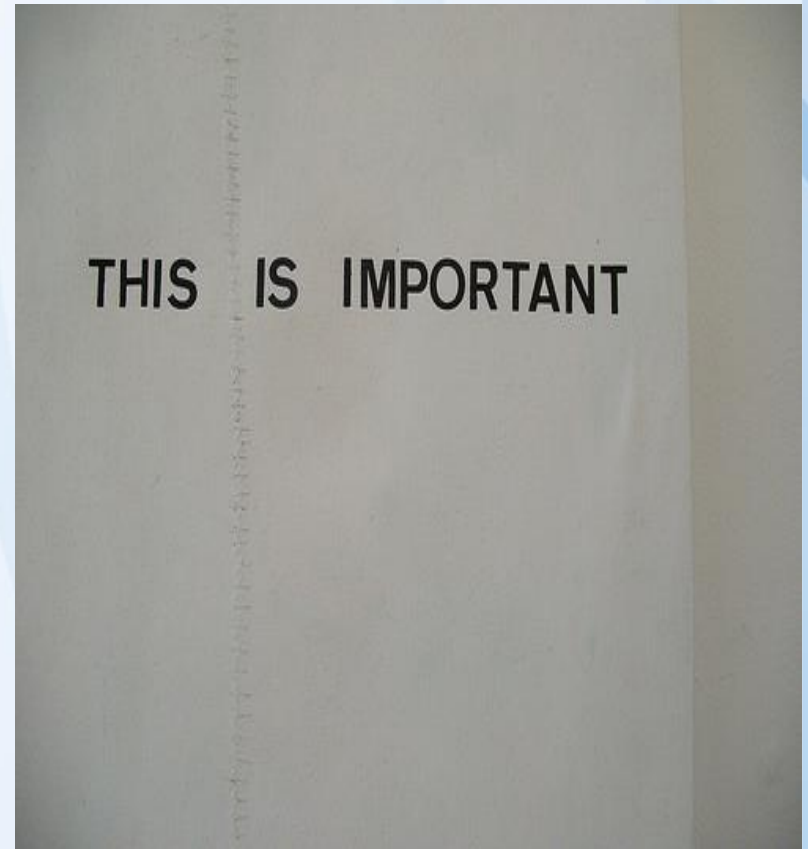
## Know what your organisation is doing with social media

- survey your organisation
  - Victoria University
  - Smithsonian
- team with internal stakeholders
- develop a social media hub or registry



## Tip 2: Think big

- survey all business areas
  - Who is using what?
  - Why?
  - How many accounts?
  - Rogue accounts?
  - Account governance?
- remember social media is more than Twitter and Facebook
  - wikis



## Develop a social media information governance framework

This will involve:

- mapping of business moving to social media
- mapping of business information moving to social media
- assessment of client information needs, expectations and public accountabilities





## Develop a social media information governance framework

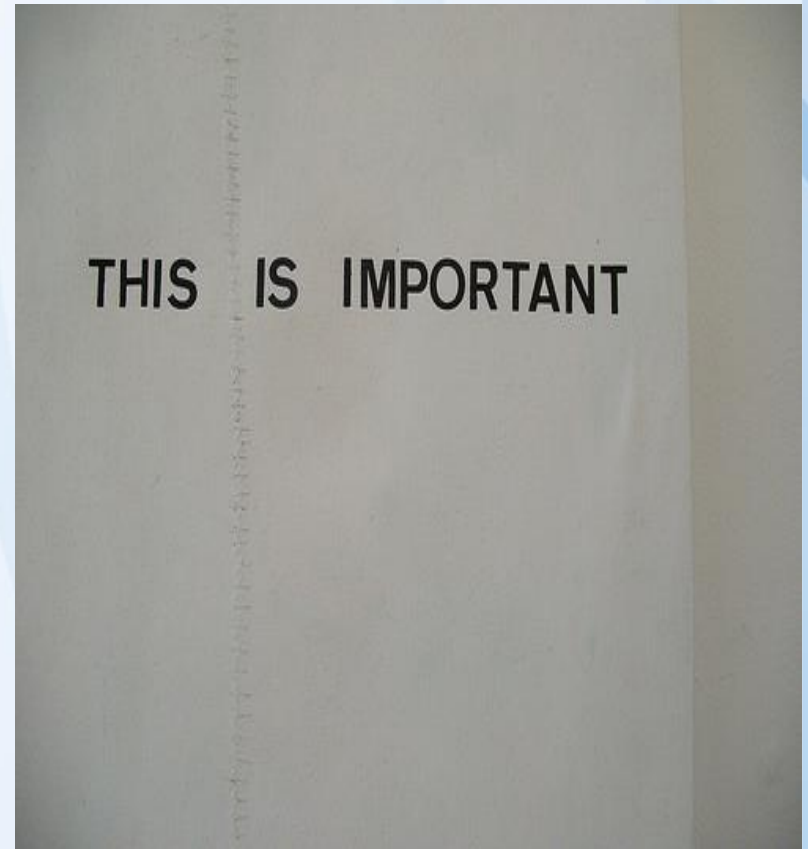
This will involve:

