Managing Social Media as Official Records

Archives & Records: Ensuring Access
COSA, NAGARA, SAA Joint Annual Meeting

August 10-16, 2014 | Washington, D.C.
Geof Huth, Director of Government Records Services, New York State Archives

Lorianne Ouderkirk, Records Analyst Manager, Utah State Archives and Records Service

Darren Shulman, City Attorney, City of Delaware, Ohio

Patricia C. Franks, Associate Professor, School of Library & Information Science, San Jose State University (Moderator)
Today’s topics:

- Managing social media records
- Social media management resources and training
- Implementing a social media plan
SOCIAL MEDIA MANAGEMENT: TRAINING AND RESOURCES AVAILABLE TO UTAH STATE AND LOCAL GOVERNMENT

Lorianne Ouderkirk
Records Analyst Manager
Utah State Archives and Records Service
Social Media and Government
Social Media and Government

WELCOME TO CONNECT
Social tools provide unique avenues for Utah Government to reach out and engage with residents. Connect with us and together we can work to shape a better Utah.

Facebook
Find agency Facebook pages by category and see their latest status updates.

Twitter
Find and follow agency Twitter accounts and see their latest Tweets.

YouTube
Find and subscribe to agency YouTube accounts.

Google+
Utah gov on Google Plus.

Feeds
Find and subscribe to agency Feeds.

Multimedia
Keep up to date with audio, video, and media resources from state agencies.

Utah Blogs
Discover agency, legislative, and education blogs from across Utah state government.

Mobile Applications
Find Utah government applications for your mobile phone.

Widgets
Get state government delivered directly to your desktop.

Presentations
View a wide variety of presentations from across the state.

Flickr & Photo Networking
View photos of Utah.

iTunes Podcasts
Listen to great podcasts from the Utah State Government.
Social Media and Government

• Role of the Utah State Archives is to educate governmental entities on
  – Risks
  – Identifying social media records
  – Applying appropriate retention schedules
The Tools

- Publish social media guidelines
- Maintain retention schedules
- Host training events
The Tools:
Social Media Guidelines

PRELIMINARY GUIDANCE ON GOVERNMENT USE OF SOCIAL MEDIA
A Guideline of the Utah State Archives and Records Service
Adapted from New York State Archives, “Records Advisory: Preliminary Guidance on Social Media.”

November 14, 2011
The Tools: Social Media Guidelines

- Risks of engaging in social media
- Important considerations
- Preserving social media records
- Identifying and retaining social media records
The Tools: Retention Schedules

• Focus on function and content, not format

• Social media records usually can follow an already existing schedule

• Retention Schedules
  • Correspondence
  • Publications
  • Core Function
The Tools: RIMM Event

Utah State Archives 2014 Spring Event

Friday, April 11th
9:30am to 3:00pm

@ Utah State Archives
346 S. Rio Grande

Social Media & Email Management

Presentation Topics Include

Social Media:
Strategies for Successfully Managing Legal Risks
Randy L. Drew, Presidential Honors Professor at S.J. Quinney College of Law

Creating and Implementing a Social Media Policy
Matthew Gianni, Social Media Writer/Editor at Weber State University

Email Management
Lorriane Onderkirk, Records Analyst Manager at Utah State Archives

Additional presentations TBA

Event is free, registration required
http://archives.state.ut.us/cgi-bin/traininglist.cgi
The Tools: RIMM Event

- Social media presentations covered
  - Strategies for successfully managing social media risks
  - Complying with state laws
  - Creating and implementing a social media policy agency-wide
  - Identifying social media records
  - Overview of products for managing or capturing social media records
What social-media-related information presented was most relevant to your agency’s current needs?

- Preserving social media content
- Agency-wide guidelines
- Legal risks
What social-media-related information presented was most relevant to your agency’s current needs?

- Preserving social media content: 23.08%
- Agency-wide guidelines: 46.15%
- Legal risks: 15.38%
How has the information presented influenced your agency’s approach to using social media?

Decided to not engage in social media at this time.

Creating (or have created) an agency-wide social media policy.
Included an “appropriate use policy” on our social media sites.
Explored one or more digital preservation tools introduced.
Not yet had time to implement new ideas.
How has the information presented influenced your agency’s approach to using social media?

