



NATIONAL
ARCHIVES

CENTER FOR ADVANCED
SYSTEMS AND TECHNOLOGY

ISSUES AND OPTIONS REGARDING
MANAGING SOCIAL MEDIA RECORDS OF
THE NATIONAL ARCHIVES AND RECORDS
ADMINISTRATION

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I. INTRODUCTION

The National Archives and Records Administration (NARA) has launched many projects which employ social media technologies to communicate with both internal and external audiences. As the premier agency for records management in the U.S. Government, NARA has a critical interest in ensuring that records from its social media applications are well managed.

Social media technologies raise issues for managing records made or acquired through their use, mainly because of the unprecedented capabilities they offer for end-user creation, annotation, categorization, and organization of content and because they enable groups of interacting persons, or social networks, to come into existence and communicate.

WHAT ARE 'SOCIAL MEDIA?'

The original World Wide Web vastly increased average users' ability to discover and retrieve information. In contrast, social media technologies enable users to contribute information of their choosing to the Web; to respond to, modify, annotate, link, or combine information already there. Web 1.0 was centered on web sites and facilitated persistent connections across such locations established by site producers by means of hyperlinks. Social media is shifting the emphasis to social networks – often self-forming groups of 'connections,' 'friends,' and 'friends of a friend,' who have privileged access to information posted by other members of the network – and ad hoc connections to information established by users. The relative newness of social media technologies makes them seem quite different than anything previous; however, social media is something added to, not something other than the original web. A social media site may be a document (possibly with annotations), a collection of documents (possibly multimedia), a publication, a communication channel (or in social media terms a platform for conversation), or some combination of these categories. But a site may have or contain documentary characteristics that cannot be duplicated or even saved apart from the special types of software that support them.

As with Information Technology (IT) in general, social media are constantly evolving. Different social media tools and different types of tools can be interconnected. For instance, videos on NARA's *Youtube* account link the viewer to NARA's *Facebook* page. From there, one can access the numerous blogs. Moreover, the boundaries between social media and other internet technologies are in flux. Many traditional web sites now include widgets that enable users to transfer or post information about the site to their social media accounts. Google's social gadgets enable social media functionalities to be included within personal web pages.¹ Social search engines execute web searches taking into account the social graph of the person initiating the search query. The popularity of the capabilities offered by social media will undoubtedly lead to further intermingling of capabilities. Furthermore, the development of "Web 3.0" capabilities for automated semantic processing can be expected to spark additional significant changes.

The National Archives and Records Administration's use of social media tools has grown quickly in the past three years. Given its mission responsibilities for lifecycle management of federal records, NARA has special motivation to ensure that any records created on or by means of its use

¹ http://www.google.com/intl/en_us/help/ig/social/

of social media are well managed. This report considers both management and technical options for managing NARA's current social media records. It focuses on requirements and issues related to current social media projects; however, assuming that NARA's use of social media and semantic tools will evolve, the report also considers issues and options that may emerge in the near future.

SCOPE

This document is limited to considerations of social media applications that are officially sponsored and controlled by NARA or an organization within NARA. It does not address

- Copies of content objects from NARA's social media applications that appear in sites created or maintained by other parties, or information on such sites that is derived from NARA social media applications.
- Content posted by individual NARA officials or staff to external social media applications, even when they participate in an official capacity.

However, the scope of this document does include social media applications sponsored by the Foundation for the National Archives because the Foundation's records are managed within NARA's records management program.

II. WHAT SOCIAL MEDIA DOES NARA USE?

NARA has a large number of projects using a variety of social media tools, including:

- **Blogs:** blogs are a means to convey information or opinions. Blog posts are commonly arranged chronologically but they can be tagged by subject or theme. Blogs enable readers to comment on posts, and other readers respond to these comments.
- **Facebook:** a networking utility that allows registered users to post a variety of different types of information, including photos, videos, and links, and to allow other users (“friends”) to access their posts.
- **Flickr:** is a photo-sharing resource that allows viewers to comment, tag, and make notes regarding photos or videos posted by users.
- **IdeaScale:** a forum in which individuals within a defined group can post comments or ideas, and the rest of the community may vote for or against the idea. The tool keeps track of these various posts and which particular topics hold the highest level of interest among the community
- **Podcast:** release of audio or video files in a non-streaming or episodic mode . As with blogs, podcasters usually release a series of files in a given domain or topic area. Podcasts may be pushed instantaneously to subscribers or downloaded at user discretion.
- **Really Simple Syndication (RSS):** a tool that instantly notifies a subscriber when new information, such as a blog entry, a podcast, or a change to a web site, is posted to an Internet venue.
- **Twitter:** a social media service that allows “tweets;” i.e., short posts or minor updates, up to 140 characters long, that are pushed to “followers,” who subscribe to tweets from a specified source.
- **Wiki:** a tool enabling authorized members of a community to share and collaboratively edit information, and add links to related resources available anywhere on the web, including other wikis.
- **Youtube:** a video-sharing service that allows users to upload, share, and discuss video files. Youtube creates communities of interested individuals, connecting them to specific video channels. These videos become the subjects of blog-like communication, allowing the public to communicate on topics related to the videos and the playlist they are located in.
- **Special-purpose software:** the Foundation for the National Archives makes use of specially developed software for two projects: the Digital Vaults² and DocsTeach.³

Information on specific NARA social media projects can be found on the NARA-at work website under “NARA Live Social Media Projects.”⁴

² <http://www.digitalvaults.org/>

³ <http://docsteach.org/>

⁴ http://www.nara-at-ork.gov/information_technology/social_media/projects/

III. HOW DOES NARA USE SOCIAL MEDIA?

NARA's current and potential social media applications can be grouped in three categories: dissemination, communication, and social networking. Dissemination is the one way flow of information from NARA outwards. Communication is bi-directional between NARA and target audiences or multi-directional flow of information among those participating in a social media application. Social networking involves not only flow of information but also changes in the relationships between or among participants. Requirements and challenges relating to managing the records vary significantly among the three categories.

DISSEMINATION

Most of NARA's social media applications to date use the technology to push information towards interested parties, and not to generate either bi-directional communication between NARA and the public or social networking among members of the community. The documentary materials NARA publishes using social media are overwhelmingly copies of archival holdings or of NARA's own records, such as finding aids; furthermore, content posted by readers is limited in quantity and substance. These two factors limit the records management challenge in these applications. In most cases, the materials posted by NARA can be considered as nonrecord materials. Community postings generally do not entail decisions or actions by NARA, or even responses. Thus they could be considered as ephemeral and not reaching the Federal Records Act's threshold of "suitable for preservation" to qualify as records.

Even in these cases, however, NARA should consider the need for capturing records to determine if the applications are achieving their purposes and, if not, how they could be improved to do so. Such records might include reports of site usage, surveys of customer satisfaction, or samples of community posts. Given that community posts are limited to text, samples saved for evaluation and planning do not have to be in the same format as appears on the site.

COMMUNICATION

A few of NARA's social media applications generate considerable input from the communities that access them, but in most cases community input has limited and temporary value because it lacks any context either for NARA or the community. In other cases, however, community input leads to or influences NARA actions or decisions in areas outside of the social media applications themselves. Such instances can increase the difficulty of records management because they involve two distinct business contexts where NARA needs to ensure adequate and proper recordkeeping. The first context is the social media application itself. The second is the locus where actions or decisions are taken. When both contexts are significant, NARA should maintain records that are easily accessible to both and that are organized to retrieval needs in each. This may entail duplication or redundancy in recordkeeping when records need to be organized differently or kept separately in the two contexts.

SOCIAL NETWORKING

Social media may generate or enable significant changes in the relationships among participants in a site. Viewed overall, rather than in the context of specific individual uses of social media applications, NARA needs to consider whether it needs to keep records of how it uses these technologies; how that use changes over time; and how the use of social media impacts the execution of mission and administrative functions. In this context, it may be desirable to retain community inputs, even those require no action or reaction by NARA, in order to document how NARA's interaction with the community played out. Keeping adequate and complete records from this perspective may require effective means of associating information in social media applications with information in other files, such as project management and customer relationship management.

NARA should also consider taking actions to stimulate or influence the development of social networking software so that it provides better records management functionality, but that is more of an issue for NARA's governmentwide records management.

However, NARA needs to articulate a more robust policy for how it intends to do business in social media. This articulation should first of all address what records NARA needs to create in this sphere. Depending on how it frames its business needs, NARA may need to consider other or additional tools, such as social media monitoring products, for managing its social media records.

IV. WHAT ARE NARA'S SOCIAL MEDIA RECORDS?

Records on NARA's social media applications⁵ could be:

- (i) a social media site as a whole or an aggregate,
- (ii) archival holdings or other existing records exposed or copied on social media sites, or
- (iii) new records posted to or created using social media.

These are independent and not mutually exclusive categories. For example, individual documents in a web site may or may not be records regardless of whether the site as a whole falls within the domain of records management. Therefore, all three possibilities should be considered in each social media application.