- assessment of risk
- assessment of retention requirements
- assessment of corporate information needs
- selection of social media recordkeeping options
- development of rules



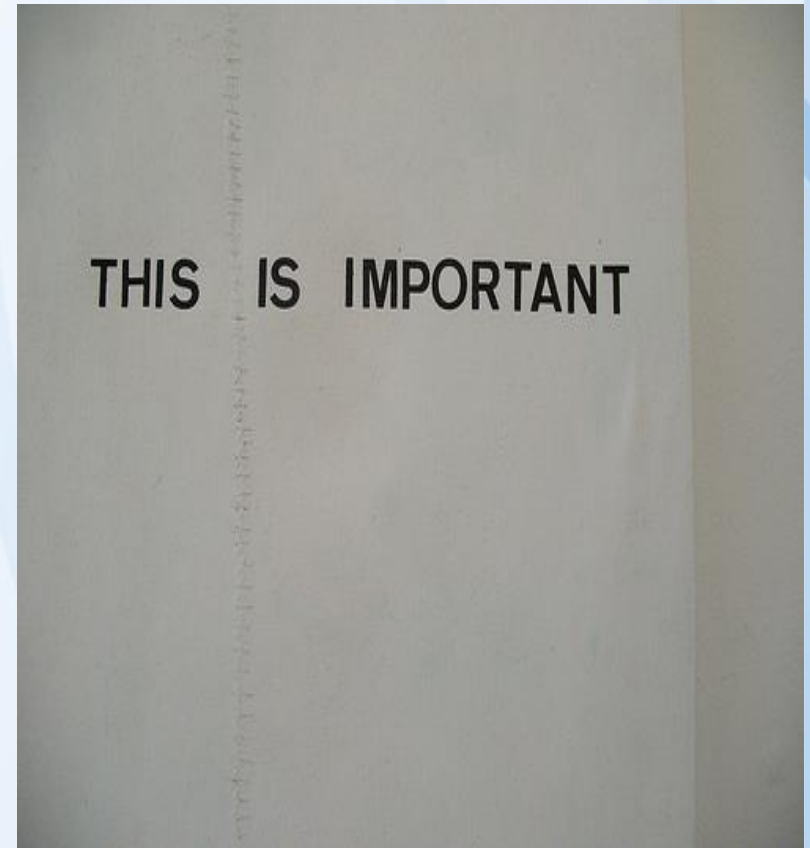
### Tip 3: Determine risk

- Is high risk or strategic business moving to social?
- Are decisions being made or communicated?
- Are internal processes moving to social?
- Will community or reporting rely on social?
- Will you want to reuse content?
- Will you need to demonstrate posts?