- 46.15% Not yet had time to implement new ideas.
- 23.08% Decided to not engage in social media at this time.
- 7.69% Included an “appropriate use policy” on our social media sites.
- 7.69% Explored one or more digital preservation tools introduced.
- 7.69% Created (or have created) an agency-wide social media policy.
Summary

• Governmental entities need to consciously manage social media records
• State Archives plays an important role in assisting governmental entities
• Governmental entities appreciate assistance provided
Questions?

Lorianne Ouderkirk
Utah State Archives and Records Service
MANAGING SOCIAL MEDIA RECORDS IN NEW YORK STATE AND LOCAL GOVERNMENT

Geof Huth
Director of Government Records Services
New York State Archives
Key Points

• Social media are rarely managed as records
• Many risks of bad management
• Must manage social media records
• Must preserve social media archival records
Social Media Creates Government Records

As a result of the Supreme Court's DOMA decision, New York State is now able to issue refund checks to qualified same-sex spouses who were required to pay taxes for no reason other than their sexual orientation. Learn more & share!

Governor Cuomo Announces Estate Tax Refunds Available to Qualified Spouses of Same-Sex Couples

U.S. Supreme Court Decision Means New York Taxpayers may be Eligible for Refunds by

Like · Comment · Share ·  179  50  71

@Shana Davis, Cody Dorsino, Angelo DiGangi and 175 others like this

Roger Gindi Thanks, Andy!
July 23 at 12:37pm · 1

Kev Sa You mean for me to exercise my Constitutional right (by Federal foundation and a CIVIL RIGHT according to NY Law) to keep and bear arms I have to GET PERMISSION and PAY A FEE, but people with sexual orientation in the minority gets money back for something that is not even an authority given to the feds?? How's that for equality.
July 23 at 12:40pm · 5

Karl Zaker Vote pandered. If you truly believed in it, you would have done the same thing you did with the Unsafe Act.

I hope people see his true colors and only makes moves that will gain him more votes than lose. He doesn't move on the wishes of the people or would be havin midterm elections for the removal of the scum in Albany--including him!
July 23 at 12:43pm via mobile · 1

Patrick Strain You sound like a lot of fun, Kev.
July 23 at 12:43pm · 5
Rarely Manages the Records

- In New York State
  - No local governments fully manage social media records
  - No state agencies do either

- The State Archives
  - Provides training and resources
  - Promotes best practices
  - Preserves social media with some success
Social Media and Records Risks

• Records not in government control
• Inefficient use of resources
• Vulnerability to cyber attacks
• Public embarrassment
• Inability to produce records
Concerns with Outside Control

- Reliability
- Data integrity
- Access to data
- Security
- Vendor instability
- Lack of open standards
Use Contracts When Possible

- Records possession, custody and control
- Costs
- Disaster mitigation
- Ownership
- Records transfer
- Accessibility

- Security
- Storage
- Retention and disposition
- Termination of contract
- Freedom of information laws
- eDiscovery
Develop Policies and Procedures

• Content creation
  1. Strict internal controls
  2. Control to business units
  3. No internal controls

• Appropriate use
  – Identify who will create content
  – Have external acceptable use policy

• Security
Inappropriate Behavior

Or “Evil Bureaucrats Plot to Reduce Childhood Obesity”
Managing Retention and Disposition

- Determine what is a record
- Treat some sites as one discrete record
- Examine content of record
  - Match to existing retention schedules
  - If none, contact the State Archives
- Retain records for entire retention period
When to Capture

• Determine frequency of capture on
  – If for long- or short-term retention
  – Frequency content changes
  – Quantity of content
  – Stability of the application used
  – Tools available to extract date
  – Retention
Capture Alternatives I

- Service provider archiving apps
  - Facebook
  - Twitter (download as XML)
- Web Harvesting
  - Archive-It
  - OCLC web archiving
  - Preservica
  - Heritrix itself
- Outside specialized tools
Capture Applications II

• ArchiveSocial (Archiving tool)
  – Commercial
  – Archives Facebook, Twitter, LinkedIn, and YouTube
  – Captures all metadata
  – Time-stamped digital signature to authenticate
  – Supports data export

• RegEd (Social media publishing tool)
  – Commercial
  – Also archives Facebook, Google+, LinkedIn, RSS, Twitter, YouTube, and email
Technical Challenges

- Capture is not preservation
- Conglomeration of formats in one set of social media records
- Technical obstacles to capture
- Large volume of records
- No clear cutoff point for capture
- Must retain metadata as well
- Decontextualized social media streams from their eco-systems
The New York State Archives leads efforts to manage, preserve, ensure open access to, and promote the wide use of, records that support information needs and document the history, governments, events and peoples of our State.

