

## **Social media recordkeeping scenarios**

### ***Purpose***

This Records Advice has been prepared to provide ACT Government employees with guidelines for saving records generated through official ACT Government social media channels. It is intended to help ensure that social media records are managed consistently alongside other types of Territory records. This Records Advice should be read in conjunction with [Records Advice No. 71 Social media and recordkeeping requirements](#), [Records Advice No. 72 Social media recordkeeping strategy](#), [Records Advice 73 Social media recordkeeping approaches](#) and the ACT government's [Social Media Policy](#).

### ***Scenarios***

The following provides guidance as to how a business area might prepare their social media recordkeeping strategy – the strategy must address the specific business needs of the social media instance. For more information about the approaches mentioned below, see [Records Advice 73 Social media recordkeeping approaches](#).

#### **Scenario 1: We are broadcasting standard marketing messages to our clients and user community.**

If these communications are routine and you have no business needs to maintain information about them - consider the *leave the information where it is approach* and leave all information within the social media application.

If basic information about the communication is required for reporting or monitoring purposes, consider a monthly or half yearly export of your messages using the *low level information management approach*.

#### **Scenario 2: We are having conversations with our clients and user community on social media.**

If these conversations are routine, self contained or provide standard advice and there is no business need to maintain information about them consider the *leave the information where it is approach* and leave all the information within the social media application.

If the advice provided by staff is not routine in nature, if it is complex or involves vulnerable clients or relates to ongoing matters or needs to be referred to by other staff members for advice, these conversations require much more rigorous management.

Processes need to be in place to export these conversations for case management, business continuity and/or accountability purposes, so consider deploying a *needs-based information management approach* or *information for accountability approach*, depending on which best meets business needs.

**Scenario 3: We are publicly consulting on a plan, strategy or project using social media.**

If there is a business need to use the public feedback received through social media, then consider deploying a *needs-based information management approach* or *information for accountability approach*, depending on which best meets specific business needs.

**Scenario 4: We post videos explaining how to use our services on YouTube.**

If these videos provide routine advice to the community and there is no specific business or accountability needs to maintain them, then consider the *leave the information where it is approach* and leave the videos on YouTube until the corporate need for them ceases.

If these videos are significant, explain an important policy or mark a significant public statement or new public direction for the government, then develop an appropriate management plan for the corporate video before it is uploaded to YouTube.

**Scenario 5: We use social media to monitor community sentiment and to revise our products, advice or services accordingly.**

If the monitoring is routine and informative and does not result in significant changes to government business and there is no ongoing business needs to reference this data into the future, then consider the *leave the information where it is approach* and leave all information in your social media monitoring tool.

If the monitoring data informs planning and decision making and is needed as justification for changes in policy direction, then consider a *monitoring-based information approach* or a *needs-based information approach*.

**Scenario 6: We have some difficult users engaging with our community in our social channels and we want to remove some challenging content.**

Organisations can be responsible under defamation legislation for defamatory content that others post on corporate social media accounts. If there are concerns about defamatory or obscene content that is posted on a social media channel, then use a *needs-based information approach* to capture a record of inappropriate content in case legal or other business needs arise to explain your actions and then remove the offensive content from your social channel. Use internal information management processes to manage the offensive content removed from your site.

## ***For more information***

See [Records Advice 71 Social media and recordkeeping requirements](#).

See [Records Advice 72 Social media recordkeeping strategy](#).

See [Records Advice 73 Social media recordkeeping approaches](#).

To view the social media policy for the ACT government see [Social Media Policy](#).

The complete list of Records Advices is on the internet at <http://www.territoryrecords.act.gov.au/recordsadvice>.

More detailed information on the ACT Government records management regime may be found in the Territory Records Office Standards <http://www.territoryrecords.act.gov.au/standards> and the related Territory Records Office Guidelines <http://www.territoryrecords.act.gov.au/guidelines>.

For advice about tools for capturing social media information, see [State Records NSW](#).

This Records Advice is based upon published advice by [State Records NSW](#). The Territory's social media advice was also information by advice developed by [Public Record Office Victoria](#), [Queensland State Archives](#) and [National Archives of Australia](#).