

## Information Management Advice 57 Managing Social Media Records Part 2: Strategies for Implementing Social Media Recordkeeping

### Introduction

*Part 2 of this Advice discusses social media applications, the sorts of information they are likely to contain, and ways you can ensure that your organisation has the information it needs from its social media applications to sustain its business operations.*

*It contains a range of strategies, examples and case studies to help you determine:*

- *what business information is being generated by your corporate social media accounts*
- *the risk and long term business value of this information*
- *the different recordkeeping strategies that should be used to capture and keep social media records*
- *how long different types of social media records need to be kept.*

### Government Business - Becoming Social

*"Social media is the interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content..."<sup>1</sup>*

As government business information moves to being created or received via social media platforms, organisations will become increasingly reliant on the ongoing accessibility of social media-based business information to support clients, business operations, reporting and public accountabilities.

With increasing business mandates for social media use and with large numbers of government organisations adopting social media applications, it is important for all organisations to consider what corporate and business information is moving to social media platforms and to develop strategies that ensure this information is maintained and accessible as required.

Important business information is already residing in social media applications

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<sup>1</sup> [http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media)

- many members of the public are engaging with government via social media and are asking significant questions of government and its decision making processes via social media channels
- public consultation on significant policies, development proposals etc is already taking place on social media
- social media is now a prime means of communication and advice in emergencies, such as flood and bushfires

## Examples of different types of social media applications commonly used in government and what they are being used for

Social Media is a group of online applications such as social networking sites, wikis, blogs, microblogs, video and audio sharing sites, and message boards that allow people to easily publish, share and discuss content.

### Micro-blogging sites

Examples	Twitter/Yammer
Used for:	<p>Providing advice or updates to users and/or staff</p> <ul style="list-style-type: none"> <li>• Consultation</li> <li>• Issuing media releases and public statements</li> <li>• Promoting online content and resources</li> <li>• Promoting events or services</li> <li>• Emergency broadcasts</li> <li>• Creating communities of interest</li> <li>• Providing a mechanism for open feedback</li> <li>• Answering enquiries</li> </ul>
See:	<p>Tasmanian Museum and Art Gallery twitter account<sup>2</sup></p> <p>Tasmanian Fire Service (DPEM) twitter account<sup>3</sup></p> <p>Department of Justice Yammer (internal)</p>

### Social and professional networking sites

Examples:	Facebook, LinkedIn
Used for	<ul style="list-style-type: none"> <li>• Providing advice or updates to users and/or staff</li> <li>• Internal networking, collaboration and education</li> <li>• Consultation</li> <li>• Receiving public enquiries and feedback</li> <li>• Issuing media releases and public statements</li> <li>• Promoting online content and resources, including multimedia resources</li> <li>• Promoting events or services</li> <li>• Emergency broadcasts</li> <li>• Creating communities of interest</li> </ul>

<sup>2</sup> <https://twitter.com/tasmuseum>

<sup>3</sup> <https://twitter.com/TasFireService>

	<ul style="list-style-type: none"> <li>• Sharing knowledge and experience</li> </ul>
See:	<p>TasRacing Linked-in page<sup>4</sup>            QVMAG (Launceston City Council) Facebook page<sup>5</sup></p>

### Video and photo sharing websites

Examples:	YouTube, Flickr, Pinterest, Instagram
Used for:	<ul style="list-style-type: none"> <li>• Sharing and promoting resources</li> <li>• Promoting events or services</li> <li>• Making government information more broadly available</li> <li>• Sharing client experiences</li> </ul>
See:	<p>LINC YouTube Channel<sup>6</sup>            Arts Tasmania Pinterest<sup>7</sup></p>

### Weblogs or blogs

Examples:	Tumblr, Blogger, WordPress
Used for:	<ul style="list-style-type: none"> <li>• Corporate communication</li> <li>• Public advice and feedback</li> <li>• Providing a central location for discussion and feedback</li> <li>• Regular reporting on a project, program or strategy</li> <li>• Building an online community</li> <li>• Sharing knowledge and expertise</li> </ul>
See:	DHHS Community Xpress <sup>8</sup>

