

## Social Media Capture - Content and Scenarios

This Records Advice has been prepared to provide ACT Government employees with guidelines for managing records generated through official ACT Government social media platforms. The intention is to educate ACT Government employees on the variety of social media content that requires recordkeeping strategies compatible with legislative requirements.

This Records Advice should be read in conjunction with [Social media recordkeeping requirements and strategy](#) and the ACT government's Social Media Policy.

### What to capture

The Territory Records Act 2002 (the Act) defines a 'record' as the information created and kept, or received and kept, as evidence and information by a person in accordance with a legal obligation or in the course of conducting business. This includes any content generated on a social media platform that provides evidence of a business activity.

The below tables illustrate suggested content for consideration in relation to social media record capture.

| <b>General social media; Facebook, Instagram, X (formerly Twitter), YouTube, blogs, etc</b>  |                 |
|--|-----------------|
| <b>Example</b>   | <b>Capture?</b> |
| Unique content related to service delivery   | Yes             |
| Content related to public consultation exercises (e.g., voting poles)  | Yes             |
| Content providing formal advice or guidance (e.g., response to a query)  | Yes             |
| Content that triggers an internal or external process (e.g., request for information, complaint, threat, offensive or abusive comment, extensively shared post, or video)  | Yes             |
| Content that informs internal decision   | Yes             |
| Content that provides, points to, or copies information available elsewhere  | No              |
| Content about non-business-related matters or solely designed to build user engagement (e.g., fun facts, stories or photos, generic comments on trending events or issues) | No              |
| Advertising material (e.g., tweets alerting users to an upcoming event or announcement)  | No              |
| Tips about how to access or use a government service   | No              |
| Invitations, friendly reminders  | No              |
| 'Good luck' or 'congratulations' messages  | No              |

| <b>In-house information share tools; Yammer, Teams, Jive, Socialtext, Miro etc</b> |                 |
|--|-----------------|
| <b>Example</b>   | <b>Capture?</b> |

|  |     |
|--|-----|
| Contributes to a decision about policy development   | Yes |
| Conversations between members of a project team that have an impact on how the project is run.   | Yes |
| Conversations or meetings between a working group of leaders or individuals contributing to project or workplace strategy, policy, or decisions. | Yes |
| Content related to consultation exercises (e.g., voting poles, Miro boards, etc)   | Yes |
| Formal responses to a circulated consultation document   | Yes |
| Formal advice given in response to a query   | Yes |
| Decisions relating to work   | Yes |
| Content that triggers an internal process (e.g., request for information, complaint, threat, offensive or abusive comment)                       | Yes |
| Content of threat or complaint.  | Yes |
| Day-to-day postings about work-related events and things of interest   | No  |
| Project or business unit updates   | No  |
| Thoughts for the day   | No  |
| General advice or discussions about how to complete tasks or use work related software   | No  |
| Invitations to events and groups   | No  |
| Announcements of new members or events   | No  |
| Copies of information already captured in a recordkeeping system   | No  |

## Scenarios

The following scenarios provide guidance as to how a business area might approach their social media recordkeeping strategy – the approach and strategy must address the specific business needs of the social media instance and the recordkeeping requirements.

### 1. *Videos explaining how to use business services are posted on platforms e.g., YouTube, Vimeo, Twitch etc.*

**Approach variable 1:** If these videos provide routine advice to the community and there is **no specific business or accountability need to maintain them**, then consider a "[Leave the information where it is](#)" approach and leave the videos on the platform until the corporate need for them ceases.

**Approach variable 2:** 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 as part of a "[Needs-based information](#)" approach.

### 2. *Social media used to monitor community sentiment and to revise products, advice or services accordingly.*

**Approach variable 1:** 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 a "[Leave the information where it is](#)" approach and leave all information in your social media monitoring tool.

**Approach variable 2:** 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.

**3. Difficult users engaging with the community in your social platform. You want to remove some challenging content.**

**Approach variable 1:** If there are **concerns about defamatory or obscene content** that is posted on a social media platform, 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 platform. Use internal information management processes to manage the offensive content removed from your site.

**Approach variable 2:** If there is a risk for regular defamatory or obscene content to be posted on the social media platform, consider an ["Information for accountability"](#) approach.

**4. Training videos and advice are often uploaded as tools to effectively respond to customer issues enquiries.**

**Approach:** If specific social media content is **often referenced or uploaded** to respond to comments or customer engagement, consider an ["Information for Re-use"](#) approach.

**5. Multiple platforms are used to effectively communicate important information to a wider community.**

**Approach:** If the business needs **require programmed communications** using **multiple social media platforms**, consider an ["Information Management through Broadcast Systems"](#) approach to your social media monitoring.

**6. Social Media account is used to generate a following of likeminded individuals as a platform to advertise political or ethical opinion or action.**

**Approach:** If the business operations **generate social media content of medium to high risk**, a rigorous social media management strategy that will ensure social media operations remain accessible may be required. Consider an ["Information management for accountability"](#) approach.

**7. Business unit intends to trial the use of social media as a method of advertising events to a larger community.**

**Approach variable 1:** If the **regular reporting is required** to **assess the performance** of the platform and or social media operation, consider a ["Reporting as an information management strategy"](#) approach.

**Approach variable 2:** If these communications are **routine** and you have **no business needs to maintain information** about them - consider a ["Leave the information where it is"](#) approach and leave all information within the social media application.

*For more information*

See Records Advice [Social media advice](#).

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>

This Records Advice was informed by [State Records NSW](#), [Public Record Office Victoria](#), [Queensland State Archives](#) and [National Archives of Australia](#).



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