The application of these perspectives and the implications of decisions made as a result are discussed in the remainder of this section and illustrated in Figure 1 below.

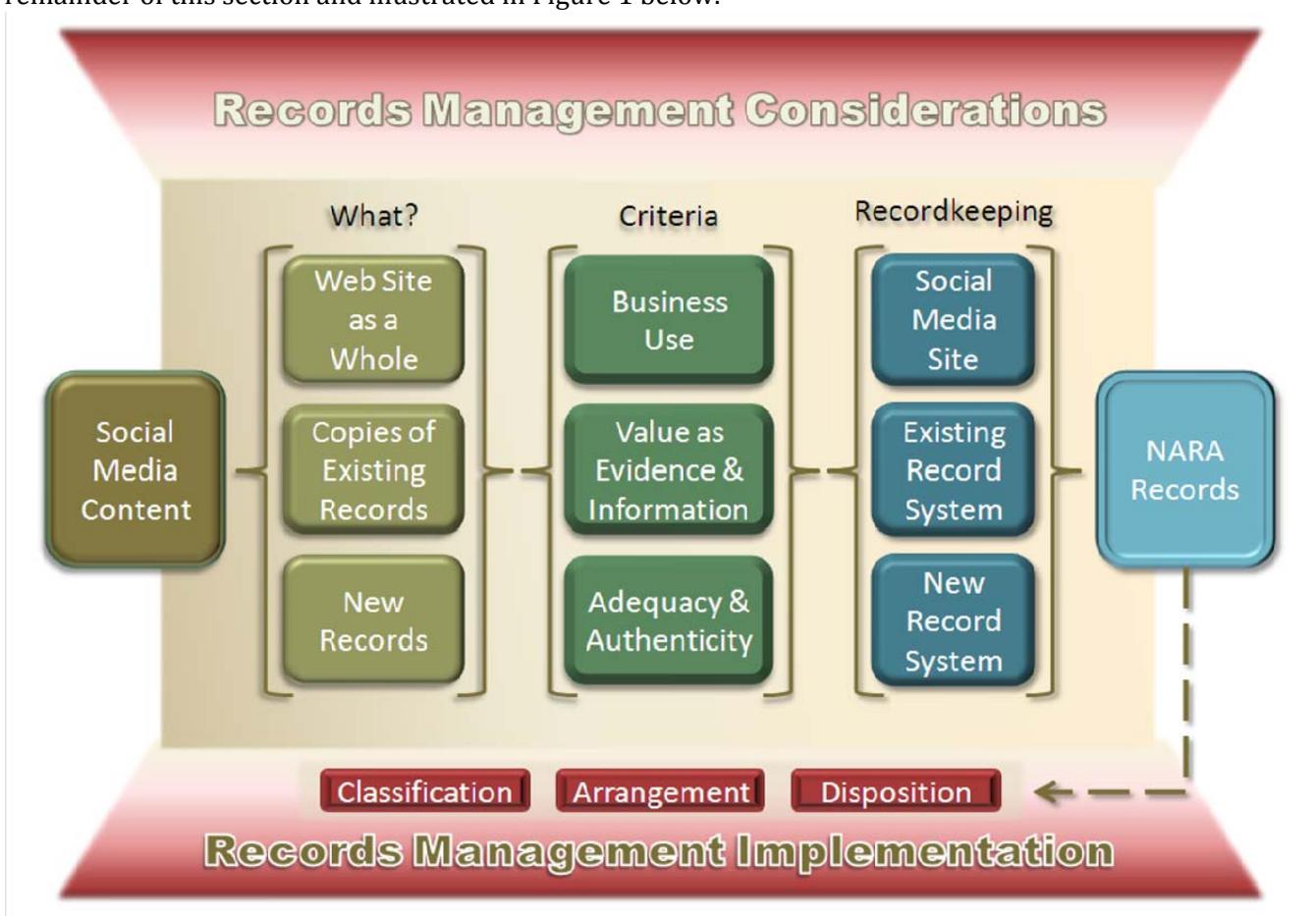


FIGURE 1. IDENTIFYING AND MANAGING SOCIAL MEDIA RECORDS

⁵ In addition to records accessible on a site, records created in development and operation of the sites should be managed under current guidance on operational records of web sites in general.

SOCIAL MEDIA APPLICATION AS A WHOLE

A social media application may be determined to be within the scope of records management based on criteria applied to the application as a whole, apart from consideration of whether individual documents in it are records.

CRITERIA FOR DETERMINING RECORD STATUS

A social media application should be subject to records management if:

- it is used to transact NARA's business;
- it provides essential evidence of NARA's decisions or actions or it includes data that have unique informational value that lasts for some time; and
- the evidence or information would be incomplete, corrupted or distorted outside of the context of the application.

USE IN THE CONDUCT OF BUSINESS

NARA social media applications have been used to support a variety of business activities including access to archival holdings, internal administration, and development of policies, procedures and plans.



A social media application may also support significant communications with both internal and external stakeholders, independently of their use in other business functions. NARA should consider the value of maintaining such communications as records in order to improve its relationship with or service to



stakeholder groups.

EVIDENTIAL OR INFORMATIONAL VALUE

The evidential and informational value of a social media application should be determined according to the same criteria as would apply to any records.

INTEGRITY AND FIDELITY

A social media site should be considered as a record or an aggregate of records if the integrity of the site, the way it organizes and presents content, or its functionality are necessary to preserve evidential and/or informational value. Social media sites include new species of information objects which can only

exist in cyberspace. Social media sites may contain simple copies of existing documents, but they can also include objects that cannot be univocally assigned to any traditional genre or form of documentary material.

RECORD STATUS CATEGORIES

There are two different ways an application could fall within the domain of records management: the application either is a record or an aggregate of records. In the latter case, the application is more than a container which includes documentary materials that on their own qualify as records. Like traditional record aggregates, such as series and file units, the application imposes structure and/or adds meaning to the documents it contains.

Example: Traditional case files illustrate how record aggregates add meaning to individual records. A document recording a decision to award a government grant would provide evidence of the administration of the grant function if located in a grant case file, but the same document would provide evidence of an audit function if located in an investigative case file of an auditor. If the same document were found in an investigative case file of the FBI it would carry a connotation of possible criminal activity due to its placement, even though its form and content had not changed.

The difference between being a record and containing records depends on the application's design, especially its structure and the interactive features that enable community creation or modification of information on the site. The default assumption might be that social media applications contain rather than are records; however, several considerations might lead to determinations that the application as a whole should be considered a record.

SOCIAL MEDIA APPLICATION AS A RECORD

A social media site as a whole may be a record if it has sufficient *extrinsic value*; that is, if the way information is presented on the site, or the ways people can interact with it and through it with one another are important. The operative question, then, is: does the appearance or functionality of a social media site have sufficient value to merit retention as a record? Does NARA need to keep records of how it presented itself, its holdings, or topics of interest to its stakeholders via social media applications?

Deciding whether content objects constitute separate documents or are parts of a single document may depend on the documentary form of a social media application, but the situation may be ambiguous.

Example: Individual blog entries might be considered as separate documents. Alternatively, when community members can comment and vote on others' entries, as in the case of the Transformation Task Force blog, the blog as a whole might be considered a single record, albeit one with a complex structure and components that are very different types of content.

The application may organize content in ways that practically do not permit demarcation of distinct documents that could be managed as so many individual records. For example, what may appear on a social media site as a document may not be stored in the application in that form, but created on the fly, with its content and form determined by specific interactions with an individual user. Some of the content in such pseudo-documents⁶ may be drawn in real time from one or more databases, and data elements from those stores may appear in different combinations in various pseudo-documents.

Example: A list of items returned in response to a search in ARC is a simple example of something appearing on a web site that resembles a traditional document, but in fact consists of content elements drawn from a database, where some of those elements may appear in other, different lists. By design, such lists are not stored as separate documents. While such lists are used in fulfilling NARA's mission to provide access to archival holdings, they neither document specific actions or decisions nor do they have notable informational value.

SOCIAL MEDIA APPLICATION AS AN AGGREGATE OF RECORDS

A social media site should be considered as an aggregate of records if

- Its content is presented to users in the form of distinct documents and the application is capable of presenting authentic renderings of those documents over time, and
- It establishes a new association or ordering of those documents.

It might be argued that the amalgamation or arrangement of documents in a social media application is essentially something done for convenience of reference, but in this context that does not entail that they are not records because here 'reference' refers to the mission function of providing access to archival materials and the social media application is a distinctive way of fulfilling that function, rather than simply a tactic for facilitating access to information that is being managed as records elsewhere. The association or arrangement of copies may constitute a unique set of documentary materials made and/or received by NARA in connection with its responsibility for providing access to records it preserves and appropriate for preservation because of the informational value of the set.

Example: NARA might create an application similar to Historypin (<http://wearewhatwedo.org/pages/historypin/>) and allow members of the public to "pin" copies of digital holdings posted in social media applications to specific locations on a digital map. While there may be no significant differences between the copies and the originals, the pinning may add informational value both to individual documents and to the aggregate of documents associated with a specific place. The added value may be sufficient to warrant declaring the aggregates of geo-referenced copies as new series of records.