### Wikis

Examples:.	Wikipedia
Used for:	<ul style="list-style-type: none"> <li>• Project management</li> <li>• Peer review of documentation</li> <li>• Public review of documentation</li> <li>• Enabling cross-organisational collaboration</li> <li>• Collaborating with external business partners</li> <li>• Sharing of large amounts of business-specific information</li> <li>• Tracking changes to documentation</li> </ul>

<sup>4</sup> <https://www.linkedin.com/company/tasracing>

<sup>5</sup> <https://www.facebook.com/QVMAG>

<sup>6</sup> <https://www.youtube.com/user/LINCTasmania>

<sup>7</sup> <https://www.pinterest.com/artstasmania/>

<sup>8</sup> <http://www.communityexpress.dhhs.tas.gov.au/home>

	<ul style="list-style-type: none"> <li>• Building knowledge and communities</li> </ul>
See:	<p>US State Department Diplopedia</p> <p>Whirlpool's Knowledge Base<sup>9</sup></p>

### Forums and Discussion Boards

Examples:.	Google Groups, Ning, Whirlpool
Used for:	<ul style="list-style-type: none"> <li>• Professional networking</li> <li>• Internal networking</li> <li>• Virtual learning</li> <li>• Information sharing</li> <li>• Developing communities of practice</li> <li>• Disseminating timely information</li> </ul>
See:	<p>Archives Live<sup>10</sup></p> <p>Local government Records Management<sup>11</sup></p>

### Collaborative editing tools

Example:.	Google Docs
Used for:	<ul style="list-style-type: none"> <li>• Project management</li> <li>• Peer review of documentation</li> <li>• Enabling cross-organisational collaboration</li> <li>• Reducing ICT costs and infrastructure</li> <li>• Tracking comments, versions and changes to documentation</li> </ul>
See:	Tasmanian Anti-Discrimination Act Amendment Speech Excerpts <sup>12</sup>

## Does using Social Media result in a State Record?

The *Archives Act 1983* defines a record as:

“a document or an object that is, or has been, made or kept by reason of any information or matter that it contains or can be obtained from it or by reason of its connection with any event, person, circumstance, or thing”.

The Act is not content specific, so records can be in any format, including those generated through the use of social media.

<sup>9</sup> <http://whirlpool.net.au/wiki/nbn>

<sup>10</sup> <http://archiveslive.ning.com/>

<sup>11</sup> <https://au.groups.yahoo.com/neo/groups/lgrm/info>

<sup>12</sup> [https://docs.google.com/document/d/1Rp4npEGOTT5EnX-PTzVkJXmKXxqpeCT5\\_UdiMnGx2Yi0/edit?pli=1](https://docs.google.com/document/d/1Rp4npEGOTT5EnX-PTzVkJXmKXxqpeCT5_UdiMnGx2Yi0/edit?pli=1)

Responses to social media content created by public officers, such as a comment on a blog post, or a reply to a tweet, are state records. Any response received by a public officer – particularly where the responses feed into government policy or decision making, is a record.

Irrelevant, off-topic responses can be culled under short term value records.

If clicking 'like' or performing a similar action contributed to the receipt of a complaint, the offer of a donation, or fed into policy development, it would result in a record.

Republished Tasmanian government agency messages, issued by a non-Tasmanian government agency, are not state records.

If a Tasmanian government agency republishes a message from elsewhere, this constitutes a record.

## Implementing Effective Social Media Recordkeeping in your Agency

- 1) Understand the specific information risks that apply to social media
- 2) Know what your organisation is doing with social media
- 3) Develop a social media information strategy
- 4) Support your organisation's use of social media with a policy that supports recordkeeping
- 5) Be proactive
- 6) Keep an eye out to see how social media systems evolve

### I. Understand the specific information risks that apply to social media

In general, social media applications are:

- Third party owned
- Located in the cloud
- Subject to regular change, and,
- Unable to be relied upon to maintain high risk or long term business information

If you need the business information that is moving to social media, you need to make plans for how you will manage it.

