

COMPREHENSIVE SOCIAL MEDIA ARCHIVING COMPLIANCE



www.ArchiveSocial.com

(888) 558-6032

THE SOLUTION

Government agencies and school districts across the country are taking control of the narrative online by increasing their social media presence. This growth comes as residents across the country are using social media as the preferred channel for receiving news and communicating with their community leaders.

As these conversations between agencies and residents expand, the need to protect these conversations in compliance with public records laws has only grown in importance. Yet many agencies' use of social media fails to account for public record laws in their social media policies.

“It has become critical for agencies to find a reliable solution to preserving their social media for public records.”

Public entities need a solution that ensures the authenticity of records to meet legal and compliance requirements. A solution that captures records regardless of how, when, or what content is posted. A solution that helps agencies enjoy increased engagement while controlling their narrative online. A solution that is easy to use and quick to implement.

ARCHIVESOCIAL IS THE SOLUTION.



THE LEGAL BASIS FOR ARCHIVING

Courts across the country are ruling that the social media pages used by government agencies, politicians, and school districts fall under public records laws. These laws are meant to promote transparency between governments and the people they serve, and states have adopted public records laws that include social media records. Failing to consider social media content as a public record can lead to lawsuits and, potentially, costly legal consequences.

IN FOCUS: SOCIAL MEDIA AND LEGAL ACTION

Lawmakers' decision to block constituents on social media costing taxpayers over \$75,000

May 15, 2019 – Fox Denver 31

Three separate cases in Colorado, involving two mayors and a state senate president where each blocked activists and constituents on social media, were settled for a grand total of \$75,000. The “courts have ruled politicians cannot block constituents on social media,” resulting in significant consequences.

Parma City School District settles with woman blocked by employee on Twitter

November 18, 2019 – Cleveland.com

A community member received a financial settlement after suing the Parma City School District, the school board, the administrative specialist, and the superintendent for blocking the resident on social media.

Beech Grove settles free-speech lawsuit over Facebook use

August 5, 2016 – Associated Press

Beech Grove, Indiana, was sued by the ACLU on behalf of two citizens who posted critical comments about the city on Facebook, only to see those comments deleted. Beech Grove had to temporarily shut down its Facebook pages and rewrite its social media policy. The city financially settled the lawsuit.

HOW ARCHIVESOCIAL CAN HELP

ArchiveSocial strives to provide the most comprehensive social media record-keeping solution to help government agencies and school districts remain compliant with public record laws and actively manage risk online.

ArchiveSocial's specialization in social media is our core advantage

Our archiving solution is purpose-built to address specific challenges related to the capture of records from social networking platforms. ArchiveSocial is designed to preserve social media records in a manner that satisfies long-term agency requirements.

ArchiveSocial consistently provides the most detailed archive to protect government agencies and school districts across from incomplete information.

“*They are proactive and always helpful. We recently had a random SEC audit and ArchiveSocial provided the requested information in the format needed quickly. Thank you for taking care of us and not expecting me to be an expert.*”

Deborah Carroll from Bland Garvey, P.C.



HOW RECORDS ARE LOST

(OR, THE “ONLINE IS FOREVER” FALLACY)

Many people think that once something is online, it is there forever. This is simply not true for social media, and the platforms make no guarantees to retain content and make it available to you.

In a 2019 study using a sample set of 500 customers and more than 10 million social media posts, ArchiveSocial found 758,404 of those records were no longer discoverable online less than 12 months later – a surprising 1 in 15 of the records were deleted! Luckily, those agencies archived their social media and still had access to those lost records.

HOW DOES A RECORD GET “LOST” OR DELETED?

- If a comment is deleted, all the replies to that comment also disappear.
- If the user deletes their profile, all of their content is also deleted.
- If a comment violates platform rules and policy, the platform reserves the right to delete comments or entire profiles.
- Your own social media policy may have guidelines requiring some content to be deleted.

The social networks were built to facilitate the online connection of billions of private citizens to one another. They are not built for, nor bound to, public records laws, and have no legal obligation to retain records. As a result, most social media networks **do not** have built-in support for compliance and archiving.