### Tip 4: Select systems that meet YOUR needs

- focus on business needs not compliance
  - not 'SR Act says we need a record of it all'
  - but 'This business area needs this information to respond to client enquiries'
- you may need different recordkeeping strategies for different social media channels



## Recordkeeping scenarios – Facebook

- there are lots of options:
  - leave it: low value
  - Backupify: JSON
  - Social Safe, Archive Social: export from variety of applications
  - monitoring tools: rking + business value?
  - reporting tools that come with your social media application



## Recordkeeping scenarios – Wikis

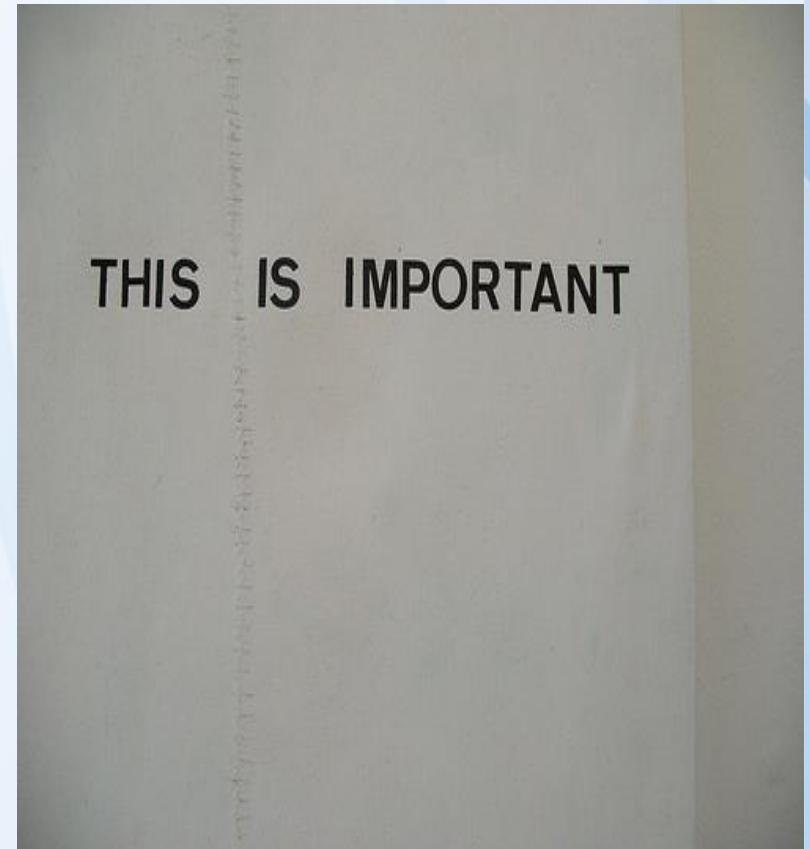
- different types of decisions:
  - Does your wiki tool have export capacities?
  - In formats you can use?
  - What have you decided to export?
  - When have you decided to export?
  - Do users support recordkeeping?





## Tip 5: Emerging drivers for better governance

- case law
  - Federal Court and Advertising Standards Board have held organisations responsible for inappropriate public comments on their Facebook pages
- e-discovery
  - very complex...a recordkeeping strategy is required



