

Archiving Your District's Social Media Footprint

“Social Media” definition

Social media are online platforms where users engage one another and/or share information and ideas through text, video, or pictures. Social media consists of any form of online publication or presence that allows interactive communication, including, but not limited to, text messaging, instant messaging, websites, web logs ("blogs"), wikis, online forums (e.g., chat rooms), virtual worlds, and social networks. Examples of social media include, but are not limited to, Facebook, Facebook Messenger, Google Hangouts, Twitter, LinkedIn, YouTube, Flickr, Instagram, Pinterest, Snapchat, WhatsApp, Skype, and Facetime.

Social media does not include sending or receiving e-mail through the use of District-issued e-mail accounts.

Apps and web services shall not be considered social media unless they are listed on the District's website as District-approved social media platforms/sites. (Neola Policy 7540.02 – Web Content, Apps, and Services)

Policy 7544 – Social Media

“District communications that occur through the use of District-approved social media platforms/sites – including staff members’ () /volunteers’ **[END OF OPTION]** use of social media with school-sponsored activities, and comments, replies, and messages received from the general public – may constitute public records or student records, and all such communications will be maintained (i.e., electronically archived) in accordance with the Board’s adopted record retention schedule and all applicable State statutes. (See AG 8310A – Public Records)”

Communication on “Approved” Social Media

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- Who will be permitted to communicate on approved Social Media?
- Do you have a responsibility to monitor what is posted on District-approved Social Media? If so, who is tasked to do that?

When is a public record created?

Public Records are created when information is

- Posted externally
- Communicated internally via the use of online collaboration tools
- Posted to a government site by the public

Posts or messages on a social networking site or platform that meet the applicable definition of a public record need to be maintained pursuant to records retention laws.

What do you need in an archiving solution?

It is critical that a social media archiving solution captures records regardless of how or when content is posted.

Such a solution must archive records in their native format and ensure authenticity of records to meet legal and compliance requirements.

RICH SOCIAL MEDIA DATA CAPTURE

Social media communication involves a variety of rich data formats transmitted across many social networks outside the district. While this can make archiving complicated, a truly compliant solution must handle each of these formats correctly.

A photo, for example, should be preserved at full resolution rather than as just a link or thumbnail to ensure no data is lost.

PRESERVATION IN NATIVE FORMAT

Social networking platforms are not just websites. Correctly capturing records of social media requires more than taking snapshots of HTML.

Like email, all social media communications have an underlying data format containing important metadata about the communication. This metadata includes user IDs, timestamps, and other information not displayed on a webpage.

DIGITAL SIGNATURES FOR AUTHENTICITY

In eDiscovery 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 using a web page editor, image manipulation software, or some other means.

CONTINUOUS ARCHIVING

Because social media exists outside of an organization's network, content can be deleted at any time. Agencies need to minimize the risk of losing content that could be deleted between records collections.

A continuous archiving solution automatically preserves content throughout the day and minimizes the risk of losing deleted records.

ADVANCED SEARCH AND TAGGING

Combing through years worth of previous posts, tweets, and comments is a challenge without advanced search and tagging tools.

Organizations need an archiving solution with a sophisticated search engine and custom tagging system to organize and filter their archived content.

DATA EXPORT TO A VARIETY OF FORMATS

Storing data is only half the equation. A complete records management solution must provide the ability to easily locate and produce records in a usable format.

Because social media content is rich and dynamic, it is important that records can be exported in a variety of static formats based on how the data will be used. Furthermore, it is critical that all data – including metadata and images – can be included in the export.

QUICK AND SEAMLESS DEPLOYMENT

Whether an organization's social media portfolio is 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.

Organizations need to be able to connect accounts quickly and easily without collecting personal login information from multiple users or granting blanket access to all of the data in the archive.

COMPLETE HISTORICAL ARCHIVE

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.

A social media portfolio can change over time, with accounts falling in and out of relevancy. Even if a profile is removed, records of that content must continue to be stored and maintained for organizations to stay compliant

RETENTION AND DISPOSITION RULES

School Districts must follow records retention and disposition rules and, a archiving provider must offer a customizable solution for their social media archive.

RISK MANAGEMENT AND ANALYTICS

Consistently enforcing social media policies and responding quickly to community interaction can be tough for busy social media managers.

Questions or comments can appear at any time, and a quick response can be the difference between a positive or negative interaction. Tracking how effective an interaction was can be a challenge too.

Your solution must have robust reporting and alerting systems that can increase control, responsiveness, and insight across a social media portfolio.

Providers

- ArchiveSocial <http://archivesocial.com>
- Page Freezer <http://pagefreezer.com>
- Smarsh www.smarsh.com

ArchiveSocial is

- **Designed for social media**

ArchiveSocial interfaces directly with each service to archive records regardless of device or network used to post content. Unlike solutions built on email and web archiving technology, ArchiveSocial preserves social media records in their native format. This enables far superior search, export, and records management capabilities.

- **Built for compliance and legal protection**

ArchiveSocial satisfies strict industry regulations including those such as SEC 17a-4 and FINRA 10-06 in financial services. Records are digitally timestamped to prove authenticity and can be utilized as legal evidence. Data is stored safely and securely in a SAS 70 Type II-compliant data center.

- **Accessible to business of all sizes**

As a pure cloud based solution, ArchiveSocial enables any organization to sign up online and start archiving in a matter of minutes. We offer subscription plans suitable for any business ranging from individual business owners to enterprises. There is no software to install and no long term contract required.

PageFreezer

- PageFreezer is built to capture and preserve the most complex files, media, linked content, and associated metadata to ensure you are able to replay your content just as it looked on a specific date—and prove your content has not been tampered with.
- PageFreezer places a digital signature and a digital timestamp on each archived page. The Digital Timestamp is evidence of the time the page was archived and the Digital Signature provides evidence that the page was not changed since it was archived.
- PageFreezer helps you identify and react to risky situations or conversations that lie outside of what's acceptable in your social media policy. Set up a list of forbidden language keywords and text patterns, and get notified immediately when they are used.

Smarsh

Districts can automate policy district-wide, define which social networking features employees have access to, and review, approve, or reject messages before they are posted. IT staff, compliance officers, and administrators will be able to monitor both static and interactive communication with ease and intelligent functionality.

All messages are captured, preserved in their native form and indexed in the secure Smarsh archive. Postings will be indexed and searchable via message criteria, including date and content keywords.