HOW WE DO IT

We connect directly with today's most popular social media platforms to pull organization's social media accounts and web pages into a secure archive. ArchiveSocial's continuous archiving solution automatically captures and preserves new content.

Authentic Capture in near-real-time across networks means 100% of records captured directly from the social network in the native format along with full technical metadata and digital signatures. Using real-time API on sites that support it, such as Facebook and Instagram, allows us to capture conversations in seconds.

ArchiveSocial technology automatically detects edited, hidden, and deleted content across networks. This information, while critical to maintaining accurate records, is generally not reported by social networks. ArchiveSocial captures it all.

Our solution helps government agencies and school districts see their whole presence online while minimizing the risk of losing records.

SAVING YOUR PRESENCE ACROSS THE WEB

Government agencies and school districts use different platforms to reach varied audiences with unique content. ArchiveSocial preserves social media records from all of the most popular platforms in one archive to make it easy to access all social media content in one location.

We support Facebook, Twitter, YouTube, Instagram, LinkedIn, Vimeo, and Pinterest – **all in one archive.**



SNAPSHOTTING YOUR WEBSITE

Social networking sites and websites are the primary mediums by which government agencies and school districts communicate with the public. It's critically important agencies are able to efficiently and reliably manage communications across each of these mediums as public records. While agencies must use an archiving solution like ArchiveSocial to capture social media records, the majority of record information presented across a website is already in the agency's control.

However, website records are often distributed across a variety of systems such as Content Management Systems (CMS), back-end databases, and backup systems. These systems as a whole present challenges to centralized web record retention and fulfillment of public records requests. Agencies need help managing their web records as effectively as they manage their social media records.

ArchiveSocial Web Snapshots supplements an agency's existing approach to website records management by providing automated capture, search, and export capabilities of website content .

This is especially important for larger government entities and school districts with multiple sub-agencies or individual schools who manage their own websites.

Web Snapshots automatically archives a snapshot of how a website was displayed to citizens to supplement the website data already maintained by their Content Management System (CMS). Snapshots show what the page looked like on page load and capture the HTML source data.



THE IMPORTANCE OF METADATA

There's more to the records created on social networking platforms than what you see on a screen. All social media communications have underlying metadata that contains important information about each communication. This metadata includes user IDs, timestamps, and other information not displayed on a webpage. Correctly capturing records of social media requires more than taking screenshots or copying HTML – the metadata is a crucial part of the record.


ArchiveSocial connects directly with each social network to capture and preserve not just what is displayed on the platform, but also the underlying metadata, in its native format.

66 *As a public entity, we are required by law to be able to reproduce that information if there is a public request for it, an open records request. That is not something we are capable of doing without having some type of system in place that actually can go out and get what they call the metadata.* 99

April Warden, County Administrator for Seward County, Kansas

T_TWEET_330313100303679490.txt

```
public record as information stored in a file drawer" #opengov
#3cma", "geo": null, "retweeted": false, "in_reply_to_screen_name": null, "truncated": false, "lang
": "en", "entities": {"symbols": [], "urls": [], "hashtags": [{"text": "opengov", "indices":
[112, 120]}, {"text": "3cma", "indices": [121, 126]}], "user_mentions":
[{"in_reply_to_status_id_str": null, "id": 330313100303679490, "source": "<a href='\"http://
tweetymail.com/\" rel='\"nofollow\">tweetymail</
a>", "in_reply_to_user_id_str": null, "favorited": false, "in_reply_to_status_id": null, "retweet
```

 **ArchiveSocial** @ArchiveSocial 3 May
"Electronic information stored in a computer is as much a public record as information stored in a file drawer" #opengov #3cma
Expand

```
blue_normal.png", "geo_enabled": false, "profile_background_image_url": "http://a0.twimg.com/
images/themes/theme1/bg.png", "profile_background_image_url_https": "https://si0.twimg.com/
images/themes/theme1/bg.png", "follow_request_sent": false, "entities": {"description":
{"urls": []}, "url": {"urls": [{"expanded_url": null, "indices": [0, 24], "url": "http://
archivesocial.com"}]}}, "url": "http://
archivesocial.com", "utc_offset": -18000, "time_zone": "Eastern Time (US &
Canada)", "notifications": false, "profile_use_background_image": true, "friends_count":
387, "profile_sidebar_fill_color": "DDEEF6", "screen_name": "ArchiveSocial", "id_str": "41194152
3", "profile_image_url": "http://a0.twimg.com/profile_images/1890150641/icon-as-
blue_normal.png", "listed_count": 23, "is_translator": false, "coordinates": null}
```

