

**Is Your **Federal** Blog or Tweet  
A Record?  
What Now?**

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**ARMA NOVA Dinner Meeting**

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# Outline

- Social Media
- Records
- Recent Studies
  - NARA Study
  - GAO Report
  - IBM Study
  - NARA Bulletin
  - Other Studies
- Conclusions

# Social Media

- President Obama Memorandum on Transparency and Open Government
- Open Government Directive, OMB 2009
- Guidance for Agency Use of Third-Party Websites and Applications, OMB 2010

# Social Media

- Web Publishing
  - Microblogs: Twitter, Plurk
  - Blogs: Word Press, Blogger
  - Wikis: Wikispaces, PBWiki
  - Mashups: Google Maps, popurls
  - RSS feeds
- Social Networking
  - Social Networking sites: Facebook, LinkedIn
  - Social Bookmarks: Delicious, Digg
  - Virtual Worlds: Second Life, OpenSim
  - Crowd Sourcing/Social Voting: IdeaScale, Chaordix
- File Sharing and Storage
  - Photo Libraries: Flickr, Picassa
  - Video Sharing: YouTube, Vimeo
  - Storage: Google Docs, Drop.io
  - Content Management: SharePoint, Drupal

# Records

- Federal Records Act, 1950, as amended
- E-Government Act, 2002
- Guidance on Managing Web Records, NARA 2005
- Implications on Recent Web Technologies for NARA Web Guidance, NARA 2006
- Rules of Behavior for Using Web 2.0 and Social Media Web Sites and Responsibilities for Content Management, NARA Interim 2010 (Internal)

# Recent Studies

- A Report on Federal Web 2.0 Use and Record Value, NARA, 2010
- Challenges in Federal Agencies' Use of Web 2.0 Technologies, July 22, 2010, Statement of Gregory C. Wilshusen, Director, Information Security Issues, GAO, Testimony before the Subcommittee on Information Policy, Census, and National Archives, Committee on Oversight and Government Reform, House of Representatives
- How Federal Agencies Can Effectively Manage Records Created Using New Social Media Tools, Pat Franks, San Jose State University, on behalf of the IBM Center for The Business of Government, 2011
- Guidance on Managing Records in Web 2.0/Social Media Platforms, NARA Bulletin 2011-02, October 20, 2010
- Other Studies
  - ARMA Standard
  - ACT-IAC Best Practices

# NARA Report

- Characteristics affecting the record value of information:
  - Extensive duplication of information
  - Ability to record increasing aspects of process
  - Syndication of content to reach new audiences
  - Added structure and context
  - Overall perceptions of the authoritativeness and longevity of content
- Issues Relating to Records Management
  - Multi-agency Ownership and Management
  - Rapid Web Tool Adoption
  - Retention and Disposition

# NARA Report

- Study Recommendations:
  - Clarify how the Federal Records Act definition of a record applies to web 2.0 information
  - Mitigate public expectations of content longevity
  - Create a new General Records Schedule (GRS) item to provide dispositions for records created through clearly temporary uses of web 2.0 tools
  - Address transfer requirements for permanent web 2.0 records
  - Re-evaluate media neutrality as it applies to web records
  - Develop partnerships to identify best practices for capture and management of social media records
  - Integrate records management into agency social media policy

# GAO Testimony

- Challenges for Records management and freedom of information.
  - Determining requirements for preserving Web 2.0 information as federal records
  - Establishing mechanisms for preserving Web 2.0 information as records.
  - Ensuring proper adherence to the requirements of FOIA

# IBM Study

- **Governance**

- **Challenge 1: Records management authority and responsibility is fragmented and ineffective**
- **Recommendation 1: The position of Chief Records Officer for the federal government should be established to elevate the status of records management across the federal government.**

- **Policy**

- **Challenge 2: The fundamental nature of information has changed, necessitating a fundamental change in methods used to manage records throughout their lifecycle.**
- **Recommendation 2: The Chief Records Officer should convene a workgroup with representatives from government agencies and the private sector to rethink the definition of records and the concept of records management in the Web 2.0 world.**
  
- **Challenge 3: Records management pro-grams across the federal government comprise a patchwork of individual agency policies, lacking a standard, principles-based foundation and consistent measurements.**
- **Recommendation 3: The Chief Records Officer should work closely with the federal government's Chief Information Officer to ensure records management is integrated in an overarching Information Governance Structure for the federal government.**

