

Are social media posts considered government records?

Yes, they can be. If the information you are posting or receiving on a social media platform documents **unique government business**, the post is likely a government record.

Examples of government business include:

- public service announcements
- changes in office hours
- job announcements
- complaints
- event publicity
- road closures

If the information in a post is not unique, or exists elsewhere (on your website, a share drive, on paper, etc.), or it is not the official record copy, then it may be **duplicate information**, which has no retention requirements.

If a post simply points to external resources, it may be **transitory information** (records of temporary usefulness consisting of routine information used for communication) and can be deleted as soon as it is no longer administratively valuable or its purpose has been served.

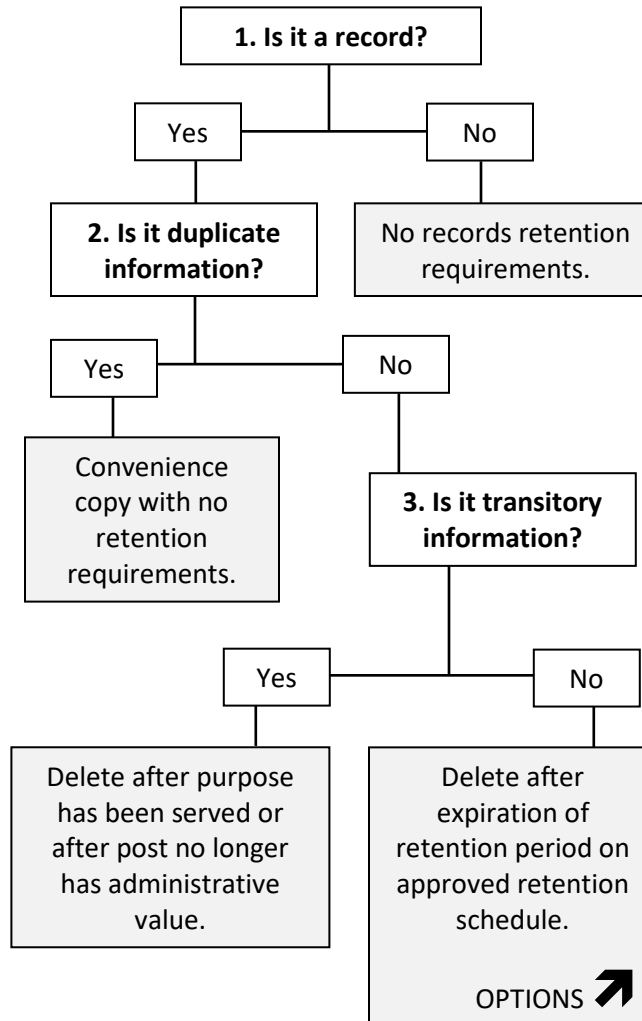
CAUTION: A government record with an expired retention period may not be destroyed if any litigation, claim, negotiation, audit, public information request, administrative review, or other action involving the record is open. Consult your governmental entity's records management policies and Records Management Officer before destroying any records.



SLRM
STATE AND LOCAL
RECORDS
MANAGEMENT

Social Media Records Quick Reference

Three-Step Drill



How long should state and local governments retain social media records?

It depends. Social media records should be classified into records series based on their content and function. They tend to fall under these common records series:

Transitory Information

Local Governments: GR1000-50

Retention Period: AV

State Agencies: 1.1.057

Retention Period: AC

AC = Purpose of record has been fulfilled.

Public Relations Records

Local Governments: GR1000-33

Retention Period: 2 years

State Agencies: 1.1.019

Retention Period: 2 years

Employment Advertisements

Local Governments: GR1050-13

Retention Period: 2 years

State Agencies: 3.1.012

Retention Period: 2 years

Complaints

Local Governments: GR1000-24

Retention Period: Resolution + 2 years

State Agencies: 1.1.006

Retention Period: Resolution + 2 years

General Correspondence

Local Governments: GR1000-26b

Retention Period: 2 years

State Agencies: 1.1.008

Retention Period: 2 years