126 characters = 2,308 characters of metadata



RICH DATA SHOWS A BETTER PICTURE

Social media posts can be more than simple text. In fact, they should be; images, GIFs and videos make your content more dynamic and interesting. But graphics pose new archiving and records management challenges compared to simple text.

A photo, for example, should be preserved at full resolution rather than as a link or thumbnail only. This ensures no data is lost.



Regardless of the device or network used to transmit communications, ArchiveSocial captures each of the various data formats used in social media and presents the resulting records in an intuitive interface.

DIGITAL SIGNATURES FOR BETTER ACCOUNTABILITY

Proof of authenticity is a critical requirement when providing electronic records as evidence in regulatory and legal situations.

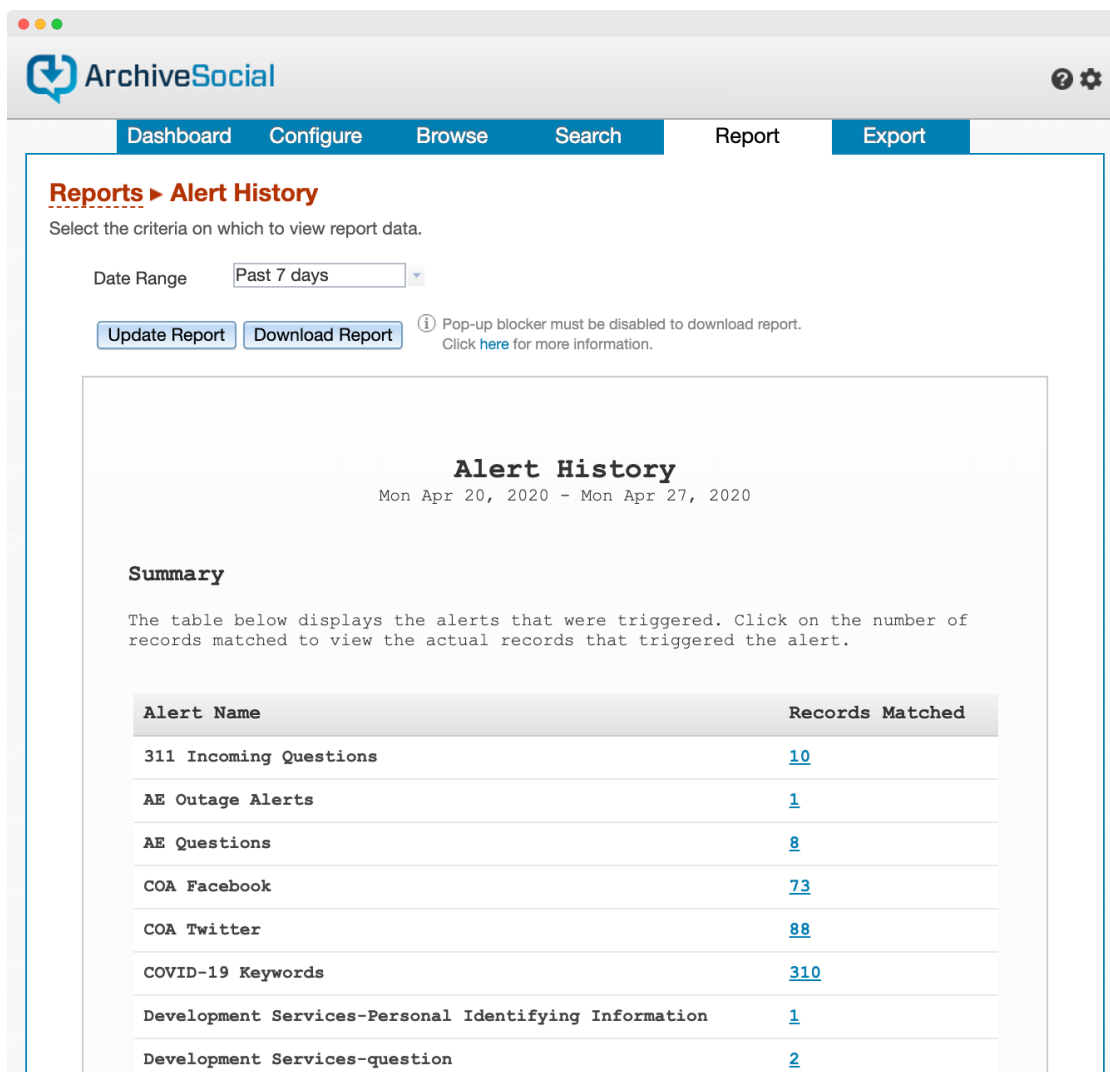
Investigators and courts must be assured that a social media record was not falsified or altered using a web page editor, image manipulation software, or some other means. Simply crawling or scraping a page fails to provide comprehensive records for legal protection and can leave organizations and agencies at risk.

