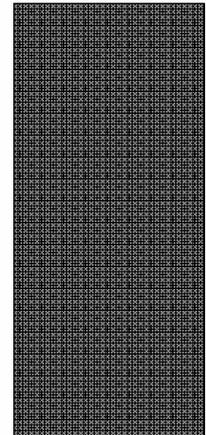


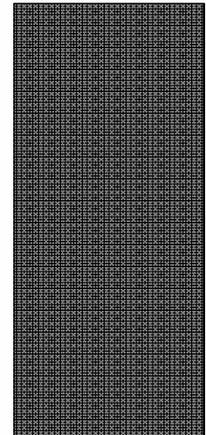
# SOCIAL MEDIA RECORDS MANAGEMENT

SESSION 6 OF 7 ON RECORDS MANAGEMENT



# SESSION GUIDELINES AND GENERAL INFORMATION

SESSION 6 OF 7 ON RECORDS MANAGEMENT



# PRESENTER(S)

**Karen Gray**

*Records Analyst*

(Records Retention Schedules and Imaging – State Agencies)

Archives and Records Management Branch

*And / or*

**Jerry Lucente-Kirkpatrick**

*Records Analyst*

(RM Training; Retention Schedules and Imaging – Local Agencies)

Archives and Records Management Branch

*And / or*

**Melanie Sturgeon**

*State Archivist*

Archives and Records Management

Library, Archives and Public Records

Arizona Secretary of State

# ADDITIONAL CONTRIBUTORS TO THIS TRAINING

## **Steve Adams**

*Senior Records Analyst*

National Archives and Records Administration (NARA)

(From presentation to *NAGARA - Indianapolis*, given on July 11, 2013)

## **Patricia C. Franks, PhD, CRM**

*Associate Professor*

*MARA Program Coordinator*

*SLIS Internship Coordinator*

School of Library & Information Science

San Jose State University

(From presentation to *NAGARA - Indianapolis*, given on July 12, 2013)

# GENERAL GUIDANCE FOR ON-LINE SESSIONS

1. Please remember that while you are in the on-line classroom, all other participants **can hear everything** you say (even in the background), and **can see everything** you write on the whiteboard.
2. I will be muting All participants to help with sound distortion.
3. Please make sure that all phones are muted during the sessions. **Press \*6 and your phone will be muted.**
4. Feel free to submit notes during session for discussion. If you would like to **send a note / comment**, please **send to “all”** so that everyone can see the question and then hear the answer to that question.
5. Please raise your hand if you wish to speak
6. Take a vote: How many of you are participating in today’s session with a group of co-workers?
7. If so, how many of you are there in your group? (Send # as a note)
8. At the end of the training, **I will be taking questions**. Write down any questions you have during the session, and **we will have an opportunity to ask them at the end.**

# ALL RECORDS MANAGEMENT IN ARIZONA IS GOVERNED BY ARIZONA REVISED STATUTES (ARS)

- In Arizona, **everything that we do** in Records Management is governed by Arizona Revised Statutes (ARS).
- The ARS that govern Records Management are:  
**§ 41-151.14 – §41-151.19**  
**and**  
Portions of **§39-101 – §39-128**
- The purpose of this training today is to discuss the management of electronic records.

# WHAT IS A "RECORD"

## 41-151.18. Definition of records

In this article, unless the context otherwise requires:

- **"records"** means all books, papers, maps, photographs or other documentary materials,
- **Regardless of physical form or characteristics**, including prints or copies of such items produced or reproduced on film or electronic media pursuant to section 41-151.16,
- **Made or received by any governmental agency** in pursuance of law or in connection with the transaction of public business and preserved or appropriate for preservation by the agency or its legitimate successor
- **As evidence of the organization, functions, policies, decisions, procedures, operations or other activities of the government, or because of the informational and historical value of data contained in the record**, and includes records that are made confidential by statute.

# WHAT IS NOT A RECORD

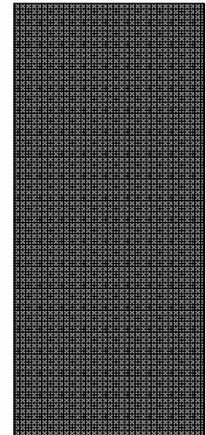
41-151.18. Definition of records - continued