⁶ Luciana Duranti and Kenneth Thibodeau. "The Concept of Record in Interactive, Experiential and Dynamic Environments: the View of InterPARES," *Archival Science* 6, 1 (2006): 13-68
<http://dx.doi.org/10.1007/s10502-006-9021-7>

COPIES OF EXISTING RECORDS

Currently, most NARA social media applications primarily make information available rather than engaging interactively with online communities in the conduct of the agency's business. Several of NARA's social media projects, such as those using Flickr, YouTube, and Facebook, include copies of archival holdings that would qualify as nonrecord because they are provided for purposes of reference or exhibit. Other existing records that are copied on social media sites include descriptions and other finding aids. Given that NARA is preserving the archival holdings and managing its existing operational records, copies exposed on social media sites do not need to be managed as records.



If NARA allows community members to tag or annotate online copies of archival records, or link them to materials in other online collections – including collections not owned by NARA – the result would be new versions of archival records which might merit being managed as records because of the richness of the additional content or context provided by the community.

Copies of records that are found on NARA social media applications include archival holdings and NARA records such as finding aids.

- Copies of existing records simply posted on social media applications to facilitate access need not be managed as records. They may be retained in the social media application even for very long times; nevertheless, such copies are clearly “extra copies of documents preserved only for convenience of reference” that the Federal Records Act says are not federal records (44 U.S.C. 3301).
- If the application allows NARA staff or community members to annotate, tag or take other actions that result in new versions of the existing records, the new versions may constitute distinct records. Changes from the originals may supplement archival descriptions; better identify records or persons, places or actions the records document; or indicate the relevance of the records to specific topics or research interests. If NARA assesses versions produced in social media applications as worth keeping for some time, they should be treated as records.
- A Social Media application which groups or organizes existing records in ways that are notably different than the original order or archival arrangement of the original records may create a new series or aggregate of records. This is especially likely to be the case when the social media application associates records whose originals are found in different series or have different provenance. This will also be the case when the association or arrangement of records in the application serves a purpose distinct from that of preserving the records and providing access to them; e.g., to support educational or exhibit programs.
- Even when the grouping or arrangement of copies of records included in a social media application replicates that of the original records, it may be appropriate to treat the copies as a record set if there is a considerable volume of valuable annotations or metadata added to many of the copies in the application and NARA has no effective way to link this additional information to the original records.

NEW RECORDS

In some social media applications, such as tweets and blogs, content may include new documents and other content objects posted by NARA staff responsible for the applications, and comments or notes added by members of internal or external communities. In NARA's early use of social media, Wiki and IdeaScale projects are the only notable exceptions to using social media primarily for dissemination. However, in both types, community involvement has been limited largely to NARA staff. Of 24 wikis listed as active in August 2010, only 3 targeted external communities and one of these was actually closed. Of 4 IdeaScale projects 3 were purely internal and only one – also internal – was actually open at that date. Other NARA social media projects permit comments by users, but a random sample of projects using blogs, YouTube, Flickr, or wikis indicates that most activity consists of postings by NARA with little or no community response. Predominantly, the users' inputs that are received are not of a type that would generate action or require a decision by NARA. In addition to the two categorical exceptions, there are two specific exceptions. First, numerous substantive comments are posted by the public on the NDC blog in response to issues identified there by the NDC. Second, the Archivist's Transformation Task Force blog received many substantive comments from staff. There are also occasionally substantive community contributions on other NARA social media sites, but most public comments are rather limited, such as simple "thumb-up" expressions of liking archival holdings posted on a site.

Although NARA's guidance, "Proposing a New Social Media Project," does not require that project proposers identify the interactions expected to result from the project,⁷ determining whether new documentary materials on social media sites are records, and how long they should be retained, entails considering if and how NARA uses them in the conduct of affairs. There are several distinct scenarios that would lead to qualifying new social media content as records:

1. Intentional use of social media to describe issues and solicit feedback that helps NARA decide the issues; e.g., the NDC and Transformation Task Force blogs;
2. Intentional use of social media for to collect information that NARA needs in some decision making;⁸ e.g., if NWM were to use the Records Express blog to gather data in a follow-up study of federal agencies' use of social media;
3. Use of incidental community input to determine or shape subsequent NARA postings; e.g., tracking positive and negative reactions to postings or numbers of downloads to guide the selection of other holdings to post; and
4. Input from the public that requires specific action by NARA; e.g., if a member of the public asks what other records NARA has related to something published on a web site; or if a member of the public identifies a problem with something NARA has published on a web site, such as an error in the description of an object, a problem with digitization, or the inclusion of information that should not be publicly available.
5. In cases that do not entail specific action, but where there is a significant volume of public comments that receive substantive responses from NARA, reflect or engenders a change in the relationship between NARA and the community, or provide significant value to the community

⁷ http://www.nara-at-work.gov/information_technology/social_media/projects/proposal_process.html

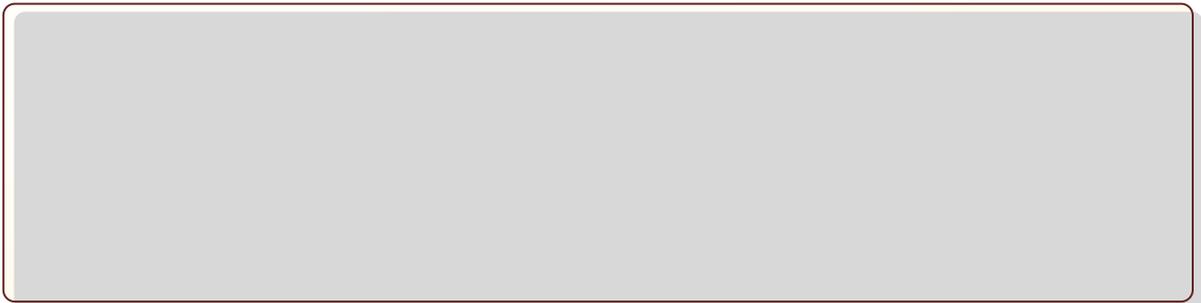
⁸ The difference between the first and second types of use is that in the second NARA may not yet have identified specific issues, only topics on which it seeks community input. The input might even be used to identify issues.

NARA should consider keeping records of how its dialogue with a community played out. Such records, for example, could be useful in planning alterations of NARA's attempts to engage communities both in the applications where the dialogues occurred and in subsequent projects.

6. In contrast, in cases where NARA took no action, made no decisions, and did not provide substantive responses to community content on a web site, the community content could be treated as non-record, transitory material in accordance with the direction given in NARA's Agency Recordkeeping Requirements: a Management Guide.

New records may be created using the interactive capabilities of social media applications.

- To qualify as a new record, the content created in the application ought to constitute a separate document. Community generated content that constitute metadata, annotations, or even attachments to documents NARA posts in social media applications do not rise to the level of separate documents. *(See discussion of new versions of existing records, above.)* Simple indications by members of the public of whether they like a social media application or information NARA posts on it would not constitute distinct documents, but NARA might accumulate such indications into documents in order to assess customer satisfaction or other performance metrics.



- An item of community content that requires or engenders a specific NARA response or action should be considered as a new record.
- Community created content that impacts NARA policies, procedures or decisions, even though it does not entail a specific NARA response or action, should be considered as a new record.



Illustration

The Foundation for the National Archives' "National Archives Experience: Digital Vaults"¹ illustrates several aspects of the three facets of social media records discussed above. The contents of the site consist mostly of digital surrogates of individual records from NARA archival holdings, supplemented by links to related descriptions in ARC, relevant educational resources in the Foundation's Docs Teach application and information about any related physical exhibits; brief item level descriptions and keywords (tags) added to the Digital Vaults copies.

The Foundation's new DocsTeach application constitutes another illustration of innovative use of social networking capabilities. DocsTeach enables teachers to annotate digital surrogates, to create educational activities, and to share these with their students and other teachers. . Each activity comprises a set of documents, including a selection from the archival holdings posted on Docs Teach and the structure of the user-defined activity. Given that the record character of any document is determined by its position in an original order as well as by its internal form and content, even the digital surrogates of archival holdings included in these applications could be qualified as new records. The community created annotations, collections, educational activities et al. in these applications would be incomprehensible if the archival materials were deleted.

- ✚ The principal content of each site comprises digital surrogates of archival holdings. Individually, these documents could be considered non-record.
- ✚ Each site as a whole might be considered as a record because of the unique presentation and interactive features it provides. This record, including the audit trail of user interactions on the site, could be used to evaluate the effectiveness of these unique features in stimulating interest in archival holdings. Each site as a whole is not only an unprecedented documentary material for NARA; it is also innovative from a global perspective
- ✚ User created collections might be managed as unique aggregates of records in order to ensure that they remain available not only for the users who created them but also for other users, and for NARA's analysis and planning.

V. HOW SHOULD SOCIAL MEDIA RECORDS BE MANAGED?

Managing social media records entails determining how long they should be retained, where they should be filed, and finding a method for keeping them that satisfies requirements for retention, organization, use, and protection. Decisions in all these areas should follow applicable policy and guidance.