Our solution includes a trusted timestamp and digital signature with each record stored in the archive. This digital signature proves that the data existed at the specified time in history and has not been edited or falsified in any way.

RISK MANAGEMENT

Agencies with active social media engagement create positive relationships and gain insights into community issues. Unfortunately, not all interactions online stay positive. Negative posts and comments can lead agencies into First Amendment issues or even public safety concerns. When posts and comments bring legal issues, a social media archiving solution should provide assistance in actively managing risk and enforcing social media policies.

ArchiveSocial's Risk, Management, and Analytics (RMA) suite works in conjunction with the base archive to provide monitoring, alerts, and analysis tools.



ArchiveSocial

Dashboard Configure Browse Search Report Export

Reports > Alert History

Select the criteria on which to view report data.

Date Range: Past 7 days

Update Report Download Report

Pop-up blocker must be disabled to download report. Click [here](#) for more information.

Alert History
Mon Apr 20, 2020 - Mon Apr 27, 2020

Summary

The table below displays the alerts that were triggered. Click on the number of records matched to view the actual records that triggered the alert.

Alert Name	Records Matched
311 Incoming Questions	10
AE Outage Alerts	1
AE Questions	8
COA Facebook	73
COA Twitter	88
COVID-19 Keywords	310
Development Services-Personal Identifying Information	1
Development Services-question	2

RMA provides meaningful insights into commenter sentiment, engagement levels, and platform usage over time. RMA also reduces worry and risk by monitoring customer's social media and sending alerts customized to their needs. Customers can get rapid notifications when questions are asked, private information is shared, or a commenter uses language that violates their policy.

Monitoring and alerts can be set up for personally identifiable information (PII), profanity, questions, praise, or keywords and phrases that customers define.

ArchiveSocial reconstructs social media conversations – pulling individual comments back into their corresponding threads – to create easy to understand content exports. This solution makes it easy to respond to records requests or other discovery or investigation needs with full context.

“ We put in a list of maybe a hundred words — keywords. If it says ‘shooting,’ ‘hurt,’ ‘blood’ — any threat — they will notify me and I can notify the principal and notify law enforcement, if need be. ”

Sherrie Johnson, Stafford County Public Schools, VA



SEARCH AND TAGGING FOR BETTER TARGETING

Combing through years worth of previous posts, tweets, and comments is a challenge without advanced search and tagging tools. Our sophisticated search engine and custom tagging system allows government agencies and school districts to organize and filter archived content. This makes finding the needle in the haystack easy.

ArchiveSocial's advanced search and filter features give agencies the ability to search across all of an organization's social media using keywords, date, network, username, content type, or tags.

Custom tags for content make it easy to organize archives. Filters can quickly refine results, including the capability for finding records that have been deleted. Finding deleted content is common in an easy task with ArchiveSocial's user-friendly interface.

