



OVERVIEW

Protecting Our Township with Social Media Archiving

Why do we need to archive?

“With the public records law in Massachusetts, it is critical to capture all of the records produced by social media. You are protecting your community, your employees and complying with the law.”



NICHOL FIGUEIREDO
*Public Information Records
Access Officer & Webmaster
Framingham, MA*

- Our social media is creating public records.



Open records laws maintain that we need to be able to produce social media records—**both from our own content, and from content our constituents create**—in response to records requests.



Social media is a mission-critical part of our communication strategy, and our constituents are creating, editing, and deleting records on a daily basis.

- If we do not preserve our social media records, **we are potentially out of compliance with state records regulations.**
- Beyond public records responsibilities, we will increasingly need to produce records for a variety of other types of requests.



Requests from internal stakeholders



E-discovery requests

Michigan Social Media Records Guidance



Michigan Freedom of Information Act

15.232 Definitions

(e) “Public record” means a writing prepared, owned, used, in the possession of, or retained by a public body in the performance of an official function, from the time it is created.

(h) “Writing” means handwriting, typewriting, printing, photostating, photographing, photocopying, and every other means of recording, and includes letters, words, pictures, sounds, or symbols, or combinations thereof, and papers, maps, magnetic or paper tapes, photographic films or prints, microfilm, microfiche, magnetic or punched cards, discs, drums, or other means of recording or retaining meaningful content.

Social Media Operating Procedure Handbook

Oakland County, MI

November, 2015

1. Are the posts public records?

- If the posts are made or received in connection with the transaction of the department’s public business (such as providing advice or receiving comments about the department, its programs, core business, etc.), **then they are public records for the purposes of records retention and need to be retained for their minimum retention periods.**

Excerpt from [Oakland County, Michigan Social Media Operating Procedures Handbook](#)

Why do we need an archiving solution – is there another way to do this?

“Facebook has no records management capability.”



**JERRY
LUCENTE-KIRKPATRICK**
Formerly State Records
Analyst
State of Arizona

Other methods don't capture the content we need.

- ▶ We cannot rely on the social networks to archive for us.



The social networks do not provide user comments or revisions to content (edited, deleted, and hidden content) in their download features



The social networks are not bound to public records laws, and have no legal obligation to retain records

- ▶ We cannot rely on “manual” archiving, or screenshots



Screenshots are only a snapshot in time, do not capture deleted or revised content, and are not searchable



Screenshots have no metadata attached to them, and are not effective in court

- ▶ We cannot just make our social media “one-way”



There's no way to consistently block users from generating content on our social media pages



For example, on Facebook, we cannot disable users' ability to comment on our posts

How much does it cost, and what is involved with implementation?

"I can't even begin to explain how much simpler and easier ArchiveSocial has made things. It's not something I even have to think about now."



SGT. CHRISTOPHER
FULCHER
Chief Technology Officer
Vineland, NJ Police
Department

- ▶ Pricing is fully transparent and designed to fit into discretionary budgets.



The pricing is based on average monthly record counts

- ▶ Most agencies fully connect in 20 minutes.



The system is cloud-based, and all it requires is connecting our social media accounts



No IT resources are required

- ▶ ArchiveSocial never has access to our social network passwords, and can only "read" our content.

Why should we do this now?

"If you don't have something like ArchiveSocial for your social media, you're playing Russian roulette with your daily public records responsibilities — and that's not a good idea. "



REBECCA MEDINA
STEWART
Director of Public Affairs and
Marketing
City of Deerfield Beach, FL

- ▶ It gives us confidence that we are in compliance with state records laws, and can easily respond to records requests.
- ▶ Without it, we are losing records daily, through deleted and edited content.
- ▶ As engagement on our social media increases, it gives us insurance in case of unexpected events.



It gives us confidence to moderate content in accordance with our social media policy, confident that we have the records to defend ourselves



It gives us the ability to conduct reviews, if needed for internal stakeholders or external parties

Why ArchiveSocial?

"ArchiveSocial's functionality, ease-of-use, compliance, and reporting features are better than their competitors. I was impressed by how simple it was to add accounts and to pull up records. Brilliant!"



DAVID BRAUHN
Communications Manager
City of Walla Walla, WA

- ▶ The industry leader- working with more than 7000 agencies nationwide.



From small towns to the largest cities, including NYC, Detroit, Chicago, and San Francisco



Currently working with agencies throughout Michigan, including the Charter Township of Lyon, City of Burton, and Washtenaw County.

- ▶ It gives us the highest level of compliance.



ArchiveSocial preserves more content than any other solution



Search and replay features that enable us to easily respond to records requests

- ▶ They are in the top 1% of customer satisfaction scores for software companies, with a US-based customer support team ready to assist us.