POLICY AND GUIDANCE

In addition to general direction, such as that set out in the Federal Records Act and NARA's implementing regulations, there are both internal and external sources of guidance that are more specifically relevant to social media records.

NARA GOVERNMENTWIDE POLICY

In a recent study of agencies' use of social media and records and records management issues concerning social media, NARA asserts that "Social media usage is best analyzed based on the function and use of the information, not solely by the platform or tool. The records created must also be considered in terms of the function or use and assessed based on business, evidential, informational, and contextual values. The concepts of temporary and permanent value have not changed; traditional value assessments also rely on these methods."⁹ While NARA's initial guidance on social media advised agencies to "'Keep in mind, content on government websites is owned by the government, not individual creators, and is likely to be agency record material,"¹⁰ the study found that most information posted on social media sites duplicates records and therefore can be properly categorized as non-record material.

Both the study and the guidance recognize that in some cases materials on social media sites may be records. NARA's Bulletin # 2011- Social Media/Social Media Platforms Bulletin states, "When using social media/social media platforms, the following non-exhaustive list of questions may help determine record status:

- "Is the information unique and not available anywhere else?
- "Does it contain evidential value 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 and maintained by people approved to speak for the agency?
- " Is there a business need for the information?

"If the answers to any of the above questions are yes, then the content is likely to be a Federal record."¹¹

Criteria to apply in determining record status of such materials can be found in NARA's 2005 Guidance on Managing Web Records.¹²

⁹ National Archives and Records Administration, National Records Management Program. A Report on Federal Social media Use And Record Value. 2010.

¹⁰ Implications of Recent Web Technologies for NARA Web Guidance. <http://www.archives.gov/records-mgmt/initiatives/web-tech.html>

¹¹ <http://www.archives.gov/records-mgmt/bulletins/2011/2011-02.html>

- Much , if not all of the documentation of the development and operation of social media sites should be managed as records.
- Content that NARA presents on social media sites may be records
- Documents generated by user interactions with NARA social media sites may be records.

For final determination of which documents in the last two categories are records, the web records guidance only refers to the Federal Records Act (FRA) definition of records and its generic requirements for keeping records of agency programs. The NARA directive, Agency Recordkeeping Requirements: a Management Guide, addresses the FRA requirements for complete and accurate records. Issued in 1995, it provides only general guidance, indicating that complete and accurate records enable agencies to protect the legal and financial rights of the Government and of individuals, enable informed decisions, facilitate official actions, and permit proper scrutiny by the Congress and oversight agencies.

EXTERNAL GUIDANCE

ARMA recently released for comment a draft standard, Implications of Web-based, Collaborative Technologies in Records Management.¹³ The IBM Center for the Business of Government recently published a report by Professor Patricia C. Franks entitled How Federal Agencies Can Effectively Manage Records Created Using New Social Media Tools.¹⁴ NARA should consider the applicability of these documents to its own records and to federal records in general.

HOW LONG SHOULD SOCIAL MEDIA RECORDS BE KEPT?

Retention periods for social media records should take into account three different perspectives:

- The need to keep the records in the social media site in order to satisfy the objectives of the application;
- The need to keep the records for analysis, planning and improvement of the application, NARA's use of social media tools in general, NARA's relationships with external communities, and similar purposes; and
- The need for adequate documentation of actions or decisions that may be initiated in or derived from social media applications, but entail actions elsewhere.

WHERE SHOULD SOCIAL MEDIA RECORDS BE FILED?

Just as records are identified in social media applications based on how they are used in the conduct of the agency's business, determining the appropriate location of these records within NARA's overall recordkeeping system is a function of the locus of the actions in which the records are involved. The three perspectives used to determine the retention of social media records should also be applied in deciding where to file them. If the records are valuable in more than one context, it may be necessary to file copies in different locations in order optimally to satisfy the specific needs of each context. Alternatively, it might

¹²NARA Guidance on Managing Web Records. January 2005. <http://www.archives.gov/records-mgmt/policy/managing-web-records-background.html#federal>

¹³<http://www.arma.org/standards/development/standardsprogress.cfm>

¹⁴<http://www.businessofgovernment.org/report/how-federal-agencies-can-effectively-manage-records-created-using-new-social-media-tools>

be better to produce different versions or to create derived records to satisfy different business needs.

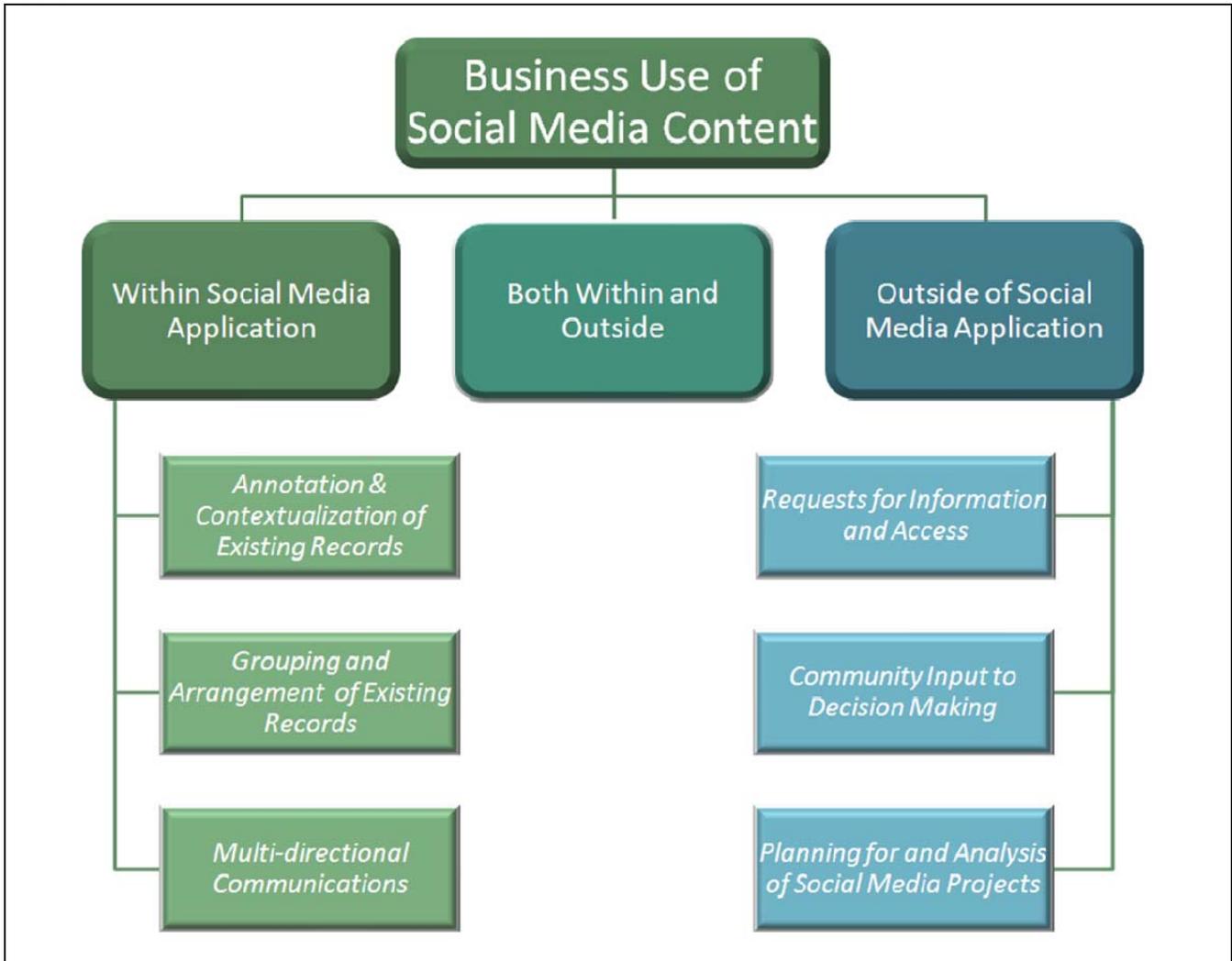


FIGURE 2 LOCUS & TYPES OF BUSINESS USES OF SOCIAL MEDIA CONTENT

VALUE OR ACTION WITHIN OR LINKED TO THE APPLICATION

Social media records should be kept within the application or the IT platform that supports it when they have continuing value to the community that uses the application or they are likely to be used in several actions or action steps carried out on the social media site over a period of time.

Example: Docs Teach allows registered users to develop ‘activities’ for use in teaching history and to make them available to other registered users. NARA may also make worthy activities available to the general public

ACTION OUTSIDE OF THE SOCIAL MEDIA APPLICATION

In some cases, community created content items may entail specific actions or decisions by NARA outside of the social media site where they are created. If the content object constitutes a new record, a copy of it

should be exported and sent to the official or unit responsible for action. Alternatively, a version or derived record more suitable to the purposes of the external action should be produced. Such item should be retained with other records of the activity or decision making.