**Not included within the definition of records as used in this article:**

- **extra copies of documents preserved only for convenience of reference**

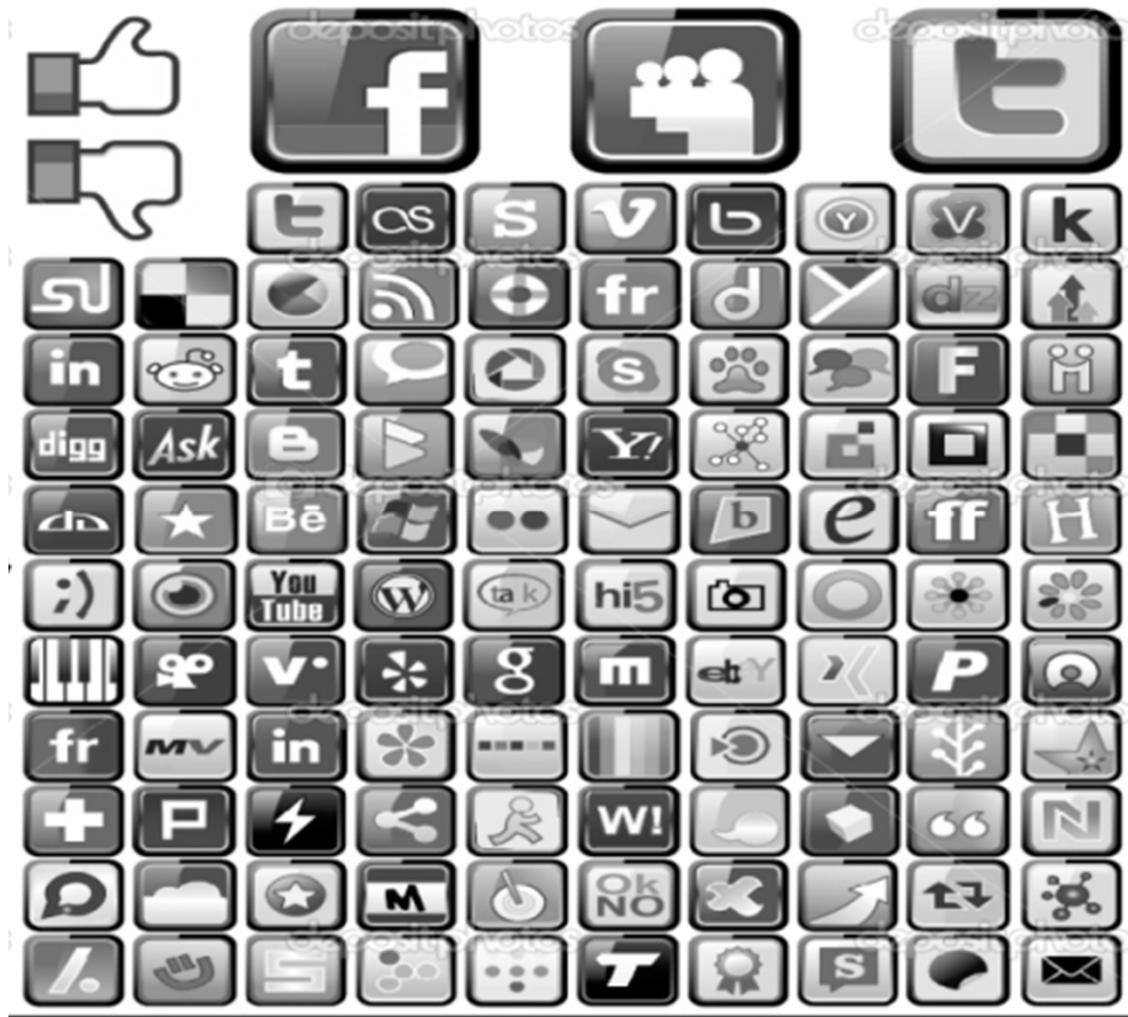
# WHO IS USING SOCIAL MEDIA & WHY PUBLIC BODIES USE IT

SESSION 6 OF 7 ON RECORDS MANAGEMENT

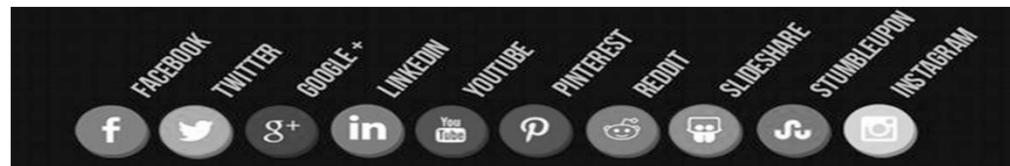
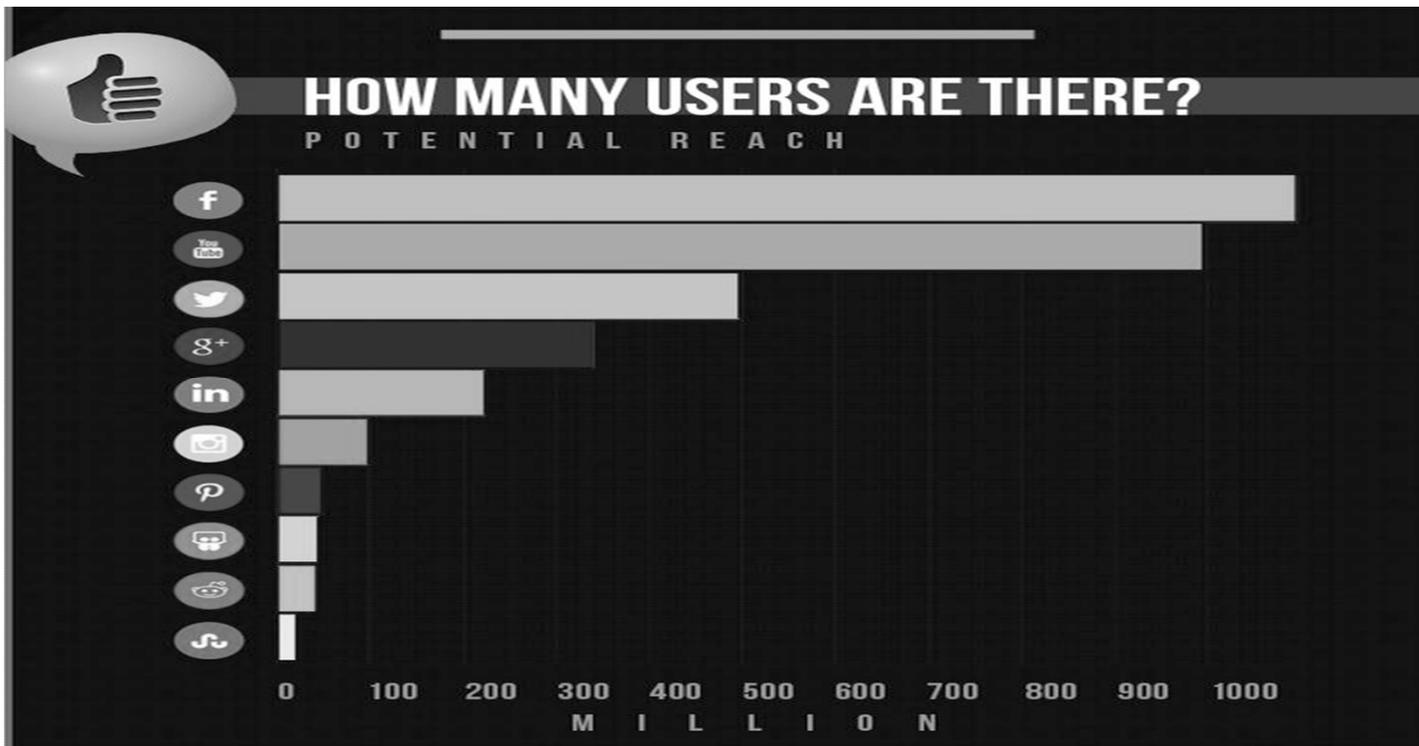


# SOCIAL MEDIA

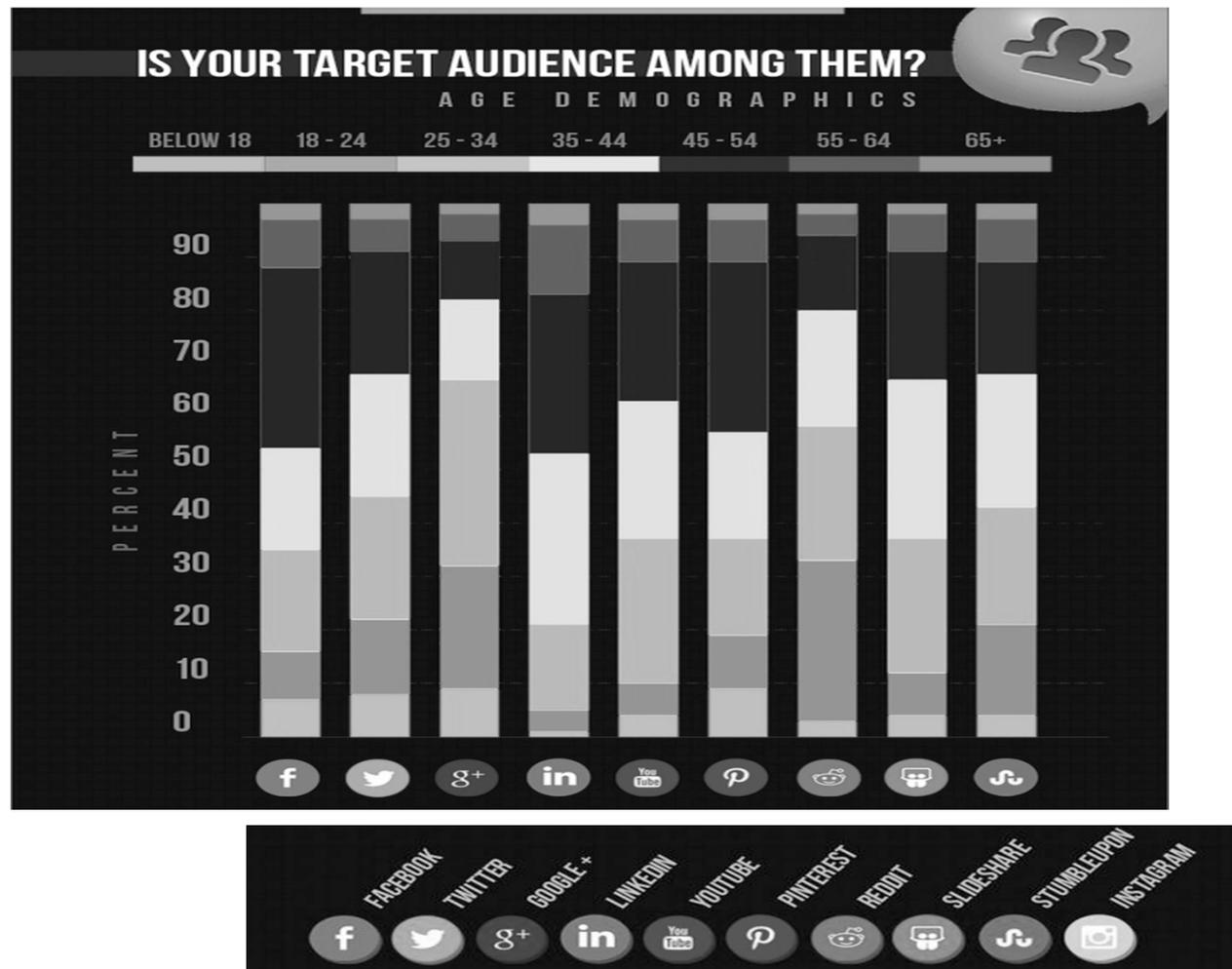
- Facebook
- LinkedIn
- Twitter
- YouTube
- Google
- Skype
- GovLoop
- and many more



# WHERE DOES YOUR AUDIENCE “HANG OUT” – BASED ON NUMBERS?



Where does your audience “hang out” – based on age?