New York State Archives

New York State Archives
A new slide show, "Winter in New York" is now available on the Archives web site. Check it out at http://www.archives.nysed.gov/a/index.shtml

New York State Archives Homepage
www.archives.nysed.gov

December 16, 2009 at 6:47am

Donna, Albert, Arthur and 8 others like this.

Prudence Backman Some of these images are great to have them see the light of day.
December 16, 2009 at 8:28am

Meredith Cherven-Holland I have on my screen as my desktop! The lantern slides are a wonderful surprise for keeping them coming!
Mon at 8:17pm

Information

Location:
Cultural Education Center
Albany, NY, 12230

Phone:
(518) 474-6926

Mon - Fri:
9:00 am - 5:00 pm

New York State Archives

New workshop: Electronic Data Storage
Come to this non-technical workshop intended to provide records managers with a basic overview of common ways electronic data is stored and an understanding of how it fits in with records management. This workshop will be held in Albany on December 15, 2009.

December 8, 2009 at 10:55am

New York State Archives
The Archives web site will be unavailable from 6:00 p.m. December 4 through 7:00 a.m., December 5th. We apologize for any inconvenience.

December 8, 2009 at 10:55am
An error occurred. Please try again later.
Summary

• Tools and social media will change
• Create only what you need to
• Follow policies and procedures
• Follow retention schedules
• Preserve social media records
• Provide access to these records
Questions?

Geof Huth
Director of Government Records Services
New York State Archives
IMPLEMENTING A SOCIAL MEDIA PLAN

Darren Shulman
City Attorney
City of Delaware, Ohio

Social media plan handout available at:

http://amazon.sjsu.edu/html-pfranks/SocialMedia/Plan_for_Social_Media_Engagement.pdf
Key Points

• The decisions you make when you start using social media will impact your records retention

• Using a Social Media plan will help guide you through those decisions
Who does not use social media?
When Should I Think About a Social Media Plan?

Answer: Ideally, you will work through your social media plan before you start using social media.

If you are already involved in social media, you should start working on your plan ... now!
Completing a Plan

1. Agency/Department/Section/Unit [Who is considering using social media?]
   
   Legal Department

2. Proposed Timeline: [Include anticipated launch date, project milestones, and if applicable, termination date]
   
   Proposed launch January 1

3. Contact [Person who will be responsible for account]
   
   Name: Jane Doe
   Title: Administrative Assistant
   E-mail: 
   Phone:
Identifying the Platform

4. Identify the social media platform on which you would like to participate [Fill out a new plan for each social media platform. Different platforms present different challenges]:
Getting the Right Players Involved

• Why is each role important?

5. Have You Talked With (check all that apply and insert contact person)

☐ Communications:
______________________________________________________

☐ Information Technology:
______________________________________________________

☐ Legal: ________________________________________________

☐ Program(s)/Business Unit(s):
______________________________________________________

☐ Records Management:
______________________________________________________

☐ Other Areas or Offices:
______________________________________________________

Add additional areas or offices within as dictated by your specific mission, goals, and objectives
6. Description of Strategy

Who are you aiming to connect with?

Provide rapid updates to notify drivers of road closures or emergencies.

How are other agencies, staff, and your leadership affected by the use of social media?

Posts could cause an increase in calls to the City asking for further information. Person who answer phones should be notified when a post is updated and given information to help answer questions.
7. Content Management

Which positions will be responsible for content creation and editing? Take steps to ensure that inappropriate material is not posted on your page by limiting who has access to your social media account and providing guidelines or an approval process for posting material.

Will platforms require moderation?