Example: A member of the public viewing a copy of an archival record posted in a social media application may request access to related records that are not available in the application. The request would be routed to the appropriate reference unit, which should keep a record of the request, just as they would for any other reference request, together with records of the response.

When social media records are kept to document the impact or success of a social media application; for example, for analysis and planning, rather than as a basis for actions or decisions responsive to specific community content, it would be more useful to retain them outside of the social media site in a locus where they would be more readily available for those purposes. Alternatively, in some such cases reports of the use of a social media application, its various interactive features, or content may constitute adequate records, so that NARA would not need to keep copies, versions or other derived records outside of the applications.

BOTH

Community input may need to be retained as records separately both within and outside of a social media application. If the application as a whole is deemed to be a record or an organic aggregate of records, community input should be retained within it to ensure the integrity of the record or aggregate. If those

Example: The Transformation Task Force blog was used to obtain staff input. The initiative was successful in generating a large number of substantive comments from staff. As a new method for interacting with a significant stakeholder group, the site as a whole should be managed as a record or aggregate. Inevitably some individual blog posting will have substantial impact in shaping decisions on agency transformation. Copies of those postings need be included in the files documenting the relevant decisions in order to provide adequate information on the basis of the decisions.

community inputs are important in actions or decisions outside of the social media application, they should also be kept in the files of the external activity.

When new versions of archival holdings are produced either by adaptation for purposes of inclusion in the social media site or by community annotation, these versions should be retained in the application for as long as they remain valuable to the community. NARA should also consider associating these versions with the originals from which they were derived if that would be useful in responding to reference requests received through other channels.

DERIVATIVE RECORDS

When community input to a social media application needs to be communicated to another locus for action or decision, it may or may not be necessary to export the information in the form in which it is kept in the application. In fact, efficiency and quality of customer service may be served by exporting the information in a different form. For example, it might be preferable to export information concerning a request for records not available in the site in a standard reference request format.

HOW CAN SOCIAL MEDIA RECORDS BE MAINTAINED?

There are several different types of technical tools and services that could be used to retain social media records, but none of them are entirely satisfactory from a records management viewpoint. Moreover, it is unlikely that a durable solution for managing social media records could emerge in the foreseeable future because the technology is changing both rapidly and unpredictably. We are, as it were, dealing not only with a moving target, but also one that morphs as it moves.

Possibilities for managing social media records are further constrained by the fact that some social media capabilities are acquired as hosted services. NARA may have little or no ability to impose records management on the hosts and insufficient leverage to entice the providers to offer records management functionality. Furthermore, some social media services prohibit external crawling of their sites, making it difficult to extract records in order to transfer them to a records management application.

Current technological options are explored in the following subsections.

IN A SEPARATE RECORDKEEPING SYSTEM

Technically, in many cases NARA could capture records that it produces for its social media applications when they are ready to be posted. They could be managed within record keeping systems apart from social media sites. However, this approach does not pick up content added by the community. It could be an appropriate technique where community content has only transitory value or when the business need is primarily outside of the web site and copies of records created by users can be exported from the site in formats that both retain integrity and facilitate including them in recordkeeping systems.

This option would tend not to be satisfactory for applications where content changes frequently, or where content is structured in such a way that it cannot readily or satisfactorily be exported in the form of discrete documents.

WITHIN SOCIAL MEDIA APPLICATIONS

Whether social media tools are implemented on platforms NARA manages or acquired as hosted services, in some case social media records could be retained and adequately managed within the social media sites. This option would be appropriate only in cases where the records are temporary and there is no business need for them– not even for retaining them as inactive records – outside of the social media applications. This option would be possible only in cases where NARA has sufficient control to ensure the records are retained within the application as long as needed. Even when there is no need to keep or use the records outside of the social media application, this option could be problematic in cases where the record retention period is longer than the technology refresh cycle of the application. As in other types of electronic records, changes in the enabling technologies could render the records inaccessible or might involve data migrations which could put the authenticity or reliability of the records at risk.

SNAPSHOTS AND CRAWLS

NARA might periodically take snapshots of any social media site deemed to be a record or to contain unique records where the need is to retain them in the specific forms in which they are presented in the application. Such records may be considered as the digital counterparts of hard-copy presentation materials covered by item 1611-2 in the NARA records schedule.

Several tools are available which can capture one-time, ad hoc, or periodic snapshots of content on the Web. Some tools of this type are listed in Appendix 3.1. However, tools that only capture an image of a site would be insufficient for recordkeeping when the records include content from the deep web, such as databases which feed content to be presented, or from dynamic media, such as video, or from interactive capabilities, such as community tagging. Another difficulty with this approach is that the terms of service for some social media services, including Facebook, YouTube, MySpace, and Slideshare, specifically prohibit crawling.

This option would be appropriate when the recordkeeping requirement is to illustrate how NARA uses social media to publish information, and capture of transitory community content. In this approach, copies or surrogates of archival holdings would be treated as non-record, except perhaps for those used to stimulate interest on landing pages.

WEB ARCHIVING PLATFORMS

There are a number of services available which, in addition to crawling Web sites, index and store the results. Such services would be useful when NARA decides it has a business need for in-depth impact analysis of Web presence. However, many of these services are tailored to satisfy regulatory and standards compliance requirements in the financial sector or to provide for e-discovery. They may not provide adequate records management capabilities. Individual Web archiving platforms are described in Appendix 2.2

Some of these platforms provide for capture of information in native format; however, it is not clear how current services deal with format obsolescence.

This option could entail issues related to privacy and intellectual property issues, as well as prohibitions against crawling certain sites.

SOCIAL MEDIA MONITORING PRODUCTS

Social media monitoring products go beyond web archiving platforms in several respects. They tend to be more finely tuned to social media and they include analytic capabilities specifically oriented to social networking. For example, some offer possibilities for tracking how information from a Web site reverberates throughout the social web on blogs, tweets and other sites. Others collect data from across the web – one claims from “over 100 million social media sites and sources” – and will extract relevant data for clients. Some perform gate-keeping and censor function, limiting social networking features employees can access and controlling content they can post to such sites. Social media monitoring products also offer capabilities for extensive and finely detailed – but usually anonymous – tracking of user behaviors on an organization’s websites or in response to its web campaigns. Specific social media monitoring products are described in Appendix 3.3.

Such products might be appropriate in cases where NARA has considerable interest in knowing the extent and characteristics of the impact of a social media application and in using this information to shape its actions ranging from adjustments in current projects to strategic planning.

VI. SUMMARY RECOMMENDATIONS

1. Decisions on social media records should be based on how social media applications are used in carrying out the agency's business.
2. NARA should incorporate questions regarding the proposed nature and level of interaction on the social media proposal form.
3. Records management should emphasize social media applications which incorporate bi-directional communication and social networking over those that simply disseminate information or copies of existing records.
4. NARA should look at a social media application as a whole, as well as individual content within it, in identifying records.
5. NARA should monitor social media applications for special cases, such as postings that "go viral" or unexpected and innovative uses of the material, which should be documented in records, even when most content on the site is considered nonrecord or ephemeral.
6. Retention of social media records should reflect both the value of the records to the community that uses a social media site and their value to NARA.
7. The records management approach to social media should encompass records within social media applications, activities that are carried out outside of such applications but result from community use of the applications, and NARA management's need for documentation of use of social media.
8. Copies of content from social media records used in actions or decisions, apart from the application, should be included in the relevant action files.
9. For improving customer service and external communications, NARA should keep records of how its dialogue with the community played out, independently of whether content objects on social media sites are determined to be records. Such records may include copies or versions of social media content or derived records.
10. NARA should consider social media monitoring products that include analytic capabilities, censor function, and track user behaviors for their potential to improve NARA's interactions with target communities.
11. NARA staff and interested public can contribute to the validity and security of records.
12. Plans and approaches for managing social media records should emphasize what is feasible, even though it may fall short of ideal, but should also should be adaptable when better options become available.
13. NARA should take actions to influence social networking software and service providers to incorporate RM functionality.
14. NARA should look for opportunities to enhance development of technologies for managing social media records either through collaboration with other agencies or through centralized approaches which could be implemented broadly across the government.

APPENDIX 1: NARA USE OF SOCIAL MEDIA

BLOG / WORD PRESS PROJECTS

Blogs are perhaps the most basic or common form of social media used today. Simply put, blogs are a modern means to convey news. Like articles in a news paper, individual posts are put up on blogs to provide information on new developments or events related to any subject. More than this, blogs become a dialogue of communal participation when readers post comments, and other readers respond to these comments, or to the post itself. NARA uses Word Press software to create its blogs. NARA uses blogs directed to both external and internal audiences.