<http://pinterest.com/pin/112097478197769776/>

# PRIMARY USES OF SOCIAL MEDIA BY GOVERNMENT

## **Share**

Inform citizens of public services through social content (*result: increased access to information*)

## **Listen**

Observe, analyze and understand what citizens are sharing (*result: improved customer service*)

## **Engage**

Respond, collaborate and create with citizens to improve public services (*involve the community directly in government decision making*)

# BENEFITS OF SOCIAL MEDIA FOR PUBLIC BODIES

- Enable internal collaboration
- Information sharing with external partners or contractors
- Exchange information with the public
- Keep pace with fast moving events
- Harness the ideas of the public to support your mission

<http://howgovleads.com/2010/09/30/5-benefits-of-using-social-media-in-the-federal-government/>

- Enhance situational awareness

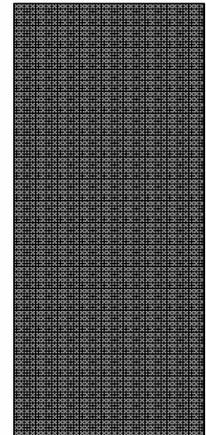
<http://www.govtech.com/e-government/Using-Social-Media-to-Enhance-Situational-Awareness.html>

## BENEFITS OF SOCIAL MEDIA FOR PUBLIC BODIES - CONTINUED

- Provide greater transparency
- Reach citizens where they are (online)
- Provide easier access to services and information for citizens
- Save time
  - word of mouth advertising
  - allowing citizens to answer questions for one another)
- Save money (otherwise spent on print materials and phone calls)

# WHAT RECORDS MANAGERS NEED TO KNOW ABOUT SOCIAL MEDIA

SESSION 6 OF 7 ON RECORDS MANAGEMENT



# OVERVIEW OF WHAT YOU NEED TO KNOW

- **Become familiar** with Social Media
- Understand the **value to the organization** and subunits
- Become involved from the start (RIM reference should be in every social media policy)
- Set **strategic plan** to handle social media records
  - both static and dynamic,
  - including the people, objectives, strategies and technologies
- Be sure provisions are made **for transfer or in place preservation**
- Continue to audit results and evaluate processes
- **Update your plan** as necessary
- Scan the horizon for **the next new technology** that results in records that must also be captured and managed—It's sure to come

# TO IMPLEMENT SOCIAL MEDIA RECORDKEEPING

- Understand the specific risks that apply to social media
- Know what the organization is doing with social media
- Develop a social media information strategy
- Support social media use with a policy that supports recordkeeping
- Be proactive
- Keep abreast of emerging trends in social media systems and use
- Patricia C. Franks, PhD, CRM (From presentation to *NAGARA - Indianapolis*, given on July 12, 2013)

# RECORDS MANAGEMENT'S ROLE IN SOCIAL MEDIA GOVERNANCE

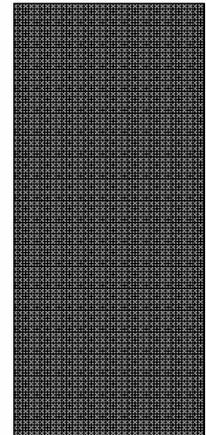
- Records management must understand the value and use of social media to business goals.
- Records management should determine the value of content and associated risks, including legal and regulatory requirements.
- Records management should be responsible for drafting governance policies and procedures including classification structure, metadata models, file plans, retention schedules, disposition instructions, and more.
- Records management should help identify technology requirements to support retention requirements.

IF ANSWER IS **YES** TO ANY OF THE FOLLOWING,  
YOUR SOCIAL MEDIA MUST BE  
SUPPORTED BY RECORDKEEPING FRAMEWORK

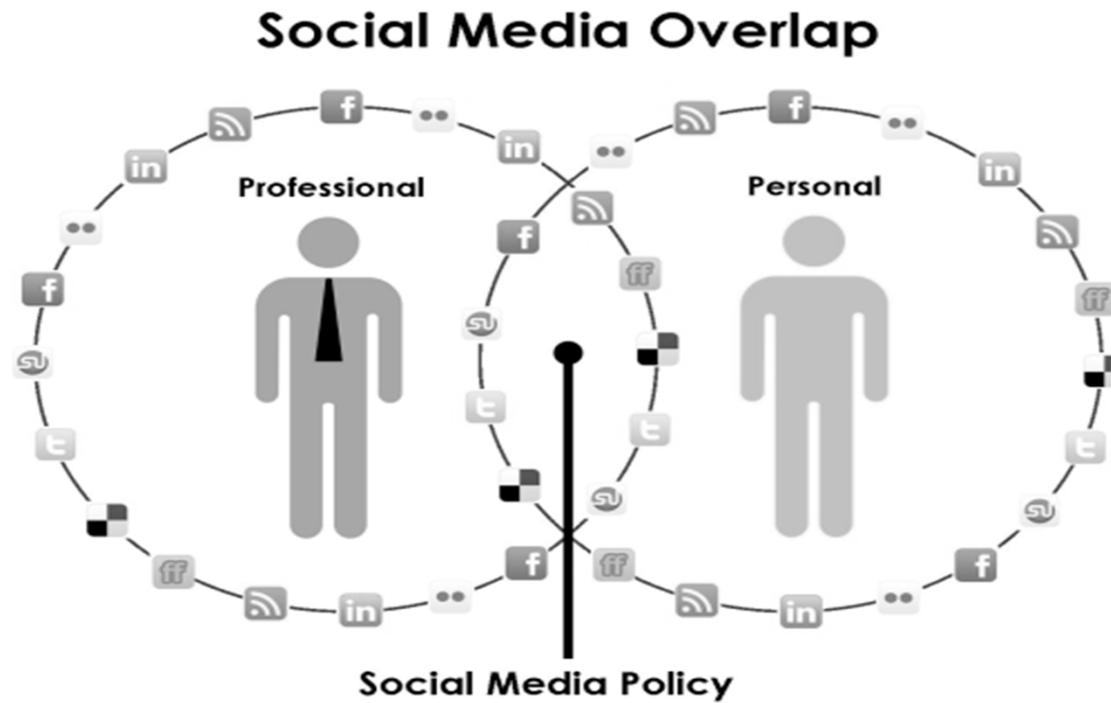
- Is a high risk or strategic business moving to (using) social media?
  - Are business or client management decisions being made or communicated via social media?
  - Are internal processes that were formerly supported by defined processes or workflows now moving to social media?
  - Will clients rely on information posted to social channels?
  - Will corporate reporting or accountabilities rely on the information posted to social media?
  - Will any of the content being used on social media channels be reused?
- Patricia C. Franks, PhD, CRM (From presentation to *NAGARA - Indianapolis*, given on July 12, 2013)