#### **Case study: Free services are great but they can disappear**

*iGoogle, a free Google service that offered users the ability to build a customised home page, could be used as a personalised social media monitoring tool. In July 2012 Google announced it was shutting down iGoogle in November 2013. Developing strategies to export relevant social media information and incorporate them into relevant business processes and systems is important for maintaining business and information continuity <sup>13</sup>*

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<sup>13</sup> <http://www.ghacks.net/2012/07/03/google-to-retire-igoogle-on-november-1-2013/>

**Case study: Terms and conditions of online services can change**

*Instagram's decision to change its terms and conditions so that after 16 January 2013 it will have the right to sell user's content to advertisers without permission, is an example of how user rights and permissions can change radically in social media systems. While you may not be able to control how others use your social media information, you can develop processes to ensure you have your business information whenever you need it. Maintain control over your social media information by exporting this information out of social media systems and importing it into environments that are under corporate control. <sup>14</sup>*

As with other services provided in the cloud, all new initiatives considering the use of social media should initially perform a risk assessment to consider any risks associated with potential content. This includes personal information protection considerations, copyright, and intellectual property concerns in addition to professional conduct.

As many social media platforms offer only generic Terms of Use (ToU) rather than individual service level agreements, and are frequently off-shore, they are unlikely to be bound by Australian laws. As in demonstrated by the above case studies, service availability and ToU can change abruptly. Whilst Agencies can choose to stop using a service if a ToU change is likely to have a negative impact, this can be fraught with difficulty:

- How do you remove all the legacy data you've saved – what if the service doesn't allow you to delete (or has copies stored in the background?)
- What do you do with it? Is there an alternative service, and what happens if their ToU change too?
- What happens to the online community you've built over time – will there be a backlash or perception they've been abandoned by the Agency?

Some services have recently changed their ToU to assert ownership over content posted by users, such as LinkedIn. Any Agency or government business who wants to retain control over their own content – including whether it can be copied, restructured and sold by an online service – should consider very carefully exactly what content they are publishing in the social media environment.<sup>15</sup>

**Case study: Not all social media records need to be captured and kept**

*State Records NSW runs a Facebook page for its Future Proof strategy. This Facebook page duplicates the information posted to the @FutureProofNSW Twitter account. No information is posted specifically and uniquely on Facebook. Recordkeeping strategies are in place to capture and keep Twitter records. A very limited number of comments are received on the Future Proof Facebook page. An RSS feed has been set up which enables these comments to be sent as emails to a defined account and these records are captured into the corporate records management system. Therefore, as:*

- the information on Facebook is generally duplicated elsewhere
- the information does not need to be kept long term
- Twitter and email already have defined recordkeeping strategies
- the organisation is prepared to accept the risk that Facebook makes no guarantees of the long term

<sup>14</sup> <http://www.bbc.com/news/technology-20767537>

<sup>15</sup> <http://www.psnews.com.au/aps/Featurespsn4041.html>

*accessibility of the information it hosts*

- *the decision has been made that the Future Proof Facebook page does not need a defined recordkeeping strategy.*
- *The organisation has made the business decision to leave these records in Facebook and rely on Facebook to keep them accessible.*

## What about Privacy?

The Office of the Australian Information Commissioner advises that individuals using social media should carefully consider what kind of information they post online, stating that once a message is sent using social media it may be irreversibly public.<sup>16</sup> It may also be created as a private message and become public at a later point through a change in the social media site's usage policy. The Personal Information Protection Act 2004 does not extend to cover content posted on off-shore sites.<sup>17</sup> It does not extend to public records under the control of the *Archives Act 1983* that are available for public inspection in accordance with the Act.<sup>18</sup>

A statement regarding data storage and privacy is a prudent inclusion on a Tasmanian government agency social media profile to indemnify the agency against litigation for breaches of the Personal Information Protection Act when collecting records of social media.

If a person has chosen to share content with a Tasmanian government agency using a pseudonym or anonymous account, no attempt should be made to de-anonymise the messages. This includes attempting to match data from other sources against the details of a social media account to reveal the origin of social media messages.

If unlawful, threatening or defamatory messages are received by public officers using social media to carry out their duties, the officer in question should report this activity to the relevant Police jurisdiction.<sup>19</sup>

## What about Copyright?

Some social media sites, such as Facebook and Twitter, currently state in their Terms of Use that content remains the intellectual property of the individual or entity that posts the content. This is not, however the case for all social media sites, such as YouTube, who assert copyright over content posted on their platform.