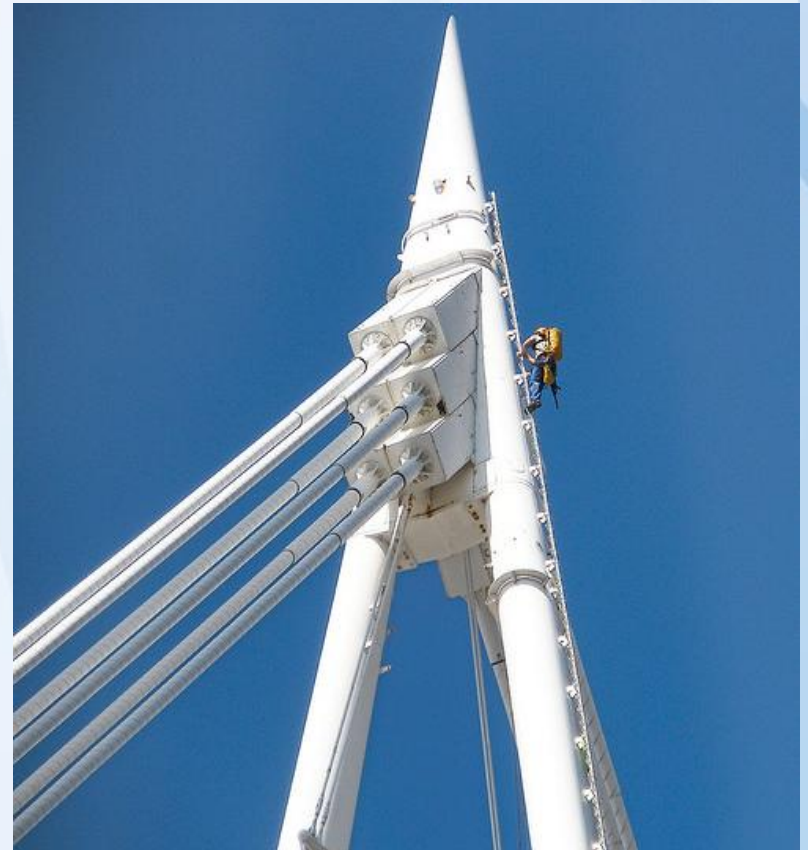
## Tip 6: What seems to be working...

- specificity
  - Specific rather than general Facebook pages or Twitter handles
- considering retention at the outset
  - knowing how long you need information for helps you to plan what to capture and how it should be managed



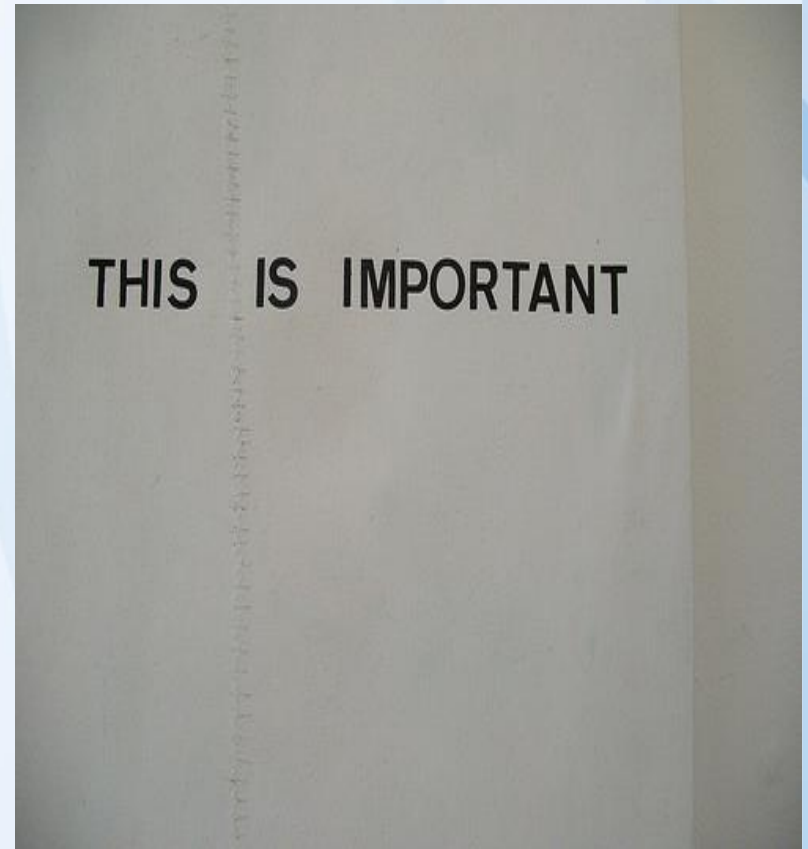
## Develop a social media policy

- Cover staff responsibilities
- Cover public responsibilities
- Cover recordkeeping
- Make clear what is acceptable and unacceptable
- Make it available online
  - Samples in guidelines



