



SOCIAL MEDIA & RECORDS MANAGEMENT

1

ARE THESE POSTS PUBLIC RECORD?

If posts are made or received in connection with the transaction of the agency's public business, then they are public records and need to be retained for their full retention period.

2

WHEN ARE THEY COPIES OR NON-RECORDS?

If the posts duplicate records that the agency is already retaining (such as publications, documents stored on a network drive, etc.), then the posts may be considered copies. If the posts do not exist elsewhere, such as comments made by members of the public, the posts are the agency's record.

3

HOW LONG SHOULD THEY BE RETAINED?

Retention is based on content, not format. Agencies should use the records series for a post that they would use if the same information was distributed in a letter or an e-mail. Agencies need to retain their primary record of posts for their full period specified in the appropriate records retention and disposition schedule

4

HOW SHOULD THEY BE RETAINED?

Agencies need to determine how they will retain the posts that are under their custody and control. When control of the posts is outside of the agency (as with Facebook or Twitter as opposed to an agency created blog), the agency needs to consider what other records they can retain, such as confirmations of each post/comment or screenshots. Agencies should consider these issues when reviewing service contracts of social networking sites, as well as the settings configuration within each of their social networking accounts.

5

WHEN IS USING SOCIAL MEDIA FOR RECORDS APPROPRIATE?

Agencies should determine the business activities for which social networking technology is appropriate and put a policy in place before creating any social networking accounts. Refer to the [VDHRM Policy 1.75](#) or the [VITA Social Media Topic Report](#).