IN FOCUS: HOPKINTON, MA

When the town was using a scheduling tool to schedule posts for their Facebook and Twitter accounts, they experienced a glitch which caused all of the pre-scheduled posted content to be deleted from the social media networks. The Director of Technology was able to use ArchiveSocial to retrieve all of the deleted posts from their archive.

“*If something like that had happened when we weren't archiving, it would have been a disaster.*”

Director of Technology for Hopkinton, MA

OPEN ARCHIVING: A PROACTIVE SOLUTION

Provide the highest level of transparency to your communities by making your social media records open to the public with Open Archive, a public access portal.

The portal gives citizens the ability to search and locate social media records at their convenience. As a result, government agencies and school districts can minimize the cost and overhead of fulfilling public records requests.

The screenshot shows a web browser window displaying the 'CITY OF DALLAS PUBLIC INFORMATION OFFICE' website. The page is titled 'City of Dallas - Social Media Archive' and is powered by ArchiveSocial. It features a search bar with a 'Quick Search' tab and an 'Advanced Search' tab. Below the search bar is a 'Search' button. To the left of the search bar, there are 'Example Searches' listed: 'DallasPETS (Illegal Dumping Efforts)', 'Street Services (Improving Dallas' Infrastructure)', and 'Dallas City Council (Meet your City Council)'. Below the search bar, there are 'Related Links' listed: 'Dallas City News' and 'Dallas City Hall'. The footer of the page includes the ArchiveSocial logo and the text 'ArchiveSocial © 2011-2020. All rights reserved.'

CITY OF DALLAS PUBLIC INFORMATION OFFICE

Powered by ArchiveSocial

City of Dallas - Social Media Archive

This free and open archive provides access to social media records from the City of Dallas. The content in this archive captured and is being made available in accordance with state and local public record laws.

Enter a keyword to search across the entire archive of social media sites, or use the Advanced Search for more options.

Quick Search **Advanced Search**

Search

Separate multiple keywords with spaces
Use double quotes (") around phrases
Specify asterisk (*) for wildcard searches

Example Searches
[DallasPETS](#) (Illegal Dumping Efforts)
[Street Services](#) (Improving Dallas' Infrastructure)
[Dallas City Council](#) (Meet your City Council)

Related Links

- [Dallas City News](#)
- [Dallas City Hall](#)

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ArchiveSocial

www.cityofdallas.gov.archivesocial.com

GETTING COMPLIANT

Whether agencies' social media portfolios are managed by a single individual or distributed across several departments, a centralized social media records archive is the key to efficient and cost-effective compliance.

What's more, organizations need to be able to connect accounts to an archive quickly and easily without collecting personal login information from multiple users or granting blanket access to all of the data in the archive.

ArchiveSocial is a cloud-based solution that requires no software installation or IT expertise. It simplifies deployment across organizations and enables organizations to automate social media record-keeping in a matter of minutes.

On average, our customers are on boarded and archiving their entire social media presence in **under 20 minutes**.

“We have received multiple data requests on a recent controversy. The support team walked me through how to do a very precise search and was knowledgeable about the nature of data requests... I can only imagine the amount of time it would have taken and the mistakes that might have been made had we done this manually.”

Jacqueline Smith, City of St. Louis Park, MN



HISTORICAL ARCHIVES

For organizations that have not been maintaining records of social media, it is important for existing account history to be included in a complete archive.

Additionally, social media portfolios can evolve over time with different networks falling in and out of use as the popularity of sites fluctuates. However, even if a page is removed, records of that content must continue to be stored and maintained for organizations to stay compliant. With ArchiveSocial, when social media accounts are retired, they can be set to historical status. The data remains in the archive and is fully exportable and searchable.

ArchiveSocial collects all the available data from existing social media accounts, including historic data. Continual re-verification of the entire social media account ensures changes to old content are detected and stored, and allows ArchiveSocial to accommodate changes to a social network's features.



RECORD EXPORTING AND REPORTING

An archive is only as good as its ability to produce records.

ArchiveSocial can export social media content to a variety of formats including PDF, HTML, and Excel. This makes it easy and efficient for organizations to perform exports on demand and produce presentation-ready PDFs with highlighted search results and detailed export descriptions.

