



OVERVIEW

Protecting Our Agency 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

Washington Social Media Records Guidance



WASHINGTON PUBLIC RECORDS ACT

- **“Public record”** includes any writing containing information relating to the conduct of government or the performance of any governmental or proprietary function prepared, owned, used, or retained by any state or local agency **regardless of physical form** or characteristics.

SOCIAL MEDIA RECORDS GUIDANCE FROM THE GOVERNOR

- The agency recognizes that **all content published and received by the agency using social media** in connection with the transaction of the agency’s public business are public records for the purposes of Chapter 40.14 RCW (Preservation and destruction of public records).
- The **agency remains responsible** for capturing electronic copies of its public records made or received using social media, including those records made or received using third-party websites

Excerpt from **Guidelines and Best Practices for Social Media Use in Washington State**, page 14-15

<http://www.governor.wa.gov/sites/default/files/documents/GuidelinesAnd%20BestPracticesForSocialMedia.pdf>

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.



90% of agencies are priced under \$5000 per year



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 nearly 3000 agencies nationwide.



From small towns to the largest cities, including **NYC, Seattle, and San Francisco**, and state agencies like the **Washington State Patrol, Office of the Insurance Commissioner, and the Department of Commerce**.



Currently working with **more than 220 agencies in Washington**, including Skamania County Sheriff, the Port of Camas Washougal, the City of Vancouver, Cle Elum, McCleary, and Clark County Public Utilities.

- ▶ 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.