# IBM Study

- **Technology**
  - **Challenge 4: Current technology is not up to the challenge of capturing, managing and preserving electronic records, especially social media records.**
  - **Recommendation 4: Information technology offices should:**
    - **Integrate records management solutions and incorporate the costs of records management requirements**
    - **Undertake research initiatives for the preservation of digital objects created with new media**
    - **Seek funding for these initiatives that is supported by the Office of Management and Budget (OMB)**
- **Capacity**
  - **Challenge 5: Adequate funding for records management solutions is not available in a fiscally constrained environment.**
  - **Challenge 6: Records management training for agency personnel is insufficient or non-existent.**
  - **Recommendation 6: Records management training to mitigate the risks, such as posting incorrect or confidential information on social media sites, associated with emerging technology, should be developed or incorporated into existing training programs immediately.**

# IBM Study

- Best Practices in a Social Media Environment:
  - Authenticity
  - Reliability
  - Usability
  - Integrity

# NARA Bulletin 2011-02

- Questions to help determine record status:
  - Is the information unique and not available anywhere else?
  - Does it contain evidence of an agency's policies, business, mission, etc.?
  - Is this tool being used in relation to the agency's work?
  - Is use of the tool authorized by the agency?
  - Is there a business need for the information?

# NARA Bulletin

- NARA identified the following challenges:
  - Public expectations that all web content is both permanently valuable and accessible
  - Content located in multiple places
  - Recordkeeping in a collaborative environment
  - Ownership and control of data that resides with a third party
  - Interactive content management
  - Identification of record series
  - Implementation of records disposition schedules, including the ability to transfer and permanently delete records or perform other records management functions
  - Capture of frequently updated records
  - Handling of records containing personally identifiable information (See OMB M 10-23)

# NARA Bulletin

- Agency actions to address challenges
  - Policy areas
    - Identifying what constitutes a Federal record in web 2.0/social media platforms, which could include user-generated content
    - Defining ownership of content and responsibility for managing the records
    - Developing recordkeeping requirements per 36 CFR 1222.24 - 28
    - Incorporating recordkeeping practices and requirements into terms of service
    - Communicating records policies so employees and the public understand how records will be managed
    - Monitoring the ongoing use of web 2.0/social media platforms to determine if that use changes the value of the records
    - Monitoring any changes to third-party terms of service on web 2.0/social media platforms that may affect the management of records

# NARA Bulletin

- Records Scheduling
  - Scheduling or applying existing disposition authorities
  - Distinguishing among transitory , mission-related , and permanent records
- Preservation Options
  - Saving all content with associated metadata as the complete record
  - Using web crawling and software to store content or take snapshots of record content
  - Using web capture tools to create local versions of sites and migrate content to other formats
  - Using platform specific application programming interfaces (API) to pull record content as identified in the schedule
  - Using RSS Feeds, aggregators, or manual methods to capture content
  - Leveraging supporting specifications, services, data formats, and capabilities that underlie these web 2.0/social media platforms may provide generic functions that may be use to fix, capture, and manage record content

# ARMA

- Draft American National Standard
  - Implications of Web 2.0 in Records Management
- Generally Accepted Recordkeeping Practices (GARP)
  - Principle of Accountability
  - Principle of Integrity
  - Principle of Protection
  - Principle of Compliance
  - Principle of Availability
  - Principle of Retention
  - Principle of Disposition
  - Principle of Transparency

# ACT-IAC

- Best Practices on Retention Policies for Social Media Records
- Emphasized Records Management for Web 2.0 Technologies
- Interviewed 10 agencies
- Report due February 15, 2011

# Conclusions

- Is your Blog or Tweet a record? Maybe
- Social Media people must talk with Records Managers
- Develop and use your Social Media policy
- Address the capture of records existing only on the Internet
- Address the retention and disposition of web records

# Useful Links

- A Report on Federal Web 2.0 Use and Record Value, NARA, 2010, <http://www.archives.gov/records-mgmt/resources/web2.0-use.pdf>
- Challenges in Federal Agencies' Use of Web 2.0 Technologies, GAO-10-872T, July 22, 2010, Statement of Gregory C. Wilshusen, Director, Information Security Issues, GAO, Testimony before the Subcommittee on Information Policy, Census, and National Archives, Committee on Oversight and Government Reform, House of Representatives, <http://www.gao.gov/products/GAO-10-872T>
- How Federal Agencies Can Effectively Manage Records Created Using New Social Media Tools, Pat Franks, San Jose State University, on behalf of the IBM Center for The Business of Government, 2010, <http://www.businessofgovernment.org/report/how-federal-agencies-can-effectively-manage-records-created-using-new-social-media-tools>
- Guidance on Managing Records in Web 2.0/Social Media Platforms, NARA Bulletin 2011-02, October 20, 2010, <http://www.archives.gov/records-mgmt/bulletins/2011/2011-02.html>

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