How frequently will content be updated?

What level of participation will be given to followers/visitors/users on social media platforms.

Example approaches

- The public information officer is responsible for content. Departments who wish to post something can submit to the PIO for review and posting.

- The page is set up to allow user comments. Therefore, the page will be monitored each day at 4:00 to review comments.

- Content will be posted as needed. Current expectation is once per week.

- Comments will be allowed.
Public Records Impact

Things You Post

• Is the content you are posting a public record?
  – Copy of existing record?
  – Does it meet the definition of a public record?
• If it is a record, how will you maintain the records?
  – Fit retention schedule?
  – Print or save PDF?
  – Remember social media is rapidly changing

Things Someone Else Posts

• Are comments a public record?
• How will you treat vulgar/offensive/spam comments?
• Accepted as an avenue to file complaints/make reports?
Retention of Records

- What are you posting? Your plan will help answer retention questions.
- Identify schedules that fit what you are posting
- If no schedules fit, create retention schedules
- Assign someone to manage the records according to the schedule
- Remember, in most cases, the site controls the data. It is likely the social media site will only allow access for a limited time.
To Comment or Not To Comment, That is The Question

How would you handle vulgar, offensive, advertising, or spam comments?

A) Delete them
   • Not meet definition of record
   • Retention schedule
   • Post notice on site about how you will treat comments

B) Leave them up on the site
   • Consider a disclaimer
Sample Notice

This site is intended to serve as a mechanism for communication between the public and the _______ on the listed topics. Any comments submitted to this page and its list of fans are public records subject to disclosure pursuant to Section 149.43 of the Ohio Revised Code.

The comments expressed on this site by non-state commentators do not necessarily reflect the official views of __________. Comments posted to this page will be monitored during regular business hours. __________ reserves the right to remove inappropriate comments containing, but not limited to, the following types of content:

• Vulgar, profane or offensive language and sexual content or links to sexual content
• Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, age, religion, sex, national origin, military status, disability, genetic information or sexual orientation
• Spam or solicitations of commerce
• Content that advocates illegal activity
• Endorsement or advertisement of a vendor’s products or services
• Content that supports or opposes political views, campaigns or ballot measures
• Infringement upon copyrights or trademarks
• Information that may tend to compromise the safety or security of the public or public systems
Links, Endorsement, Advertising

If this ad appears on your Facebook page, why should you care?

- Impression that your organization endorses the product/person
- Link could go to an outside site that has a virus or is otherwise objectionable
- Impression that your organization makes money on the ad
What Can I do about Ads?

Disclaimer to set expectations:

- For your convenience, this site may contain hypertext or other links to external Internet sites that are not provided or maintained by _____.
  Please note that _____ cannot guarantee the accuracy, relevance, timeliness, or completeness of these external sites.

- In addition to material posted by _____, this page may include ads and suggestions for other profiles to view selected by [insert social media site] and links to third party sites included in user comments. The inclusion of these ads, profiles, and links is outside of the control of _____ and are not an official endorsement of any product, person, or service, and may not be quoted or reproduced for the purpose of stating or implying endorsement or approval of any product, person, or service. _____ does not receive any revenue from any of these links or sites.
Closing Thoughts: What your Social Media Plan is not

• Your social media plan is not the employee social media use policy for their private accounts

• You should consider adopting social media policy for employees use of their own accounts
  – When they can access
  – Prohibit posting confidential material
  – Criticize work/supervisor?

• Can be included in IT policy, HR policy, or work rules
Questions?

Darren Shulman
City Attorney
City of Delaware, Ohio
Brief Summary

KEY POINTS
• Your organization is *likely to have* SM records.

• Don’t be shy—*borrow* ideas from your colleagues but *adapt* them to your needs.

• Resources and training are *essential*.

• A social media plan can be your *guide to smart SM records retention decisions*. 
Questions?

Geof Huth
New York State Archives

Darren Shulman
City of Delaware, Ohio

Lorianne Ouderkirk
Utah State Archives and Records Service

Patricia C. Franks
San Jose State University (Moderator)
Social media plan handout available at:

http://amazon.sjsu.edu/html-pfranks/SocialMedia/Plan_for_Social_Media_Engagement.pdf