# LEGAL CHALLENGES OF SOCIAL MEDIA FOR PUBLIC BODIES

SESSION 6 OF 7 ON RECORDS MANAGEMENT



# SOCIAL MEDIA OVERLAP



## RISK COMPONENT – TERMS OF USE (TOFU) CONTRACTS

**Problem – If you want to use the Social Media site you Agree!**

- Employee mindset toward setting up Social Media account is trained by their own personal use of Social Media
- We have been trained by previous use to “Click to Agree” to Terms and Conditions – but **this is a CONTRACT**
- **Contract between Public Body and Social Media site** very likely to be established by employee NOT Lawyer or Procurement professional
  - Employee likely did not even scroll through ToFU to review for acceptability
  - If they did, they probably would not know what is significant, what is in violation of Public Body procurement policies & practices, etc

# FACEBOOK – CALIFORNIA IS JURISDICTION

- If you (or your employees) click “Accept” – **Your Public Body** Agrees to:
  - You agree to handle any legal challenges in California
    - Santa Clare County
    - California State Laws apply
    - Agree to limit Indemnity
    - Are your Public Body Attorneys licensed in Calif?
  - What You Lose – Your right to **handle dispute in Arizona**

# WORKING TOGETHER TO CHANGE FACEBOOK

**Attorneys General** from Colorado, Massachusetts, Michigan, New York, Pennsylvania, Washington state and several others, as well as the **National Association of Attorneys General** and **National Association of State CIOs (NASCIO)**'s Social Media Legal Workgroup participated in the yearlong discussions with Facebook.

When states began discussing concerns about social media 18 months ago, there was broad concern among state-level lawyers who worked in **procurement, CIO office and other business lines**, Robb said.

NASCIO Executive Director Doug Robinson added via a statement that terms-of-service problems "have impeded broader use" of Facebook and other social media tools by states.

**Colorado** took perhaps the most visible stance against Facebook. The **State Attorney General discouraged agencies from launching their own pages** because the terms of service were believed to violate the state constitution.

## **SUCSESSES FROM STATE & MUNICIPAL PARTNERSHIP - NEW FACEBOOK TOFU FOR PUBLIC BODIES**

New Option for 2011

State and Local Government Exception – What You Get

- Strikes Jurisdiction / venue in CA
- Strikes Application of CA Law
- Strikes the indemnity clause except to the extent indemnity is allowed by a state's constitution or law
- Encourage amicable resolution between public entities and Facebook over any disputes

## FACEBOOK GOVERNMENT EXCEPTION – HOW TO GET IT

- State and Local Government Exception Applies

### **ONLY IF:**

- Select “Community / **Government**” Designation
- **MUST** Link Facebook page to your Government website
- Do NOT click “Education” or “Organization”
- If you opened Facebook page before 2011 – **MUST** change page to “Community / Government”

# ADDITIONAL LEGAL CHALLENGES OF SOCIAL MEDIA

- Harassment
- Defamation
- Copyright/Trademark infringements
- Breach of Confidentiality
- Endorsement Advertising Violations
- Recordkeeping

# SOCIAL MEDIA COURT CASES (ONLINE PERSONNA)

## **Eagle v. Morgan, 2013-11-4303 (E.D. Pa. 2013)**

One of the first trials on the issue of **who owns social media accounts**:

The individual **Employee** who first **created** the account?

Or the **Employer** whose business was promoted using the account?

The U.S. District Court for the Eastern District of Pennsylvania held that **an employer's conduct, absent a company social media policy**, resulted in the torts of unauthorized use of name, invasion of privacy by misappropriation and misappropriation of publicity.

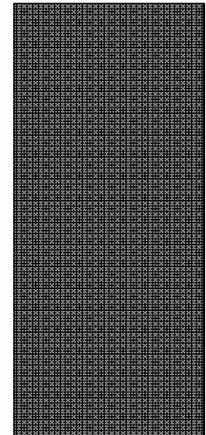
## "ONLINE PERSONNA" COURT CASES (CONTINUED)

The employer may have prevailed *if it had implemented a social media policy* that covered factors relevant to ownership, such as whether:

- (1) the employer paid the social media account fees;
- (2) the employer dictated the precise contents of the employee's account;
- (3) the employee acted expressly on behalf of the employer due to her position, role or responsibility; or
- (4) the social media account was developed and built through investment of the employer's time and resources.

# CHALLENGES OF SOCIAL MEDIA – RECORDS MANAGEMENT

SESSION 6 OF 7 ON RECORDS MANAGEMENT



# THE “PLACE” OF PUBLIC RECORDS

Why Mix Social Media and  
Records Management?

Isn't Inherent Transparency of Social Media  
Enough?

Are Openness and Transparency the only  
responsibilities of Government?

# DUTIES OF ALL PUBLIC BODIES AND EMPLOYEES FOR RETENTION & PRESERVATION

Establish and maintain an active, continuing program for the economical and efficient management of the public records of the agency.

*ARS 41-151.14(A)(1)*

# WHO IS MANAGING ALL OF THIS STUFF? (RECORDS / INFORMATION / DATA)

**Questions to think about as we move through the rest of this presentation:**

- What is the difference between data and records?
- Is it I.T.'s "responsibility" to provide Records Management service to their customers?
- Who is in the best position to "manage" electronic records? Is it I.T.?
- Is I.T. the creator of the content / record?
- Or, is I.T. the "post-er" of the content / record?
- Do any of these questions matter?

## RM QUESTIONS FOR SOCIAL MEDIA MANAGEMENT

Important RM Concept for all forms of Electronic Communication:

- Is **Content** in Communication a **Copy**?
- Is that content (of original not copy) **being retained and managed** (from RM perspective) elsewhere?
- Is **Content Unique** information?
- Is Unique Content **being retained and managed** (from RM perspective)?

# WHEN IS SOCIAL MEDIA NOT SO SOCIAL?

## Challenges with Social Media Records:

- A.R.S. require we (government) control (manage) our records during their entire retention period.
- Social Media sites provide little to no tools to help manage YOUR records on THEIR sites.
- Who controls the content on Social Media sites?

---

= Challenges to compliance with RM Statutes.

# I'VE GOT THE KEYS TO THE CAR, BUT NO BRAKES!

In Summary,

- “Everyone Is Doing It!” (Social Media)
- “No One Can Do It!” (RM for Social Media)
- You May or May Not Own It (Your Information)
- You Must Manage It (Your information)
- Where’s Facebook when you need help? (to meet Statutory requirements)
- “Why did you want to live here?”

# SOCIAL MEDIA VIRGINS BEWARE!

## 1. If You Post it, You Own It

- Whatever content / records government bodies post to Social Media sites **belongs** to the public body and **NOT** to the Social Media site - from a Records Management point-of-view.

## 2. If You Own It, You Manage It

- If you post something to any Social Media site, and the posting (words, pics, video, etc.) is work-related, then you have a statutory responsibility to retain the posted information for the approved & correct retention period.

- Link to *Social Media Records Retention Schedule*:

- <http://www.azlibrary.gov/records/documents/pdf/all%20-%20email.pdf>

## 3. If You Created It, You Own It

- The **Creator of any content** being posted to social media sites (or other websites) needs to be **responsible for the proper retention** of the content they created.

# YOU'VE GOT THE POWER

## - AT LEAST SOME



#### 4. Unique vs. Copy

- **Copies Are Not Records.** As such, copies do not need to be managed.
- **Avoid posting any unique or original content** to social media sites. Post only copies of information being managed elsewhere by a specific person responsible for its retention. This is especially grievous with **Videos** posted to YouTube, and the like.

#### 5. “Blogs and Wall Posts, Oh My!”

- These are the two most likely areas for Unique content that will need to be managed.

#### 6. Email All Wall Posts

- Make sure you set up your social media site to generate an email to your designated email account (ex. [records@azlibrary.gov](mailto:records@azlibrary.gov)) **whenever anyone posts a comment to your wall.** You can then manage that email for retention since you cannot manage the retention on your social media site.