BLOGS OPEN TO THE PUBLIC

RECORDS EXPRESS: (<http://blogs.archives.gov/records-express/>) the blog of the National Records Management Program (NRMP). It discusses how NRMP is working to improve the management of records. (Date Live: 5/7/2009)

NARATIONS: (<http://blogs.archives.gov/online-public-access/>) the blog of the United States National Archives. The goal of NARATIONS is to discuss the vast and complicated effort of online public access to records with researchers in the public domain. By finding out what records are in demand and how the public wishes to access them, NARA can make record more readily available. (Date Live: 8/12/2009)

THE HOOVER BLACKBOARD: (<http://blogs.archives.gov/hover-blackboard/>) the blog of the Hoover Presidential Library-Museum. Its purpose is to allow students and teachers to publically discuss field trips and visits to the Hoover Presidential Library. It welcomes omments, questions, and suggestions for improving field trip experiences. (Date Live: 2/19/2010)

PROLOGUE BLOG: (<http://blogs.archives.gov/prologue/>) The blog is meant to compliment *Prologue* magazine. As with the magazine, the Prologue Blog discusses important “discoveries” made by the National Archives. The blog posts daily pictures and articles and is open to public comments. (Date Live: 4/27/2010)

NDC BLOG: (<http://blogs.archives.gov/ndc/>) The blog of the National Declassification Center. The goal of this external blog is to solicit public input regarding the release and protection of records. It also announces the release of new openings of records and is open to public discussion regarding the NDC’s priorities. (Date Live: 6/1/2010)

REAGAN EDUCATION WORKSHOPS: (<http://blogs.archives.gov/reaganeducationworkshops/>) the blog of the Ronald Reagan Presidential Library for educators attending education workshops at the Ronald Reagan Presidential Library. The blog posts a Document of the Month for educators to use for interactive workshop activities. The blog provides a means to discuss the workshop documents as well as provide tools for their implementation. (Date Live: 7/12/2010)

BLOGS USED FOR DISCUSSION WITHIN NARA.

THE NR BETTER WORKPLACE BLOG: (http://www.nara-at-work.gov/nara_organizations/nr/better-workplace-blog/index.html) the Blog is primarily

meant to discuss the issues and interests of NR staff. Employees can express their concerns and discuss ideas for improvement of the workplace. (Date Live: 3/5/2010)

DECLARATIONS BLOG: (http://www.nara-at-work.gov/nara_news/declarations/blog/) The blog, as well as the printed *Declarations* publication, provides information on the National Archives, its accomplishments, and its employees. The Declarations blog allows the NARA staff to comment on recent news regarding NARA. (Date Live: 6/15/2010)

ARCHIVIST'S TASK FORCE ON AGENCY TRANSFORMATION BLOG: (http://nara-at-work.gov/nara_organizations/committees/transformation/blog/) open to all of NARA, the blog is meant to discuss the Task Force's goals, to identify issues and opportunities relating to NARA's organizational effectiveness and to recommend strategies for NARA's future. (Date Live: 7/30/2010)

FACEBOOK

Facebook is the largest single social media network online to date. With hundreds of millions of active users, NARA's involvement on Facebook has created a great opportunity to open up to the public. Unlike blogs that discuss individual points of interest within NARA, each Presidential Library, regional Archives, and the National Archives itself has its own Facebook page. This creates a waypoint to each venue's blogs and other social media tools and provides a digital space of connection for the public to link together and network.

All NARA Facebook projects are open to the public.

U.S. NATIONAL ARCHIVES: (<http://www.facebook.com/usnationalarchives>) dedicated to the general public, posting public news and events regarding the National Archives. (Date Live: 8/3/2009)

RESEARCH AT THE U.S. NATIONAL ARCHIVES: (<http://www.facebook.com/researchatusnationalarchives>) dedicated to researchers, connecting them to various online resources the National Archives has to offer, such as blogs and digital records. (Date Live: 8/3/2009)

FEDERAL REGISTER: (<http://www.facebook.com/FederalRegister>) (Date Live: 10/10/2009)

PRESERVATION PROGRAMS AT THE U.S. NATIONAL ARCHIVES: (<http://www.facebook.com/nationalarchivespreservation>)

NATIONAL HISTORICAL PUBLICATIONS AND RECORDS COMMISSION: (<http://www.facebook.com/nhprc>) (Date Live: 1/31/2010)

NATIONAL ARCHIVES ARCHIVAL RECOVERY TEAM: (<http://www.facebook.com/archivalrecoveryteam>) Facebook page for **ART (Archival Recovery Team)** of the Office of the Inspector General (Date Live: 5/13/2010)

Each Presidential Library, regional Archives, and the National Archives itself has its own Facebook page.

FLICKR

Flickr is an image hosting site owned by Yahoo. Its focus is on photographs and other pictures, and even some videos (like Youtube). People can comment and respond to comments on particular images. The National Archives uses Flickr to host many images available to an external audience for discussion among the public.

U.S. National Archives: <http://www.flickr.com/photos/usnationalarchives> The **U.S. National Archives'** Photostream on Flickr is a photo-sharing resource open to the public. It allows viewers to comment, tag, and make notes regarding photos posted by the National Archives. The goal is to share archival photos and documents with researchers as well as the public, who can share insights with the National Archives and one another. (Date Live: 7/16/2009)

IDEASCALE

EXTERNAL AUDIENCE

OPEN GOVERNMENT IDEA FORUM (<http://naraopengov.ideascale.com/>) a public forum dedicated to drafting an Open Government Plan for the National Archives with the goal of increased transparency, participation, and collaboration. With the completion of the Open Government Plan draft, the forum is now closed. (Date Live: 2/6/2010)

INTERNAL AUDIENCE

ONLINE PUBLIC ACCESS INTEGRATED PROJECT TEAM (OPA IPT): (<http://opaprototype.ideascale.com/>) an internal forum enabling NARA staff to beta test and comment on the Electronic Records Archives public access pilot. (Date Live: 2/10/2010)

NAB BUDGET BRAINSTORMING FORUM (closed): used to solicit input from staff on ways to meet the future funding conditions.

PODCAST

The National Archives and the Presidential Libraries release a podcast to the public, free of charge.

Presidential Libraries Podcast: <http://www.archives.gov/presidential-libraries/research/podcasts.html> The **Presidential Libraries Podcast** is a downloadable collection of sound clips taken from the Presidential Libraries. These recordings feature Presidents Hoover, Roosevelt, Truman, Eisenhower, Kennedy, Johnson, Nixon, Ford, Carter, Reagan, Bush, and Clinton discussing public and private matters, including national addresses as well as private conversations. (Date Live: 8/2/2007)

REALLY SIMPLE SYNDICATION (RSS)

All NARA RSS feeds contain information open to the public

News from the National Archives: <http://www.archives.gov/news/rss.php> National Archive's News RSS feed updates with the latest news, events, and press releases from the National Archives and Records Administration. (Date Live: 2009)

PUBLIC INSPECTION LIST: (<http://www.ofr.gov/PublishingRss.ashx>) the RSS feed of the Federal Register. It provides the date of the Federal Register's late update. (Date Live: 2009)

PROLOGUE MAGAZINE – NATIONAL ARCHIVES QUARTERLY: (<http://www.archives.gov/rss/rss-prologue.php>) the RSS feed updates with featured article from the latest issue of Prologue. (Date Live: 6/19/2009)

TWITTER

NARA uses Twitter to update subscribers on daily progressions.

External Audience: All NARA Twitter Feeds are open to the public.

Records Management: http://twitter.com/NARA_RecMgmt The official National Archives **Records Management** Twitter Feed updates with information, news, and events relating to the NARA Records Management team. (Date Live: 4/27/2009)

Federal Register: <http://twitter.com/FedRegister> The official National Archives **Federal Register** Twitter Feed updates with information on the Federal Register, sharing the goal of informing citizens of their rights and obligations, and documenting the actions of Federal agencies. (Date Live: 10/9/2009)

Archives News: <http://twitter.com/archivesnews> The official Twitter Feed of the **U.S. National Archives** updates with information, news, and events relating to the National Archives. This page posts updates from the NARA other social media venues. (Date Live: 10/14/2009)

Eisenhower Library Living History Project: <http://twitter.com/EisenhowerNews> The official Twitter Feed of the **Dwight D. Eisenhower Presidential Library** updates with information on the Presidency of Dwight D. Eisenhower, as well as news and events relating to the Presidential Library. (Date Live: 3/26/2010)

YOUTUBE

NARA uses Youtube to post important and interesting video records that can be viewed and discussed among interested researchers and other individuals.

External Audience: All NARA Youtube channels are open to the public.

