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Before We Dive In...



Assumptions

- ✓ Decision was made to use social media.
- ✓ Your organization is already actively or passively creating social media records.
- ✓ Content will be or is already being created and published.

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Agenda



- Definitions & Identifying Records
- Challenges
 - Capture and Storage
 - Retention and Disposition
 - Policy Considerations
- Resources: Links and supplemental materials for further guidance

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Definitions & Identifying Records



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What is a government record?



- Documenting the transaction of public business
- Created or received by or on behalf of a governmental body
- Recorded information in any medium

Local Governments - Bulletin D
State Agencies - Bulletin 4

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What is public information?

- "The general forms in which the media containing public information exist include a book, paper, letter, document, e-mail, **Internet posting**, text message, instant message, other electronic communication, printout, photograph, film, tape, microfiche, microfilm, photostat, sound recording, map, and drawing and a voice, data, or video representation held in computer memory." - Gov Code, § 552.002

<http://www.texasattorneygeneral.gov>



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What is a Social Media Record?

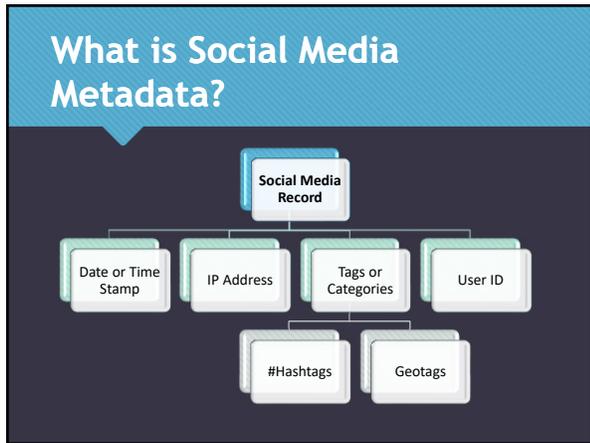


- **Social Media:** forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content.
- **Social Media Tool:** a software system or service provided via the Internet used to communicate and share information between people.

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Challenges of Capturing Social Media



Capture all content with associated metadata as the complete record



Some social media records will be easier than others to capture

- Records can be updated frequently
- Content located on multiple platforms
- Collaborative creation of records

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Strategies for Capture

- 1

Rely on staff to save externally posted records into a repository that can be managed internally.

 - Copy and paste social media posts into word processor app.
 - Save as un-editable PDF.
- 2

Use software or browser add-ons to capture and store content or take screenshots of record content.

 - getgreenshot.org
 - webrecorder.io
- 3

Contract with a social media or backup provider and form Service Level Agreements to ensure that the records are accessible.
- 4

Automated Web Archiving Software

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Strategies for Capture: Web Archiving Software



<http://www.archive-it.org>



<https://archivesocial.com>



<https://www.smarsh.com>

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Common Record Series

Record Number	Record Title	Record Description	Retention Period	Remarks
Local: GR1000-33 State: 1.1.019	Public Relations Records	News, press releases, or any public relations files maintained or issued by an agency. Includes print, electronic, audio, and audiovisual records.	2 Years	Retention Note: Review before disposal; some records may merit PERMANENT retention for historical reasons.
Local: GR1000-04	Open Meeting Notices		2 Years	
Local: GR1050-13 State: 3.1.012	Employment Ads	Internal or external announcements or advertisements of job openings, promotions, training programs, or opportunities for overtime.	2 Years	29 CFR 1602.31, 1602.40, and 1602.49

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Common Record Series

Record Number	Record Title	Record Description	Retention Period	Remarks
Local: GR1000-04 State: 1.1.006	Complaints	Complaints received from the public by a governing body or any officer or employee of a local government relating to government policy.	Resolution or dismissal of complaint + 2 years.	Retention Note: The 2-year retention period applies only to complaints of a general nature that do not fall into a different category of complaint noted in this or other commission schedules.
Local: GR1000-47 State: 1.1.038	Customer Surveys	Surveys returned by the customers or clients of an agency, and the statistical data maintained rating an agency's performance.	Local: Report + 3 Years State: After Final Disposition of Summary Report	