Records kept in an Electronic Document and Records Management System (EDRMS) can be simultaneously accessed by multiple users. This constitutes 'broadcast' under copyright legislation, leading to a possibility of an individual claiming compensation for copyright infringement for content published to a social media site being stored in an EDRMS by a government agency.

Copyright liability should be considered when re-tweeting.

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<sup>16</sup> Office of the Australian Information Commissioner website <http://www.oaic.gov.au/>

<sup>17</sup> [http://www.austlii.edu.au/au/legis/vic/consol\\_act/ipa2000231/sch1.html](http://www.austlii.edu.au/au/legis/vic/consol_act/ipa2000231/sch1.html)

<sup>18</sup> [http://www.austlii.edu.au/au/legis/vic/consol\\_act/ipa2000231/s11.html](http://www.austlii.edu.au/au/legis/vic/consol_act/ipa2000231/s11.html)

<sup>19</sup> [http://www.acma.gov.au/404?item=%2fweb%2fstandard.pc%2fpc%3dpc\\_312091&user=extranet%5cAnonymous&site=website](http://www.acma.gov.au/404?item=%2fweb%2fstandard.pc%2fpc%3dpc_312091&user=extranet%5cAnonymous&site=website)

## 2. Know what your Agency is doing with Social Media

In many organisations there is no coordinated, overarching strategy for social media use. Social media technologies are adopted by different business areas without reference to corporate policies or strategies, and without considering the information management requirements for the business they are performing.

This approach can lead to information loss or process duplication, as a lack of corporately available information means staff reproduce effort, or operate without all information available to them. It can also mean that important, long term value business information can easily disappear.

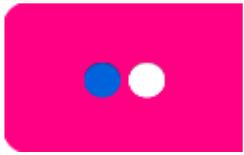
It is therefore important to identify all uses of social media technologies across your organisation and to develop an information management strategy that encompasses all areas of your social media operations.

### Be aware that social media is more than Twitter and Facebook!

When looking to manage the business information that is moving to social media, think broader than Facebook and Twitter. Strategic and high risk processes like project management, stakeholder collaboration and joint ventures are utilising wikis and collaborative editing tools, while information for client support and education is moving to YouTube. If your organisation is adopting these types of technologies, make sure you develop strategies to help ensure the effective management of this business information, as well as the information in Twitter and Facebook.

Some examples of social media applications and their icons:

	<b>Twitter</b> Twitter is a free social networking and micro-blogging service that enables its users to send and read messages known as tweets
	<b>Facebook</b> A social networking website where users can add friends and send messages and update their personal profiles to notify friends about themselves.
	<b>Mobile Apps</b> These downloadable apps provide a wide range of specific functionality for Android, iPhone, Blackberry and others.
	<b>Widgets</b> A widget provides regularly updated content in a small compact window that you can install on any web page

	<p><b>Flickr</b></p> <p>Flickr is an online photo management and sharing application</p>
	<p><b>RSS</b></p> <p>This is a family of web feed formats used to publish frequently updated works such as blog entries, news headlines, audio and video in a standardised format</p>
	<p><b>Podcasts</b></p> <p>A podcast is a programme (usually audio, sometimes video) which is made available as a downloadable digital file</p>
	<p><b>YouTube</b></p> <p>YouTube provides a forum for people to connect, inform and inspire others and acts as a distribution platform for original content creators and advertisers</p>
	<p><b>Video</b></p> <p>Video is published over the Web in a variety of ways throughout many different sites. Some stream through your web-browser while others are downloadable.</p>
	<p><b>Blogs</b></p> <p>A blog is a personal journal published on the Web consisting of discrete entries (posts) typically displayed in reverse chronological order so the most recent post appears first</p>
	<p><b>Google</b></p> <p>A multilingual social networking and identity service</p>
	<p><b>Pinterest</b></p> <p>Pinterest lets you organise and share all the beautiful things you find on the web. People use pinboards to plan their weddings, decorate their homes and organise their favourite recipes</p>
	<p><b>Instagram</b></p> <p>Instagram is a photo-sharing service that enables users to take pictures, manipulate them and share them on Facebook or Twitter.</p>