U.S. National Archives: <http://www.youtube.com/usnationalarchives> The **U.S. National Archives** Youtube channel posts videos records and is open to comments from the public. The channel features several playlists, including *Inside the Vaults*, a “behind the scenes” look at NARA records, as well as a playlist dedicated to articles from NARA's *Prlogue* Magazine. (Date Live: 6/19/2009)

Presidential Library Channels:

JFK Foundation: <http://www.youtube.com/user/JFKLF> The official Youtube channel of the **John F. Kennedy Presidential Library and Museum** posts videos relating to the Presidential

Library itself, as well as video records related to the residency of John F. Kennedy. (Date Live: 5/2/2007)

Franklin D. Roosevelt Presidential Library and Museum:

<http://www.youtube.com/user/FDRLibrary> The official Youtube channel of the **Franklin D. Roosevelt Presidential Library and Museum** posts videos relating to the Presidential Library itself, as well as video records related to the Presidency of Franklin D. Roosevelt. (Date Live: 8/8/2008)

Harry S. Truman Library and Museum:

<http://www.youtube.com/user/HarryTrumanLibrary> The official Youtube channel of the **Harry S. Truman Library and Museum** posts videos relating to the Presidential Library itself, as well as video records related to the Presidency of Harry S. Truman. (Date Live: 5/29/2009)

WIKI / WIKISPACES

Planning Wiki for the Researcher's Wiki: <http://researchers.wikis.archives.gov/> This “wiki about a wiki” is meant to be used as a framework for a future (and yet unnamed) National Archives’ Researcher’s Wiki. It allows for discussion and planning for how the wiki will be formatted and presented, with the hope of creating a resource for researchers, citizen archivists, historians, genealogists, and NARA staff. (Date Live: 5/7/2010)

ERA ACERA Wiki: <http://acera.wikis.archives.gov/> The official wiki page of the **ACERA** committee. (Date Live: 6/7/2010)

INTERNAL AUDIENCE:

Open Government Directive Wiki: <http://opengovernment.wikis.archives.gov/> The official wiki page of the **Open Government Directive** project. (Date Live: 1/19/2010)

Federal Records Council Wiki: <http://federal-records-council.wikis.archives.gov/> The official wiki page of the **Federal Records Council (FRC)**. (Date Live: 1/22/2010)

Ask An Archivist (AAA) Working Group Wiki: <http://aaa-group.wikis.archives.gov/> The **AAA (Ask an Archivist) Work Group Wiki** is a forum managed by archivists meant to be a source of information related to archival preservation. (Date Live: 2/10/2010)

Public Interest Declassification Board (PIDB) Internal Wiki: <http://isoo-pidb.wikis.archives.gov/> The official wiki page of the **Public Interest Declassification Board (PIDB)**. (Date Live: 2/10/2010)

Social Media Working Group Wiki: <http://socialmediagroup.wikis.archives.gov/> The official wiki page of the **Social Media Working Group**. (Date Live: 2/17/2010)

FY 2010 Records Management Self-Assessment Wiki: <http://rm-self-assessment.wikis.archives.gov/> The **FY 2010 Records Management Self-Assessment Wiki** is meant to allow NARA employees to discuss matters related to the 2010 Fiscal Year in order to make future improvements to Records Management. (Date Live: 3/25/2010)

Records Management Toolkit Wiki: <http://erm-toolkit.wikis.archives.gov/> The **Records Management Toolkit** is a wiki meant to serve as a resource of tools for managing electronic records. (Date Live: 3/25/2010)

National Archives Answers Wiki: <http://answers.wikis.archives.gov/> The **National Archives Answers Wiki** provides NARA staff with an easily accessible source for answers to frequently asked questions regarding records management, as well as provides a forum for questions and answers. (Date Live: 4/15/2010)

Records Management Training Program Wiki: <http://trainwiki.wikis.archives.gov/> The **TRAINWiki** serves as a resource for information on training programs related to records management. (Date Live: 5/4/2010)

Archivists' Task Force on Agency Transformation Wiki: <http://ntaskforce.wikis.archives.gov/> The **Archivists' Task Force on Agency Transformation Wiki** is open to all NARA employees to discuss suggestions and recommendations to the Archivist's Task Force for Agency Transformation. (Date Live: 6/11/2010)

Office of the Federal Register Internal Wiki for Style Manuals and Best Practices: <http://know-fr.wikis.archives.gov/> The **Know-FR Wiki** is designed to help guide NARA employees with manuals for the use of the Nation Archives Federal Register. (Date Live: 7/22/2010)

NPOL Directives Wikis:

IG233-1 (Food and Drink): <http://ig233-1.wikis.archives.gov/> The **IG233-1 Wiki** discusses the IG233-1 and issues related to food and drink policy. (Date Live: 4/28/2010)

NARA816 (Internal and External Digitization): <http://nara816.wikis.archives.gov/NARA+816> The **NARA816 Wiki** discusses NARA816 and issues related to internal and external digitization policy (Date Live: 4/28/2010)

IPM (Integrated Pest Management): <http://ipm.wikis.archives.gov/> The **IPM Wiki** discusses IPM and issues related to pest management policy (Date Live: 4/28/2010)

NR Wikis:

NR Social Media Wiki: <http://nr-socialmedia.wikis.archives.gov/> The **NR Social Media Wiki** discusses NR's efforts in the field of social media. (Date Live: 6/30/2010)

NR Education Specialists Wiki: <http://education.wikis.archives.gov/> The **NR Education Specialists Wiki** discusses NR's education program. (Date Live: 6/30/2010)

HPT (Holders Protection Team) Wikis:

Collaboration on Training Projects for HPT: <http://holdings-protection-training.wikis.archives.gov/> The **Collaboration on Training Projects for HPT Wiki** discusses the Holders Protection Team's various training projects. (Date Live: 7/22/2010)

Collaboration within HPT: <http://holdings-protection-team.wikis.archives.gov/> The **Collaboration within HPT Wiki** discusses the Holdings Protection Team's various collaborative projects. (Date Live: 7/22/2010)

APPENDIX 2. PRODUCTS AND SERVICES AVAILABLE FOR MANAGING WEB RECORDS

Information about products and services in Appendix 3 is derived primarily from information published by the providers, occasionally supplemented by online reviews.

A.2.1 SOCIAL MEDIA SNAPSHOTS AND CRAWLS

ICYTE

iCyte is an online service that enables a registered user to capture an image of any web page, called a “cyte.” Cytes are stored on iCyte servers. Users can add names, tags, and notes to each cyte. iCyte also captures user highlighting of text in a web site. A user can group cytes under ‘projects.’ iCyte automatically saves the URL of each cyte, along with the date it was saved and the person who saved it. iCyte provides a link to the current state of any saved URL. By default, cytes are private to the user who saved them, but a user can declare a cyte or a project as public. Other iCyte registered users can comment on any public cyte.

Individual accounts are free, but the company plans to introduce an enhanced fee-based “Pro” version. An enterprise edition is available for \$195 per year.

<http://www.icyte.com/>

TWINBOX

TwInbox is a Twitter Add-in for Microsoft Outlook. Its features include:

- Search, track keywords. TwInbox will automatically download ALL tweets matching the keywords you specify, even if you are not following the tweet sender. This feature is perfect for keeping up to date with the Twitter buzz on your name, brand, interests, etc.
- Group tweets by sender, topic, etc using the Search feature.
- Archive, manage, group and search your tweets the same way you manage your email

http://www.techhit.com/TwInbox/twitter_plugin_outlook.html

WEB CURATOR TOOL

The Web Curator Tool (WCT) is an open-source workflow management application for selective web archiving. It is designed for use in libraries and other collecting organisations, and supports collection by non-technical users while still allowing complete control of the web harvesting process. It is integrated with the Heritrix web crawler and supports key processes such as permissions, job scheduling, harvesting, quality review, and the collection of descriptive metadata.

WCT was developed in 2006 as a collaborative effort by the [National Library of New Zealand](#) and the [British Library](#), initiated by the [International Internet Preservation Consortium](#). From version 1.3 WCT software is maintained by [Oakleigh Consulting Ltd](#), under contract to the British Library. WCT is available under the terms of the Apache Public License.

<http://webcurator.sourceforge.net/>

WEBSITE ARCHIVING SERVICE

A commercial service that also provides a web archiving platform (q.v. A.3.2), Website Archiving Service captures screenshots of public website pages, password protected areas as well as full e-commerce transactions, using real browsers. All of the archive screenshots are digitally watermarked, and signatures created to ensure data integrity and authenticity. Captures can be downloaded or exported on DVD for local retention.

<http://www.website-archive.com/>

A.2.2 WEB ARCHIVING PLATFORMS

ARCHIVE-IT

Archive-It, a subscription service from the Internet Archive, allows institutions to build and preserve collections of born digital content. Through our user-friendly web application, Archive-It partners can harvest, catalog, manage, and browse their archived collections. Collections are hosted at the Internet Archive data center and are accessible to the public with full-text search.

Subscribers develop their own collections and have complete control over which content to archive within those collections.

All data created using the Archive-It service is hosted and stored by the Internet Archive. We store two copies online and are working with partners to have redundant copies in other locations at the Bibliotheca Alexandrina in Egypt and other locations in the U.S. Subscribers can also request a copy of their data for local use and preservation either on a hard drive or over the internet.

Currently has 25 collections under "Blogs & Social Media"

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

CHATSYNC

ChatSync 2.2 captures text-based messages from Twitter and other social media. The content is automatically moved to a secure, storage cloud where it's archived in a structured database. The centralized and structured cloud storage gives users fast and efficient access to the information for compliance and e-discovery.