#### 7. Email All Posted Content

- When you **post information to your social media website**, copy the designated email account (ex. [records@azlibrary.gov](mailto:records@azlibrary.gov)) on that email. This gives you some way of tracking what was on your Social Media site at what time.

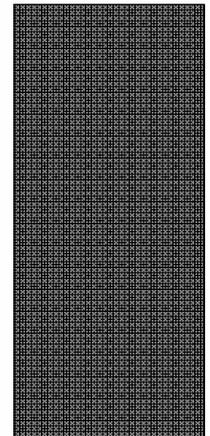
# KEY ASPECTS TO YOUR SOCIAL MEDIA POLICY

- **Identifying what constitutes a record** on social media platforms
- Defining ownership of content and **responsibility for managing** the records
- Developing recordkeeping requirements
- Incorporating recordkeeping practices and requirements into Terms of Use
- **Communicating records policies so employees** and the public understand how records will be managed
- Monitoring the **ongoing use of social media platforms** to determine if that use changes the value of the records
- Monitoring any changes to third-party terms of use

Steve Adams (From presentation to NAGARA - Indianapolis, given on July 11, 2013)

# FOUR (4) SPECIFIC PROBLEM AREAS

SESSION 6 OF 7 ON RECORDS MANAGEMENT



# 1. BEWARE “EXECUTIVE COMMUNICATION” AND SOCIAL MEDIA

## \*\*\*Beware “Executive Correspondence” in Social Media\*\*\*

- Executive Correspondence is a **Permanent** record if it “sets or discusses policy”.
- Permanent Records - **must** be retained on paper or microfilm.  
\*\*\*How will this be possible on Social Media?\*\*\*
- **Any communication / correspondence** that either discusses or sets policy, and takes place in any “physical form or characteristic” (ARS §41-1350), involving an executive (any Board, Commission or Council member, an Agency Director, elected official, County / Department / Division Leadership) will meet the definition of “Executive Correspondence”.
- **Where** this discussion takes place does not matter: could be on paper, on a website, in an email, on Social Media, in a blog, in a shared workspace, definitely in Sire, etc.
- Since Policies are Permanent, then executive discussions of Policies become important Permanent records to help provide context to the Policy(ies).
- This specific records series is from the *Management Records* General Retention Schedules

## 2. DEFINITION OF HISTORICAL RECORD - OF INTEREST TO STATE ARCHIVES

If a record is historically significant, it is a permanent record.

\*\*Permanent Records are of interest to the State Archives and future researchers.

The following are deemed **historically significant** records when:

- Document a **controversial issue**
- Document a program, project, event or issue that **results in a significant change that affects** the local community, city, county or state
- Document a program, project, event or issue that **involves prominent people, places or events**
- Document a program, project, event or issue that **resulted in media attention** locally, statewide or nationally

### General Retention Schedules

Any record series listed as permanent on a general retention schedule should be transferred to the State Archives when the agency or political subdivision no longer wishes to maintain those records. You can reach the State Archives at 602-926-3720 or 800-228-4710 to discuss the transfer of the records.

# 3. VIDEO AS RECORD / PERMANENT RECORD

**Videos and Tweets: Your website, YouTube, FaceBook, Twitter, etc**

- **Make sure your only copy of the video / tweet is NOT online @ Social Media site.**

**What types of videos / tweets would be of interest:**

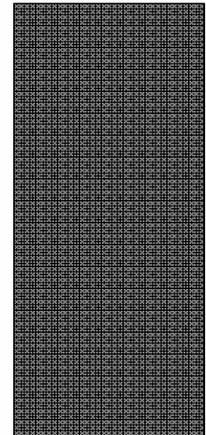
- Involving Core Values / Duties of Office
- Deal with controversial topics and/or topics of interest – You will recognize many of these issues, especially if you suddenly get a large number of letters, calls or e-mails on a hot topic:
  - in **opposition** to an issue
  - in **support** of an issue
  - expressing a concern**
- **Examples of Current / Recent Issues**  
Abortion, Alternative fuels, Environmental issues, Fiscal concerns, Forests, wildfires and forest management, Gambling / casinos, Gas prices, Gay rights, Gun control, Freeways or highways, Illegal immigration, Land and development issues, Legalization of drugs, Legislation (involving your Agency), Important landmarks (if you still have correspondence), Terrorism/terrorists, Water issues, Welfare issues (for or against)

## 4. ELECTED OFFICIALS AND SOCIAL MEDIA

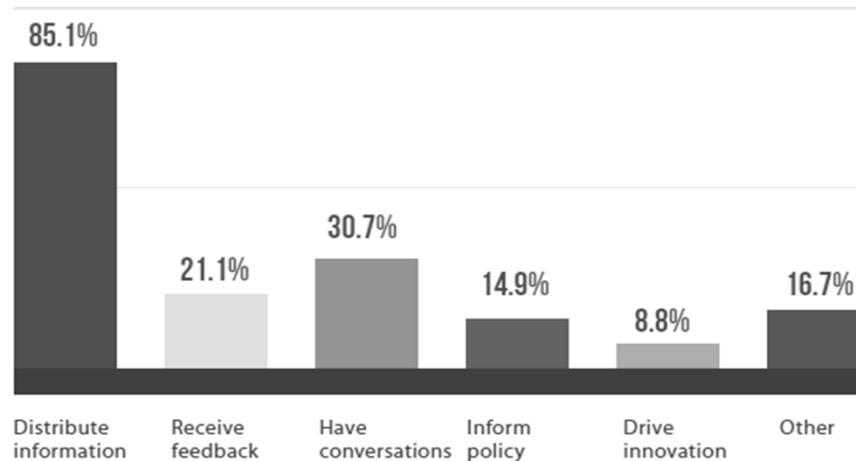
- Avoid “cleaning house” to make room for the newly elected official.
- Include both in-house and vendor / media produced
- Controversial Topics / Topics of Interest (prev. 2 slides)
- What records on Social Media will be of interest to the State Archives and the future:
  - Videos / Tweets / Media attention specifically involving the elected official
  - Inauguration
  - Speeches / Statements
  - Letters / Proclamations
  - Press Releases
  - Significant Events
  - Photos
  - Bio Statements
  - Involving Core Values / Duties of Office

# SOCIAL MEDIA, PUBLIC BODIES & RECORDS MANAGEMENT

SESSION 6 OF 7 ON RECORDS MANAGEMENT

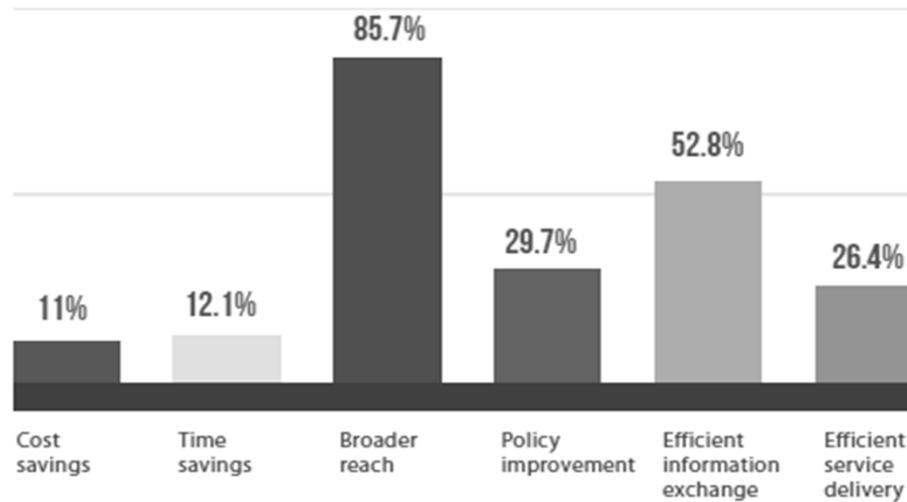


# PRIMARY OBJECTIVE IN USING SOCIAL MEDIA



Results of GovLoop survey with 100 respondents from federal, state, city, and county governments. Source: GovLoop “The Social Media Experiment in Social Media: Elements of Excellence.”