## LinkedIn

LinkedIn is a social networking website for people in professional occupations. Users can create a profile in order to showcase work and experience and make new connections

### Develop a social media hub

A social media hub is a central location on your website, intranet or other accessible corporate location that lists and identifies all your organisation's different social media sites. One of the challenges of social media recordkeeping, is that often there is no consolidated listing of all an organisation's social media sites. Social media sites are developed by specific business areas for particular projects or communities, and often other business areas are unaware of their existence. A hub structure that identifies where these sites are, who has corporate ownership of them, and the business area the sites support, will promote these sites internally and will also simplify the recordkeeping and other administrative tasks that must be applied to them.

For an example of a social media hub – see the Victorian Government social media page.<sup>20</sup>

### Social Media Management Tools are Available (and some are free)

Organisations that have a significant social media presence or that need to broadcast large numbers of emergency messages are starting to utilise off-the-shelf or purpose-built management tools that are used to generate content, and then automatically broadcast this through various social media channels. For management tools that have the capacity to broadcast through multiple channels:

- information may generally be secure in these systems for the length of the system lifespan, but if the system is upgraded, replaced or decommissioned, you will need to determine if any information in the system needs to be kept for ongoing business or legal purposes.
- you may choose to regularly export high value information out of the system throughout its active life and store this in a central records system, rather than determine at system decommissioning what information requires export or migration for ongoing support and management.
- Purpose-built systems may provide the opportunity for integration with agency EDRMS systems

It is important to note that some social media communications, like emergency broadcasts, can have very long legal retention periods. An important part of social media recordkeeping strategies when business moves to social media platforms, is to determine what you need to do in order to keep the records generated in your social media management tools for your required retention periods, similar to any other business system in use.

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<sup>20</sup> <http://www.vic.gov.au/social-media.html>

### **3. Develop a Social Media Information Strategy**

A social media information strategy will enable you to:

- comprehensively identify what business processes are moving to social media
- determine what information generated via social media is needed to support these business processes
- identify the legal and business information use and retention requirements that apply to your social media operations
- identify the client needs, expectations and public accountabilities that apply to your social media operations
- identify the business areas in your organisation that need to access, reference, respond to, use or reuse the information generated via your social media channels
- identify and manage the information that your organisation needs long term access to
- identify appropriate recordkeeping strategies for high risk, high value business information
- identify the business records that can stay in their native social media applications

Assessing and understanding each of these will help you to comprehensively determine how your organisation's social media information can best be captured and managed.

#### **Tips for Understanding Information Needs**

In the transition to a social media working environment, it is easy to overlook information management as a key business consideration. When moving to social media you need to understand the information needs of:

- staff working with social media
- business staff who need social media information to perform, account for and improve the services they offer
- staff working in other business areas who need access to social media information for reporting or other business purposes
- clients and other members of the public who may have expectations for how the information they contribute will be used

Developing strategies to ensure these information needs are met will involve:

- talking to staff about what information they need to perform their roles
- mapping current information flows, reporting requirements, accountability requirements
- assessing client needs and expectations
- examining the information that was needed and used by staff before the business process moved to social media
- identifying and implementing an effective recordkeeping strategy – see Part 4: How do I capture social media records?

### **4. Support your Agencies use of Social Media with a Policy that Supports Recordkeeping**

Once you have a social media information strategy, you should have a social media policy that supports it.

Your organisation should have a policy that outlines:

- how organisational business will be performed through social media channels

- the corporate code of conduct for social media use ('acceptable use')
- public terms of use for your social media channels, and
- the information that needs to be captured to support your social media operations.

An effective social media information strategy may ultimately encompass several policies including a social media governance policy; and an 'acceptable use' policy outlining specific agency 'terms of use', in addition to the terms of use dictated by individual social media platforms.

Here are some examples of Tasmanian government social media policies:

- Local Government Association of Tasmania (LGAT) social media policy and guidelines.<sup>21</sup>
- Arts Tasmania.<sup>22</sup>
- TasRacing social media policy.<sup>23</sup>

### **Be Clear about what is/isn't Acceptable, and what is/isn't Possible**

In your social media policy and guidelines you can let people know when staff will be available for discussions, what they can and can't discuss.