<https://www.dexrex.com/>

CLOUD PRESERVATION

“Cloud Preservation™ securely archives and indexes data from your WEBSITES, BLOGS, TWITTER and FACEBOOK. It's a fully automated service that sensibly addresses your organization's compliance and regulatory obligations.

- Start automated crawling in minutes
- 100% Web-based – no installation necessary
- Archive, search, tag and export data
- Low cost monthly service packages

“The Cloud Preservation service automatically crawls your web properties at chosen intervals, building an archive of html source code and resources, high quality snapshots, and a robust full-text search index. The service makes it a breeze to go back in time with all of your web

sites, blogs, Facebook fan pages, and Twitter accounts to search content, preview the site, and export data.”

<http://cloudpreservation.com/index.html>

COMPASS

Specifically addressed at Facebook, Twitter and LinkedIn.

“Archiving your company's social media content has never been easier. Compass automatically detects social accounts and archives the content based on your policies. Once captured you can easily export the content via XML or use or API to make a direct link to an enterprise archival solution.”

<http://compass.socialware.com/index.html>

FACETIME

FaceTime addresses the following issues as the only provider of TrueCompliance™ solutions.

- Authorized usage policies
- Archival of file transfers over IM and Unified Communications
- Prevent unwanted data leakage
- Control Content posted to Facebook, LinkedIn and Twitter
- Monitoring & auditing of information sharing
- Record all content and activity on Facebook, LinkedIn and Twitter
- Message accuracy and authentication
- Ensuring confidentiality of data
- Restricted access to sensitive data
- Non-repudiation
- Tamper proof environments
- Secure logging
- Enforcement and validation of the audit trail
- Content scanning and keyword matching

<http://www3.facetime.com/default.aspx>

HANZO ARCHIVES

“Hanzo provides “internet memory” and “real-time capture and playback” of your websites. Our superior crawl and archiving technology can capture your entire site with Flash and video streaming media. We lead in the provision of webarchives using state of the art software to capture your online presence on Social Web platforms and can reliably playback archived content in their native form.

“Hanzo's web archiving solutions will capture your websites in their original form and store them unchanged, independent of your CMS and hosting infrastructure.

“Hanzo's enterprise web archiving solutions are ideal for records and information management as well as litigation support:

- compliance - if any of your web documents are required for regulatory compliance

- litigation support - if any of your web documents are required for legal purposes, it is normally far easier, and thus cheaper, to retrieve them from an archive than to go through lengthy and complex e-discovery using backups and disk images
- maintaining content without the expense of maintaining legacy software or applications, for publishers, bloggers, webmasters and IT staff
- library and archival resources
- preserving creative output such as designs, advertising and banners
- preserving your on-line brand heritage”

<http://www.hanzoarchives.com/>

ITERASIARCHIVES

IterasiArchives is the only industrial strength tool that archives and keeps records of your websites, webpages, and web presence at large. Simply enter a keyword or keyword phrase that you want to track online, and IterasiArchives automatically finds and archives blog posts, news articles, and social media content that mentions your keyword.

Your press online is part of your business intelligence and heritage. With IterasiArchives you'll never miss important press, and you'll always have an archived copy of all your press.

- Track any keyword across the internet (e.g., your brand, product, CEO's name, etc.).
- Browse the archive to quickly view, analyze, and review your results.
- Search across your entire database of archived pages.

<http://www.iterasi.net/>

It's also smart about handling of certain types of pages. For instance, on saved Twitter messages, the entire art style of the tweet is archived (background and all), along with any links--even if they're shortened. This means that you can view the mentioned page years later, even if both the tweet and linked pages have gone offline or been changed. It doesn't do this on everything though; saved search queries from Google or Digg simply take you to the results pages.

With the [fear of folding URL shorteners is grabbing headlines](#), services like this can play a big part in keeping a running history of the Web that search engine caches, and [Archive.org](#) cannot hope to offer.

http://news.cnet.com/8301-27076_3-10313227-248.html

A.2.3 SOCIAL MEDIA MONITORING PRODUCTS

ALTERIAN

Alterian social media2's unique Social Media Warehouse holds billions of conversations and offers a superb depth of analysis and insight into the social web. The augmentation of Alterian's existing technology portfolio with the robust social media2 social media monitoring and analytics solution means marketers can now, for the first time, get a full view of their marketing landscape by listening to their consumers online.

Organizations can also integrate social media conversations with all relevant data sources, including syndicated, response and back office data. For even deeper levels of insight, Alterian's WebJourney provides web behavior data from corporate websites, microsites and campaign landing pages, which can be added to the mix.

RADIAN6

Radian6 provides organizations with the software platform to listen, measure and engage in conversations across the social web. Our social media monitoring and engagement software is used by public relations, marketing and customer service and support professionals to better understand and serve their customers. Radian6 tracks mentions across over 100 million social media sites and sources and returns the results for exploration, understanding and action.

Radian6's dashboard pricing is based on the volume of new, individual posts your profiles aggregate each month, and includes unlimited archiving of your historical results for the life of your active profile. You can build unlimited search terms and keywords into your profiles.

<http://www.radian6.com/>

<http://www.scoutlabs.com/>

SMARSH

The unique solution integrates ground-breaking middleware technology with the industry-leading archiving and compliance functionality from Smarsh. Firms can automate policy company-wide, define which social networking features employees have access to, and review, approve or reject messages before they are posted.

Meanwhile, all messages are captured, preserved and indexed in the secure Smarsh archive. Posts can be searched and produced on-demand. All administrator activity is logged and quantifiable, providing evidence of enforcement and means to evaluate a *reasonably designed* policy.

<http://www.smarsh.com/prinsite/nr/default2.asp?siteid=12&webpageid=289>

SONIAN

Data can be captured in two ways, says Greg Arnette, Sonian's founder and chief technical officer. The first way puts a small software agent on each client computer that intercepts traffic, while the second processes and captures data through a gateway proxy. The service has also enhanced its software stack, designed from the ground up to live in the cloud environment. Currently, Sonian uses the Amazon Web Services cloud but can use other services if necessary.

The service works with all the major public instant messaging services, including Microsoft Networks, Yahoo, AOL, Google Talk and Jabber, as well as social media services such as Twitter, Facebook and LinkedIn,

<http://www.sonian.com/>

<http://www.networkcomputing.com/wan-security/sonian-archives-social-media.php>

SPREDFAST

Spredfast is a secure and scalable social media solution that streamlines the social media listening, communicating, and measuring processes so any number of people can be involved in the process while maintaining the security of your accounts. Even when you communicate on social media channels using the web or another application, our software can auto import those microblogs, blogs, photos and videos. Just enable Auto Import and Spredfast will bring the content into your initiative so that you can track and measure the content as though it were pushed out from Spredfast.

Spredfast supports an ambitious number of social media channels, including Facebook, Twitter, LinkedIn, MySpace, YouTube, Flickr, Hyves, and SlideShare, and blogging platforms, including Wordpress, Blogger, Moveable Type, Drupal, Lotus, and any XML-RPC based blog. With Professional and Enterprise plans, you can also publish video through Tube Mogul to a wide variety of video sites.

<http://spredfast.com/>

“The system archives content and responses so they remain available even after they are dropped from the social media platforms that originally carried them. In addition to cumulative statistics, Spredfast displays daily statistics for the past seven days, giving a sense of trends.”

<http://customerexperiencematrix.blogspot.com/2009/12/spredfast-offers-systematic-management.html>

APPENDIX 3. NARA RECORDS SCHEDULE - CHAPTER 16

FILE NO.	DESCRIPTION OF RECORDS	AUTHORIZED DISPOSITION
1610	NARA Exhibit Case Files	
	Records related to permanent and temporary exhibits on display at NARA facilities in the Washington, DC area, Presidential libraries, National Personnel Records Center, Federal records centers, regional archives, and/or other venues in a NARA facility's geographical area. Item 1610 also covers records of NARA's traveling exhibits. Records may include: lists of exhibited items, captions for exhibit cases, photographs, background materials, correspondence relating to items borrowed for exhibit, loan agreements for incoming records, contracts, news clippings, and related records. Case files are arranged by exhibit title.	
1610-1	Records relating to the planning and preparation of exhibits, including photographs, correspondence, and lists of exhibit items.	PERMANENT. Transfer to NARA in 5-year blocks when 10 years old. (N1-64-87-1)
1610-2	Records of an administrative nature, such as copies of contracts and agreements, and records covered elsewhere in the NARA Records Schedule.	Destroy when 10 years old OR sooner IF records are no longer needed. (N1-64-87-1)
1611	Graphic Record Files	
1611-1	Exhibit-related graphics. Records accumulated in the production of exhibits. Included are blueprints, typeset proofsheets of text, specifications for fabrication, and samples of exhibits as installed.	Cut off upon termination of exhibit. Destroy when 10 years old. (N1-64-87-1)
1611-2	All other graphics. Records accumulated in the preparation of graphics for National Archives programs and events. Included are production boards for NARA publications, type and specifications for NARA signs, record copy of materials (such as graphics, posters, etc.), and educational program posters and brochures.	Cut off after project is completed. Destroy when 10 years old. (N1-64-87-1)