# DEMONSTRABLE MISSION IMPACT



Results of GovLoop survey with 100 respondents from federal, state, city, and county governments. Source: GovLoop “The Social Media Experiment in Social Media: Elements of Excellence.”

# WHAT GOVERNMENT DIVISIONS ARE USING SoMe?

## WHAT FUNCTIONAL AREA IN YOUR ORGANIZATION USES SOCIAL MEDIA?

FUNCTION	%
Communications / Public Affairs	80.7%
Emergency Management / Fire / Police	34.9%
Parks and Recreation	25.7%
Community Planning	22.9%
Public Works	22.9%
Health and/or Human Services	21.1%
Economic Development	19.3%
Environmental Protection / Services	19.3%
Transportation	17.4%
Budgeting / Finance	11.0%
Acquisition / Contracting	8.3%
Property Management	3.7%
Other	16.5%

# SOCIAL MEDIA RISKS

- Reputational damage
- Data leaks
- Privacy breaches
- Cyber-security
- Clueless or rogue employees

# DEVELOP A DEFENSIBLE RIM PROGRAM

- Create and implement a records and information management (RIM) program.
- Consider legal retention requirements ‘before’ implementing social media initiatives.
- Publically state you will be capturing and keeping social media information you need to support your operations.
- Periodically delete ESI according to your “formal” retention policy.
- Enforce, evaluate, and update your Social Media and Records & Information Management polices and practices.

# DEVELOP A SOCIAL MEDIA INFORMATION GOVERNANCE FRAMEWORK

Go back to the Matrix:

- Who is using SoMe? (Divisions? Individuals?)
- Where are they?
- What are their goals?
- What info is there?
- What are their access keys?
  
- Map the business (or unit) that is moving to (or using) social media
- Map the information that is moving to social media
  
- Assess your information needs and expectations, as well as public accountabilities that are dependent on your business information

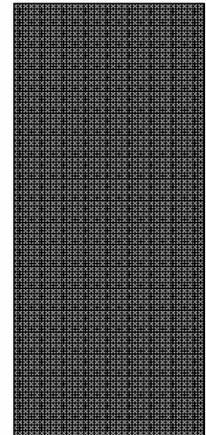
# GO BACK TO THE MATRIX – EXAMPLE OF US GOVERNMENT SOCIAL MEDIA MATRIX

Matrix of Web 2.0 Technology and Government

Technology	Simple Definition	Examples	Opportunity/Potential in Government
Blogs	Journal or diary with social collaboration (comments)	<a href="#">33 federal agencies have public blogs</a> , <a href="#">USA.gov government blog library</a> , <a href="#">Webcontent.gov advice</a> , <a href="#">GovGab.gov</a>	Govt info to new audiences. Puts human face on govt using informal tone. Opens public conversations. Surface issues & solve them.
Wikis	Collaborative authoring & editing	<a href="#">GSA Collab Environment</a> , <a href="#">Core.gov</a> , <a href="#">MAX</a> , <a href="#">NASA</a> , <a href="#">US Courts</a> , <a href="#">Intellipedia</a> , <a href="#">PTO</a> , <a href="#">Diplopedia</a> , <a href="#">PeaceCorps</a> , <a href="#">Utah Politicopia</a>	Workgroup or public collaboration for project management, knowledge sharing, public input. Contributions to 3 <sup>rd</sup> party sites e.g. Wikipedia
Video Sharing (and Multimedia)	Videos, images, & audio libraries (YouTube, AOLVideo, YahooVideo, tubemogul, heyspread...)	<a href="#">USA.gov Multimedia library</a> , <a href="#">NOAA &amp; NASA YouTube</a> , <a href="#">Coast Guard, CA &amp; VA YouTube Channels</a> , <a href="#">Americorps contest</a> , <a href="#">Tobacco Free Florida contest</a>	Public outreach, education, training, other communication for “connected” and on-line audiences. How To videos & audios to improve service and achieve mission.
Photo-Sharing	Photo libraries	<a href="#">USA.gov fed/state photo libraries</a> , <a href="#">LoC &amp; USGS galleries w Flickr API</a> , <a href="#">EPA contest</a>	Cost savings potential. New audiences. Awareness.
Podcasting	Multimedia content syndicated out for use on iPod TM, Mp3 players & computers	<a href="#">White House</a> , <a href="#">NASA</a> , <a href="#">USA.gov federal podcast library</a> , <a href="#">Webcontent.gov</a> , <a href="#">Peacecorps</a> , <a href="#">Census daily podcasts</a>	More ways to get message out. Build trust with conversational voice. Use for updates, live govt deliberations, emergencies, how-to messages
Virtual Worlds	Simulations of environments & people (Webkinz, Club Penguin, Neopets, Stardoll, Whyville, Second Life, Active Worlds, Kaneva, ProtoSphere, Entropia Universe, uWorld)	<a href="#">NASA</a> , <a href="#">NOAA</a> , <a href="#">CDC in SL &amp; Whyville, VA</a> , <a href="#">Natl Guard</a> , <a href="#">Energy</a> , <a href="#">DoD</a> , <a href="#">National Defense Univ Federal Consortium for Virtual Worlds</a> , <a href="#">Real Life Govt in 2nd Life Google group</a>	Public outreach & other communication for kids and niche Internet audiences. Virtual Town Halls, Education, Training. Ability to bring people together worldwide for meetings, lectures, etc.
Social Networking Sites	Connecting people globally	<a href="#">EPA Facebook group</a> , <a href="#">NASA Colab</a> , <a href="#">USAgov Facebook page</a> , <a href="#">MySpace</a> , <a href="#">Linkedin</a>	Intranet use to cross internal stovepipes. Cross government coordination. Public communities. Viral impact. Knowledge mgmt. Recruitment. Event announcements.
Syndicated Web Feeds	Automated notifications of frequently updated content (think RSS)	<a href="#">USA.gov Federal RSS Library</a> , <a href="#">NOAAWatch</a>	Do more with RSS, XML/Web feeds. Expand reach. Pull content together across government. Authoritative source. Reduce duplication.
Mashups	Combine content from multiple sources for an integrated experience	<a href="#">USA Search</a> , <a href="#">USGS</a> , <a href="#">NASA</a> , <a href="#">EPA</a> , <a href="#">Virtual Earth</a> , <a href="#">Google Earth</a> , <a href="#">Google maps</a>	Lots of potential. Improved govt reach, service, usefulness, and functionality. Integrate external data. Get licenses, stay vendor neutral. Make content available to others who create mashups
Widgets, Gadgets, Pipes	Small applications & code in Web pages or for desktop use	<a href="#">FBI widgets</a> , <a href="#">Veterans Affairs</a> , <a href="#">Census Population Clock &amp; NASA Planet Discoveries Desktop widgets</a>	Increase awareness, use, and usefulness of .gov sites, information, and service. Bring content to the user’s home page (iGoogle, netvibes, etc)
Social Bookmark & News (Sharing, Tagging) Sites	Ways of sharing content with others	<a href="#">USA.gov</a> , <a href="#">NASA</a> , <a href="#">Govt blogs</a> , <a href="#">Digg</a> , <a href="#">Delicious</a> , <a href="#">Technorati</a> , <a href="#">AddThis</a>	Increase the popularity and use of .gov pages, information, and services. Viral marketing.
Micro-blogging. Presence Networks.	Form of blogging which allows brief (Instant Message size) text updates.	<a href="#">Twitter</a> , <a href="#">Jaiku</a> , <a href="#">Cromple</a> , <a href="#">Pownce</a> , <a href="#">NASA Edge</a> , <a href="#">USA.gov</a> , <a href="#">GovGab</a> , <a href="#">Univ of Mich</a>	Seek input. Broadcast msgs: emergencies, news, announcements. Real time reportg. Recruitg.