This is an important part of your social media information strategy as it gives you the authority to remove inappropriate or offensive content from your accounts.

### **What about Private use of Social media by public officers?**

Be clear about role boundaries. Definitions of official, professional and personal use of social media should be included in policy documents, clearly explaining Agency codes of conduct, expectations, and acceptable standards of behaviour for each. Essentially, official use is considered the authorised use of an Agency-managed social media account or profile by an Agency representative. Professional use may include use of social media based on an area of expertise, in association with other practitioners in the field. Personal use is private use not attributable as official or professional use.

### **What about Monitoring Social Media?**

If a Tasmanian Government employee is monitoring social media sources in the course of their work, they may wish to keep working documents of the social media they have accessed. For those who are performing statistical analysis and data mining, these activities will almost always require the implementation of a social media monitoring tool or platform. These tools should be independently assessed for the information they contain (frequently statistical) and may be capable of producing reports that can then be saved into the agency EDRMS system.

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<sup>21</sup> <http://www.lgat.tas.gov.au/page.aspx?u=665>

<sup>22</sup> [http://www.arts.tas.gov.au/about\\_us/social\\_media](http://www.arts.tas.gov.au/about_us/social_media)

<sup>23</sup> <http://tasracing.com.au/about-us/social-media-policy/>

## **Tell staff, and the public, that relevant records of social media activities will often need to be kept**

Tell staff that they may have responsibility for capturing and keeping the records they make via social media.

It's important in your policy to let people know that, if they are needed for business operations or client support, you will be keeping records of your social media operations, and that these records may contain publicly available personal information, such as a Twitter handle or Facebook account name.

## **Make your Policy available Online**

Social media is a public forum. Your corporate rules for engaging in this environment should be publicly available

### **Example: Arts Tasmania <sup>24</sup>**

*Arts Tasmania makes no representations or warranties of any kind, expressed or implied, including warranties of accuracy, in regard to the material published on any of its social media tools, including Facebook, Twitter, Pinterest or YouTube.*

*Information posted on Arts Tasmania's social media tools is not intended to take the place of personal career advice or feedback delivered through our Program Officers. Please contact Arts Tasmania directly to discuss your query and you will be directed to the appropriate Program Officer for assistance.*

*By engaging with Arts Tasmania's social media tools, you agree that the Department of State Growth and the Tasmanian Government are not responsible for any user comments posted to the site and that the posting of a comment does not indicate any authorisation, endorsement, support, sanction or agreement by Arts Tasmania of the content or accuracy of any comment.*

*The Department of Economic Development, Tourism and the Arts and/or the Tasmanian Government will retain a copy of the comments as required by public records laws and may be obliged to disclose the comments under freedom of information or other relevant laws even if the comments are no longer available via any of the aforementioned social media tools.*

*Arts Tasmania may vary the terms of use for social media tools and sites from time to time. Contributors should review the terms of use for social media tools regularly to ensure they are aware of any changes.*

Include acceptable use statements in your policy. These should make clear that abusive, defamatory or threatening behaviour, off topic posts, political discussions or posts that encourage inappropriate or law-breaking activities may result in users being banned from your social media channels.

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<sup>24</sup> [http://www.arts.tas.gov.au/about\\_us/social\\_media](http://www.arts.tas.gov.au/about_us/social_media)

**Example: Tas Police** <sup>25</sup>

Tas Police has included the following statements in its Facebook terms of use:

**“TERMS OF USE**

*We welcome your comments, however we ask that you follow our Terms of Use guidelines below.*

*Any posts that violate our Terms of Use will be removed.*

*Please do not post messages that contain:*

- 1. Anything that could be considered prejudicial, off-topic, inflammatory, repetitive, offensive, defamatory, discriminatory, denigrating or otherwise inappropriate;*
- 2. Swearing or abusive, racist, homophobic or sexist remarks or obscenities or sexually explicit comments or material;*
- 3. Personal attacks against other users, members of the public or members of Tasmania Police;*
- 4. Vigilante or 'call to action' comments;*
- 5. Speculation or comments about sentencing or legislation. It is inappropriate to discuss matters that are yet before the courts, or the legislation or potential sentences related to these matters;*
- 6. Personal or sensitive information about others. Divulging any information regarding crimes or their victims can be distressing for them and their family members;*
- 7. Reposts of other people's appeals, requests for offers, or anything else that could be considered spam;*
- 8. Links to other Facebook pages, any non-government or off-topic pages; or*
- 9. Any content or links that are unlawful, or may defame, discriminate, offend, interfere with privacy or infringe copyright or other intellectual property rights.*

