

Social media recordkeeping strategy

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 71 Social media and recordkeeping requirements](#), [Records Advice 73 Social media recordkeeping approaches](#), [Records Advice 74 Social media recordkeeping scenarios](#) and the ACT government's [Social Media Policy](#).

Background

Recordkeeping requirements for social media engagement are ultimately governed and defined by business needs and risks.

Each social media channel must have its recordkeeping requirements considered and the results of that consideration documented and approved. This involves developing a social media strategy document that includes:

- assigning responsibility for monitoring the social media channels in an official capacity;
- undertaking a risk assessment of the engagement (frequency and topics) expected on the channel;
- appraising the records that will be contained within it and linking the records to a relevant business classification scheme; and,
- determining the most appropriate recordkeeping approach that is suited to the social media instance.

Once approved, the strategy should be promulgated to appropriate staff and reviewed regularly (for example, once a month) by a senior officer to ensure any changes in the engagement (frequency and topics) are known and can be acted upon – including changing the social media's recordkeeping approach where appropriate.

Instructions

Develop a social media strategy document for each media channel instance. The strategy should be developed in partnership by the business area and the agency's records management section. The document should be approved by a senior manager and include the following recordkeeping requirements:

Assign responsibility to someone for monitoring the social media channel in an official capacity: develop procedures for monitoring the social media channel and assign the responsibility for carrying out those procedures on a regular (daily) basis to a person or a team. It should be clear in the procedures about what to do under certain circumstances such as when particular issues and topics are raised or when the conversational 'tone' changes.

Undertake a risk assessment of the engagement expected on the social media channel: understand how the media channel will be accepted by the community. The risk assessment should identify potential worst case scenarios for the channel and put into place mitigating actions and plan for appropriate responses to those scenarios.

Appraise the records that will be contained within the social media channel: understand the business value of the messages and/or transactions being undertaken and determine how long these records need to be kept for in accordance with the *Territory Records Act 2002*. To do this, determine the Function and Activity (refer to the [Whole of Government Thesaurus](#)) and the disposal class(es) (refer to [disposal schedules](#)) relevant to that information so the records can be managed for as long as required.

Determine the appropriate recordkeeping approach: the above analysis (procedures, risk and records appraisal) will determine which recordkeeping approach is the most appropriate to the social media instance, such as:

1. Leave the information where it is: keep the information in the social media application.
2. Low level management: capture regularly scheduled downloads or exports.
3. Monitoring-based management: use a monitoring application to capture information about engagement and reactions.
4. Needs-based management: take action only when specific issues arise.
5. Reporting-based management: produce a document to report on identified use metrics.
6. Reuse-based management: export the data so it can be reused for other purposes.
7. Accountability-based management: use an application to monitor and record activity.
8. Broadcast-based management: use a broadcasting system to manage the records.

For more information about these approaches, see [Records Advice 73 Social media recordkeeping approaches](#).

For more information

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

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See [Records Advice 74 Social media recordkeeping scenarios](#).

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