# TOOLS FOR MANAGING SOCIAL MEDIA

SESSION 6 OF 7 ON RECORDS MANAGEMENT



## SOCIAL MEDIA TOOLS FOR CAPTURING CONTENT - WARNING

- The following slides present free options for downloading and saving content from social media sites. We are not promoting these sites, we are not approving these sites, but we are bringing to your attention the fact that there are some free tools available to help with social media content.
- Some social media sites now provide built-in “archiving” tools that will help you capture the content in a location outside of the social media site.
- Most of these tools are NOT RM approved tools, because they don’t have any retention capabilities, but merely a way of grabbing and saving content.
- These may not provide a legally defensible audit trail in court, so choosing between the tools requires a critical analysis, and may require additional technology layers.
- Since Facebook and Twitter did not initially provide archiving tools themselves, some other third-party applications have popped up to perform the task.

# DOWNLOADING FACEBOOK INFORMATION – FROM FACEBOOK

## **How can I download my information from Facebook?**

- You can download your information from your settings. To download your information:
- Click at the top right of any Facebook page and select **Settings**
- Click **Download a copy of your Facebook data** below your General Account Settings
- Click **Start My Archive**
- Because this download contains your Timeline information, you should keep it secure and be careful when storing, sending or uploading it to any other services.

## **Can I pick and choose which information I would like to download?**

- Unfortunately, there's no way to individually select which data you would like to download when you download your Facebook info. You'll have to download your file in its entirety.

Here is a link to information on “archiving” your Facebook information, which actually comes from Facebook.

- <https://www.facebook.com/help/131112897028467>

# FREE FACEBOOK ARCHIVING TOOL FROM FIREFOX



## ADD-ONS

EXTENSIONS | THEMES | COLLECTIONS | MORE...

search for add-ons



To try the thousands of add-ons available here, download **Mozilla Firefox**, a fast, free way to surf the Web!



Home » Extensions » ArchiveFacebook



### ArchiveFacebook 1.4

by Mat Kelly, Carlton Northern, Hany SalahEldeen, Michael Nelson, Frank McCown

ArchiveFacebook is a free tool that allows you to save content from your Facebook account directly to your hard drive. Archive your photos, messages, activity stream, friends list, notes, events and groups.

Download Now

Privacy Policy

End-User License Agreement

This add-on has been preliminarily reviewed by Mozilla. [Learn more](#)

Works with Firefox 3.0 - 15.\* - [View other versions](#)



25 user reviews

2,985 users

Add to collection

Share this Add-on



#### About this Add-on

ArchiveFacebook is a Firefox add-on that helps you to save web pages from Facebook and easily manage them. Save content from Facebook directly to your hard drive and view them exactly the same way you currently view them on Facebook.

Home Add-on home page

Home Support site

Envelope Support E-mail

Version 1.4 Info

# TWITTER TOOL FOR DOWNLOADING YOUR TWITTER ARCHIVE

## Downloading your Twitter archive

Downloading your Twitter archive to allows you to browse a snapshot of your Twitter information, starting with your first Tweet.

### To download and view your Twitter archive:

1. Go to your account settings by clicking on the **gear icon** at the top right of the page and selecting **Settings** from the drop-down menu.
2. Click **Request your archive**.
3. When your download is ready, we'll send an email with a download link to the confirmed email address associated with your Twitter account.
4. Once you receive the email, click the **Go now** button to download a .zip file of your Twitter archive.
5. Unzip the file and click **index.html** to view your archive in the browser of your choice.

**Please note:** It may take a few days for us to prepare the download of your Twitter archive.

Was this article helpful?

Yes

No

# SAVING LINKEDIN CONTENT

## **LinkedIn**

### **Connections**

- Login to **LinkedIn**
- Click on “Contacts” near the top of the page
- On the Contacts page, click the “Export Connections” link at the bottom.
- On the Export LinkedIn Connections page, choose the export file format and click the Export button
- Fill in the captcha information and click Continue
- The file will start to download
- I chose “Microsoft Outlook (.CSV file)”. The result was comma-separated and the information included was First Name, Last Name, E-mail Address, Company and Job Title.

### **Profile**

- Login to **LinkedIn**
- Click on “Profile” to visit your profile page
- Look for the Edit button with the down arrow. Hover your mouse over it and then choose Export to PDF from the menu that appears.
- You can export anyone’s profile as PDF. When you visit their profile page, look for the Send InMail button instead of the Edit button.
- The entire profile gets exported, including skill endorsements and recommendations, but only the latter are credited.

# SAVING GOOGLE+ CONTENT

## Google+

- Google Takeout is the official way to backup information from Google+ and other Google services like YouTube or Picasa.
- Visit **Google Takeout**.
- By default, All of Your Data is selected but you can click Choose Services if you only want your Google+ stuff. Either way, choose what you want to backup and click the Create Archive button.
- Takeout will then start compiling all the information into a ZIP file you can download. If you don't want to wait – for me it took less than a minute, but I don't have many files in Google Drive or Picasa – you can just check the box that says “Email me when ready.”
- Once the ZIP file is ready, click the Download button.
- Even if you're already logged in, you'll need to enter your Google account password, after which you'll need to click the Download button again before the download will begin.
- Frankly, it works great. The ZIP file is very logically organized and the files are named very clearly in it. My only complaint is that not many non-techies are going to know how to get information out of the JSON files exported from Google Profile and Google Reader, but the Google+ export files are in other, easy-to-read file formats such as VCF or HTML.

## Completely free for PC & Mac

Back up and view your content from up to 4 of your social networks accounts.

You will also get 30 days access to our Premium features including pdf export, collections, search and stats.

Download Now for Windows PCs

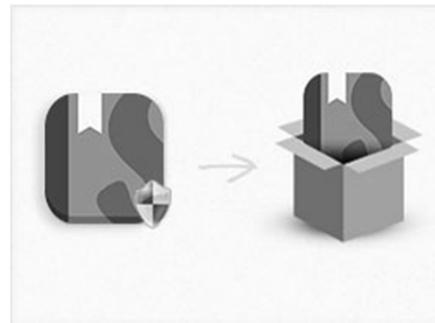


**Requires:** Windows XP, Vista, Windows 7 or later. 2.33GHz Intel Pentium 4, AMD Athlon® 64 2800+ or faster, 1GB of RAM



### Step 1

Download the exe file (look in the downloads folder)



### Step 2

Double click on socialsafe-installer.exe and follow installation instructions



### Step 3

Click on the SocialSafe application icon and add your first network to get started

## TwInbox Twitter Add-in for Outlook



If you are a Microsoft ® Outlook ® user, you probably have it open all the time.

Now you can have a fully-featured, powerful Twitter client at your fingertips without having to open any other applications. TwInbox seamlessly integrates Twitter into Outlook.

It is a perfect Twitter client for any Outlook user, from a Twitter newbie to a business professional.

**Follow @TechHit on Twitter to receive update notifications.**

Download TwInbox, it is free! 

### FEATURES

- Update your Twitter status directly from Outlook.
- Receive your Twitter updates in Outlook.
- Archive, manage, group and search your tweets the same way you manage your email (details).
- Search, track keywords. TwInbox will automatically download ALL tweets matching the keywords you specify, even if you are not following the tweet sender. This feature is perfect for keeping up to date with the Twitter buzz on your name, brand, interests, etc.
- Group tweets by sender, topic, etc using the Search feature.
- Manage multiple Twitter accounts.
- Upload and post picture files and Outlook email attachments.
- See new tweets at a glance (details).
- Assign custom folder and categories to new messages.
- Use "Reply" and "ReplyAll" commands to send twitter direct messages and @replies.
- Automatically sort new tweets into per-sender folders.
- Shorten URLs with bit.ly.
- See graphs of your Twitter usage statistics.
- Tweets sent to you (@replies and direct) are marked with high importance, so you can see them at a glance.
- What features would you like to see?