## Tip 7: Privacy by design

- publicly state in your social media policies that you will keep social media records
  - and may capture some personal information
- minimise the amount of private information you keep
  - Smithsonian
  - they don't keep records of followers etc



## Keep an eye out to see how social media systems evolve

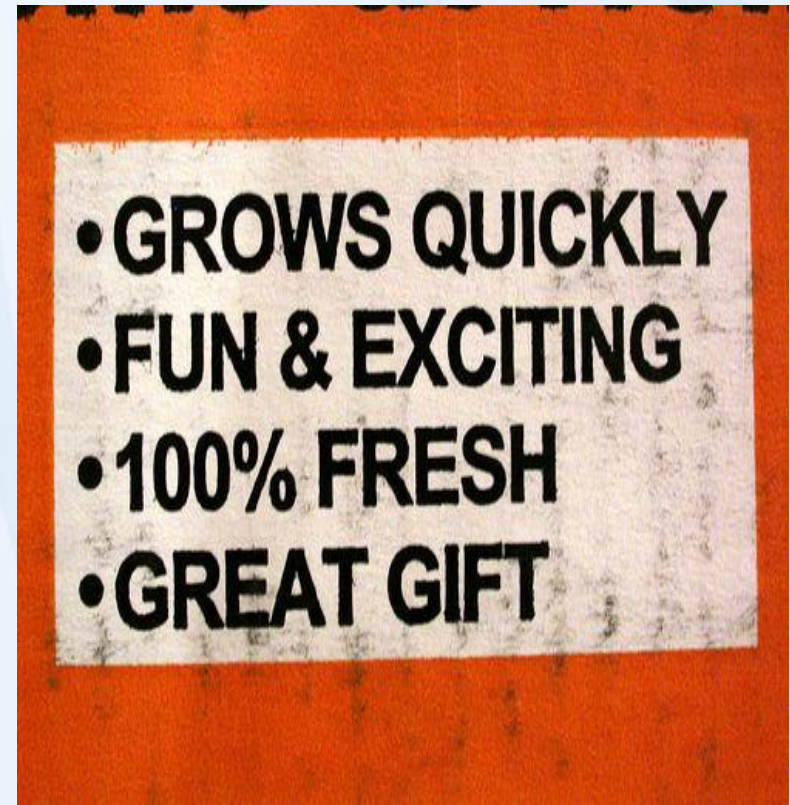
- these are active business systems and are liable to change:
  - community use changes
  - staff use changes
  - business process changes
  - information needs change
  - accountability needs change





## Changes to the draft guidelines so far

- mini and maxi version
- explicit connections to NSW ICT Social Media Policy
- more discussion of legal issues
- sample policy and other documentation
- more FAQs
- please suggest more!



## Frequently asked questions

- can we use LinkedIn for Government business?
- how long do we need to keep social media records for?
- are social media records really records?



## Frequently asked questions

- can I just delete rude or inappropriate posts?
- do our social media records need to look like they did online?
- do analytic tools serve recordkeeping purposes?



## Social media: the perfect example of what RM can do

- be relevant to business
- assist with challenging scenarios
- manage genuine risk
- offer significant business advantage
- capture long term value information





## Thank you!

- more to come on Future Proof
  - <http://futureproof.records.nsw.gov.au>
- access the social media guidelines:
  - <http://futureproof.records.nsw.gov.au>
- contact:
  - [kate.cumming@records.nsw.gov.au](mailto:kate.cumming@records.nsw.gov.au)
- comments close:
  - 15 March!! Please send all feedback through



## Photo sources

- Social media - [http://www.flickr.com/photos/aslanmedia\\_official/6292167103/](http://www.flickr.com/photos/aslanmedia_official/6292167103/)
- Climber - <http://www.flickr.com/photos/moogan/2628010999/>
- Equation - <http://www.flickr.com/photos/arenamontanus/5369316039/>
- Ledger - [http://www.flickr.com/photos/three\\_french\\_hens/4401619028/](http://www.flickr.com/photos/three_french_hens/4401619028/)
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