*Any comment deemed to fit under these definitions will be removed.*

*Users found to be repeatedly engaging in any of the above activity will be banned from this page”.*

## 5. Be Proactive

In most organisations, social media information needs to be managed now. It is important not to wait for the perfect social media strategy or system.

Instead it is important to:

- act now
- test strategies
- refine approaches
- gradually build strong information management and governance frameworks

## 6. Keep an eye out to see how social Media Systems Evolve

At the moment your organisation’s social media presence may be very low key and may focus on pushing out designated media releases to the community.

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<sup>25</sup> <https://www.facebook.com/Tas.Police>

It is important, however, to keep a watching brief on your social media systems. These systems are very dynamic and how your organisation uses them can change quite rapidly. These changes can be driven by the community who might start to use your systems in different ways, or they can be driven by staff who want to maximise the potential of social media.

If use of your social media systems start to change, you need to look at your current social media information management strategies, and determine whether these also need to change.

Things to look out for include:

- Are members of the community starting to ask specific questions about policy or services on social media?
- Are you receiving compliments or complaints via social media?
- Are staff members providing advice about new policies or programs via social media?

If these changes start occurring, then your organisation's information needs might change too. This is because you may now need the information from your social media system:

- as input into policy or program development
- as evidence of how a question or complaint was handled
- to give to business areas as part of workflow processes
- to enable effective client management.

As information in social media systems is not stable, if your business use of social media is changing, you may need to start to schedule regular exports of your social media transactions to ensure your organisation is able to access and use the business information it is receiving via social media.

## Recommended Reading

- Non Tasmanian Government Websites<sup>26</sup>
- Queensland Government Official use of social media policy<sup>27</sup>
- Queensland Government Official use of social media guideline<sup>28</sup>
- Queensland Government Online community engagement policy<sup>29</sup>
- Government of South Australia Social media guidance.<sup>30</sup>
- Tasmanian Government Social Media Strategy template.<sup>31</sup>
- Online database of government and non-profit social media policies containing hundreds of sample social media policies from around Australia and across the world.<sup>32</sup>

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<sup>26</sup> [http://www.communications.tas.gov.au/policy/methods/8.5\\_non-tasmanian\\_government\\_websites](http://www.communications.tas.gov.au/policy/methods/8.5_non-tasmanian_government_websites)

<sup>27</sup> <http://www.qgcio.qld.gov.au/products/qgea-documents/547-business/2472-official-use-of-social-media-policy>

<sup>28</sup> <http://www.qgcio.qld.gov.au/products/qgea-documents/547-business/2474-official-use-of-social-media-guideline>

<sup>29</sup> <http://www.qgcio.qld.gov.au/products/qgea-documents/547-business/2478-online-community-engagement-policy>

<sup>30</sup> <http://publicsector.sa.gov.au/?s=social+media+guidance>

<sup>31</sup> [http://www.communications.tas.gov.au/templates/Social\\_Media\\_Strategy\\_TEMPLATE.DOC](http://www.communications.tas.gov.au/templates/Social_Media_Strategy_TEMPLATE.DOC)

<sup>32</sup> <http://socialmediagovernance.com/policies/>

## Further Advice

For more detailed advice, please contact:

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## Acknowledgements

- State Records of NSW

## Information Security Classification

This document has been security classified using the Tasmanian Government Information Security classification standard as PUBLIC and will be managed according to the requirements of the Tasmanian Government Information Security Policy.

## Document Development History

### Build Status

Version	Date	Author	Reason	Sections
2.0	May 2015	Christine Woods	Template	All
1.0	May 2014	Allegra Huxtable	Initial Release	All

## Amendments in this Release

Section Title	Section Number	Amendment Summary
All	All	Document imported into new template

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State Archivist