### GIVE US YOUR FEEDBACK

Why did we build TwInbox? Because Twitter is fun and we build Outlook products for a living. So we thought why not throw them together and see what happens. What do you think? TwInbox is still a very young product. We would love to hear your questions, comments, suggestions, praises, rants... We'd like to hear from you!

Questions? Call us  
**(415) 354-9711**

 Like 1.5k

 Follow 17.8K followers

" I just found and downloaded twinbox today for my work computer, seems the most efficient and office appropriate client available, no web client could compare. I have already shared twinbox with several friends who use Outlook on different levels.

Many Thanks for making twinbox, it looks like a hit for corporate enterprise users like myself. "  
- David B.

[MORE USER TESTIMONIALS](#)

### FEEDBACK

Do you have any questions, comments, suggestions, praises, rants? We'd like to hear from you!

Like TwInbox? Try SimplyFile - it will save you at least an hour a week!

## Backup Your Twitter Account With Tweetake

By Shea Bennett on March 29, 2009 6:23 PM

Tweetake is the brainchild of Alfred Armstrong and Nikki Pilkington. Log on to the site using your Twitter username and password and you can backup your followers, friends, favourites, tweets and direct messages, either separately or all at once.

**Tweetake**  
Back Up your Twitterings!

**Start Here**

**Please Note:** If you are running Tweetdeck or a similar Twitter client it may prevent Tweetake from working. Please shut it down and wait a few minutes before running Tweetake. Thanks.

Your Twitter name

Your Twitter password

Followers       Friends  
 Favorites       Your Tweets  
 Direct Messages     Everything

Pages  
 Start Here  
 Troubleshooting  
 What is Tweetake?

Web Analytics 2.0  
 Ads by Google

Data Backup & Recovery  
 Free Whitepaper  
 Discover the Best Strategies for Backup & Recovery

I did the 'everything' backup, and in about two minutes was staring at an Excel spreadsheet (the data saves in CSV format) which contained well over 3000 fields, listed in the same order as the categories above. About 2000 were my actual tweets.

(Note: the site claims that having TweetDeck running in the background when doing a backup can cause problems. I had my TweetDeck open the entire time and didn't have any trouble.)

It's fairly useful I suppose if you want to immortalise yourself or possibly produce some manner of print-out or book (maybe for a friend who really likes the idea of Twitter but refuses to buy a computer) but it's not a *real* backup, simply because if, as the site suggests, Twitter crashes and loses some of your data (as happened in July 2008), you can't actually restore your account using the backup. You're still very much at Twitter's mercy.

So, unless the worst happens and you want to copy and paste all those brilliant tweets back into your stream, Tweetake will probably only suffice if you really want to keep a hardcopy of everything. I'm not exactly sure why you would want to do that, but we all have our reasons.

RELATED:

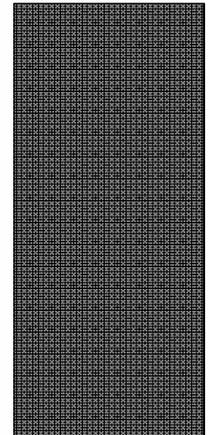
# TWEETAKE FOR BACKING UP TWEETS

# CAPTURING BLOGS

- If the blog does not contain comments, **the blog posts can be captured and saved to a content management system** before they are uploaded to the site.
- If the blog does contain comments, an **RSS feed can be used to capture comments and forward them to the organization.**
  - Some organizations use a sampling technique to capture some but not all of the comments made by visitors to the blog.
- If the entire blog, not individual posts, rises to the level of a record, **the entire blog site can be captured in the same way a website is captured.**
  - See RM Session 5 on Electronic Records

# QUICK RM TIPS FOR SOCIAL MEDIA

SESSION 6 OF 7 ON RECORDS MANAGEMENT



## THINK BEFORE YOU TWEET...

([HTTP://WWW.LIB.AZ.US/RECORDS/DOCUMENTS/PDF/SOCIAL\\_NETWORKING.PDF](http://www.lib.az.us/records/documents/pdf/social_networking.pdf))

- **Use of Terms**
  - Incorporate the Terms of Use into your policy / procedures
- **Keep It Simple**
  - Keep to one topic at a time – for ease of Records Mgmt
- **Use a Title / Heading**
  - Where possible (blogs) use a Heading to help with Records Mgmt
- **Train, Train, Train**
  - You can never train staff too much on e-communications & RM
- **The Matrix**
  - Keep a Matrix of who is using Web 2.0, by application
- **If it Works, Use It**
  - Consider having a SocNet site that tells others how to set these up

## **SOCIAL MEDIA / NETWORKING POLICY LINKS**

*Social Media Policies Database / Resources:*

**GITA Policy on SocMed:**

**[http://www.azgita.gov/policies\\_standards/pdf/P505%20Social%20Networking%20Policy.pdf](http://www.azgita.gov/policies_standards/pdf/P505%20Social%20Networking%20Policy.pdf)**

**SocMed Database of 113 Policies:**

**<http://www.socialmediatoday.com/SMC/155843>**

**Social Media Database:**

**<http://www.compliancebuilding.com/about/publications/social-media-policies/>**

**Web 2.0 Governance Policies and Best Practices:**

**<http://govsocmed.pbworks.com/w/page/15060450/Web-2-0-Governance-Policies-and-Best-Practices>**

**SocMed Policies Database:**

**<http://socialmediagovernance.com/policies.php>**

**Behavior and Etiquette Guidelines & Policies:**

**<http://laurelpapworth.com/enterprise-list-of-40-social-media-staff-guidelines/>**

**Social Media As PR:**

**[http://www.jaffepr.com/about-us/industry-insight/white-papers?article\\_id=330](http://www.jaffepr.com/about-us/industry-insight/white-papers?article_id=330)**

**GOT QUESTIONS?**



**Any Questions?**

**\*\*\*Please complete an **Evaluation** – in email with on-line session instruction\*\*\***

# HELPFUL CONTACTS

**Records Management Center (LAPR):**

<http://www.azlibrary.gov/records/>

Phone: 602-926-3815

[records@azlibrary.gov](mailto:records@azlibrary.gov)

**Karen Gray**

[kgray@azlibrary.gov](mailto:kgray@azlibrary.gov)

Phone: 602-926-3817

**Jerry Lucente-Kirkpatrick:**

[jkirkpatrick@azlibrary.gov](mailto:jkirkpatrick@azlibrary.gov)

Phone: 602-926-3820

**Dr. Melanie Sturgeon:**

[msturgeon@azlibrary.gov](mailto:msturgeon@azlibrary.gov)

Phone: 602-926-3720

Toll Free: 1-800-228-4710 (Arizona only)

**State Ombudsman's Office**

<http://www.azleg.gov/ombudsman/default.asp>

**State Attorney General – Public Records Publication**

<https://www.azag.gov/sites/default/files/sites/all/docs/agency-handbook/ch06.pdf>

**AIIM – Global Community of Information Professionals**

<http://www.aiim.org/>

**ARMA International:**

<http://www.arma.org/>

**Institute of Certified Records Managers (ICRM):**

<http://www.icrm.org/>

**National Archives and Records Management (NARA):**

<http://www.archives.gov/records-mgmt/>

**National Association of Government Archivists and Records Administrators (NAGARA):**

<http://www.nagara.org/index.cfm>