“If I can’t easily get it out to people when they’re asking for it, it doesn’t do me much good. With [ArchiveSocial], I can email or post it usually the same day I receive the request — often in minutes — *literally saving hours* for every request.”

Sgt. Christopher Fulcher, Vineland Police Department

Export data

Run an export now or schedule an export to run on a recurring basis. Recent exports can be downloaded from the export history below. The export history shows the last 90 days of exports from your archive.

Exports started from this page will contain all records in your archive from the specified time period. If you would like to export a subset of records, you can perform an advanced search on the Search tab and generate an export from the search results.

[Export now](#) [Schedule recurring export](#)

Scheduled exports

Displaying 1 - 1 of 1

Jan_2018
Created by Grace Han on December 13, 2018 at 9:37 AM GMT-05:00
Monthly PDF export of new records
Next export scheduled for: May 1, 2020 [Remove](#)

Recent export history

Displaying 1 - 4 of 4

Jan_2018 - Apr 1, 2020
PDF export scheduled for April 1, 2020 at 6:38 AM GMT-04:00 by Grace Han
Date range: March 1, 2020 - April 1, 2020 [Cancel](#)

Submitted Assembled Compressed **Verifying** Complete

Verifying export...

Jan_2018 - Mar 1, 2020
PDF export scheduled for March 1, 2020 at 7:44 AM GMT-05:00 by Grace Han
Date range: February 1, 2020 - March 1, 2020
Completed on March 4, 2020 at 1:37 AM GMT-05:00

LEVELS OF ACCESS

In many organizations, individuals requiring access to social media records can cross departments and have different needs. While some users may want to tag and manage records, others may only need to view records.

ArchiveSocial allows three levels of access to suit an organization's needs, including Full Administrators, Read-Only Administrators, and Social Media Account Owners. The levels facilitate additional opportunities for collaboration while helping organizations maintain control.



Full
Administrators



Read-Only
Administrators



Social Media
Account Owners



USE RULES TO FOLLOW RETENTION AND DISPOSITION GUIDELINES

Agencies may have retention guidelines that apply to social media. If so, organizations need a social media archive that allows for rules-based disposition. If certain content needs special consideration, flexible retention rules are key.

ArchiveSocial allows organizations to control the retention period of records through customizable disposition rules. All records can be reviewed before deletion. This flexibility allows the user to customize their archive while maintaining the greatest level of compliance.

IN FOCUS: EAST PROVIDENCE, RHODE ISLAND SOCIAL MEDIA POLICY, 2019

“Social media content is subjective to the Records Retention and Destruction Schedule established by the Department of Records for the agency, whether or not the social media is currently posted on the agency’s site(s)...

Agencies are responsible for making and retaining such postings, as required by the agency’s Records Retention and Destruction Schedule.”



ARCHIVESOCIAL CAN MAKE ALL THE DIFFERENCE

ArchiveSocial is the social media archiving solution that helps government agencies and school districts maintain the greatest level of compliance and transparency when online.

IN FOCUS: WASHINGTON, EVERGREEN SCHOOL DISTRICT

School districts are sharing critical and sometimes controversial information on social media, and they need to be prepared to produce records of their communications in the event of a public records request.

In February 2018, Washington Evergreen School District was using social media to share information about a construction bond that was on the ballot in their city, and they ran a social media campaign to educate the public about how the bond money would be used. They created 20 videos on social media – one for each school in the district – to show the public plans to tear down and rebuild the schools that needed updating, and each post received a flood of comments, most of which were positive, but some of which were from detractors.

A local paper was reporting on the controversy, and they issued a public records request for all social media posts and comments related to the construction bond. Because the district has an archive with ArchiveSocial, they were able to easily search for and produce the hundreds of posts and comments about the bond on Facebook, YouTube, and Twitter, and share them with the newspaper.

. . .



**READY TO SPEAK WITH SOMEONE ABOUT
YOUR SOCIAL MEDIA ARCHIVING NEEDS?**

Visit www.ArchiveSocial.com or call (888) 558-6032 today.