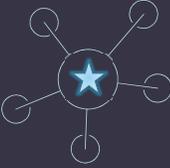
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Common Record Series

Record Number	Record Title	Record Description	Retention Period	Remarks
Local: GR1000-26b State: 1.1.008	General Correspondence	Incoming/outgoing and internal correspondence pertaining to the regular operation of the policies, programs, services, or projects of a local government.	2 Years	Retention Note: Records management officers should use caution before disposal of these records to ensure the records should not be classified under administrative correspondence (GR100-26a).
Local: GR1000-26c	Routine Correspondence	Correspondence and internal memoranda such as letters of transmittal, requests for publications, internal meeting notices, and similar routine matters.	AV	

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Recap: Capture, Retention & Disposition



- 1 Determine if it is a state record
- 2 Classify and determine record series
- 3 Capture record
- 4 Maintain record
- 5 Dispose of record

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Policy Considerations



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Social Media Policy Elements

- o Accessibility
- o Privacy & Security
- o Open Records Requests
- o Records Retention
- o Terms of Service
- o Moderation and Monitoring
- o Intellectual Property Rights and Ownership
- o Employee Use
- o Linking



Social Media Policy Model:
<https://www.tsl.texas.gov/slr/recordspubs/stbull01/resources>

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Privacy and Security of Records

Only public information may be posted on social media websites.



General Information
 All content and comments posted to this official City of Austin, Texas, Facebook site are subject to public disclosure laws. This includes private messages sent to this page. Posted comments do not necessarily reflect the views or position of the City.

This social media site shall not be used to submit open records requests to the City of Austin. Please direct open records requests to <http://austintexas.gov/ir>.

Comply with existing IT security policies, standards, and guidelines.

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Terms of Service & Ownership of Records

- Terms of Service reviewed by legal counsel
- Terms of Service for Governments
https://www.facebook.com/terms_pages_gov.php
- Third-party website policies

Government Terms
Amended Terms for Federal, State and Local Governments in the United States
 If you are a federal, state or local government or government agency in the United States ("You"), and by following terms apply solely to such use and all other terms remain in effect.

1. Disputes
 You and Facebook will endeavor to resolve any disputes in an amicable fashion. To the extent arbitration applies to Official Use by federal users.

2. Notice and Governing Law
 Terms relating to venue and governing law do not apply to your Official Use. For federal government and by the laws of the United States of America (without reference to conflict of laws) and, in the absence of California will apply.

3. Indemnity
 If you are the federal government or a federal government agency in the United States:
 Terms relating to indemnification do not apply to your Official Use except to the extent expressly authorized.
 If you are a state government or state government agency in the United States:
 Terms relating to indemnification will apply to You only to the extent expressly permitted by your jurisdiction.
 If you are a local government or local government agency in the United States:
 Terms relating to indemnification will apply to You only to the extent permitted by your jurisdiction's laws.

4. Disclaimer Requirement
 If you have an official website, your Page must contain, in a prominent location, "If you are looking for me

5. Endorsement
 For federal government agencies, Facebook will not use your name, seals, trademarks, service marks, other Facebook Services, to state or imply an endorsement of Facebook Services. However, Facebook will not use your name, seals, trademarks, service marks, other Facebook Services, to state or imply an endorsement of Facebook Services, as necessary for Facebook's

6. Advertisements
 For federal government agencies, if you submit a written request to Facebook to block the display of any ads, we may agree provided that it has decided to make such blocking technology (generally) available for page technology shall be for You to terminate your use of pages.

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- NARA Best Practices for the Capture of Social Media Records
- DIR Social Media Resource Guide
- ARMA IMM Best Practices for Governing Social Media
- TSLAC Draft Social Media Policy Template

For Further Guidance...

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Thank you for attending!

• **Questions?**
(512) 463-7610 or slrminfo@tsl.texas.gov

• **More webinars available at**
<https://www.tsl.texas.gov/slrn/training>

Questions?

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