

How Federal Agencies Can Effectively Manage Records Created Using New Social Media Tools



RACO 2011

May 25, 2011

A disruptive medium

SOCIAL MEDIA

What is Social Media?

*“any highly scalable and accessible communications technology or technique that **enables** any individual to **influence** groups of other individuals easily.”*

~John Blossom, author of *Content Nation*, 2009

“Tools and platforms people **use to publish, converse** and **share** content online. The tools include blogs, wikis, podcasts and sites to share photos and bookmarks.”

~US Air Force, November, 2009



Some Statistics

- **Virtual Worlds** – 1 billion registered members (10/10)
- **Facebook** – more than 640 million users (3/11)
- **YouTube** – hundreds of millions of users (3/11)
- **Twitter** – 175 million registered users (3/11)
- **MySpace** – 125 million registered users (3/11)
- **LinkedIn** – 100 million members (3/11)

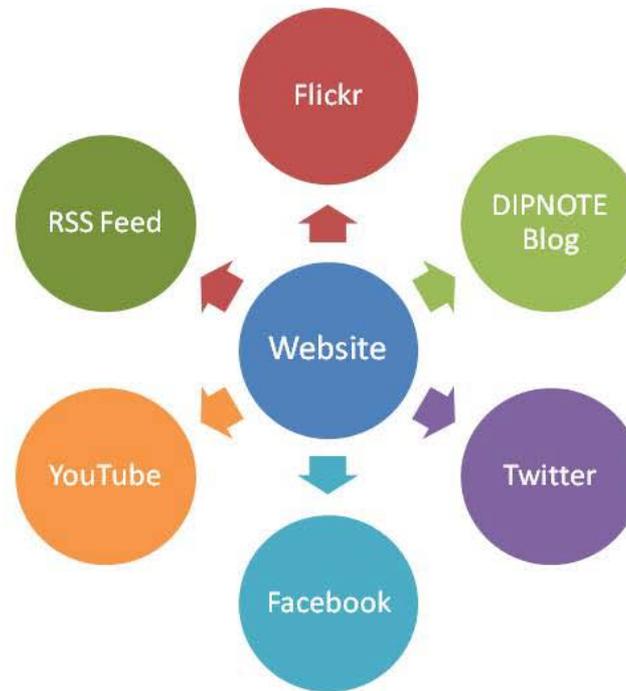


Core-mission Related Social Media Examples

INITIATIVES FROM PUBLIC SECTORS

Social Media Links from Website

Staying connected with the State.gov



activity networking podcasts groups social activity practical session understanding photos social media inside social records term gain umbrella individuals type include strategies management leave Attend share better emerging encompassing technologies outside

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Smithsonian

@smithsonian Washington, DC
We're not a museum. We're 19 of them! Plus 9 research centers & the National Zoo. Follow your favorites
<http://si.edu/Connect/Twitter#SocialMedia>

+ Follow

Tweets Favorites Following Followers Lists



smithsonian Smithsonian
 Is that the one that features our evil twin, the Jeffersonian? RT @10tonten: @smithsonian have you ever heard this show called bones
 13 May Favorite Retweet Reply



smithsonian Smithsonian
 What makes something museum worthy? An @amhistorymuseum curator explains <http://ow.ly/4TQQp> (via @smithsonianMag)
 13 May



smithsonian Smithsonian
 @pennmuseum Here is another resource from @freersackler about the debate surrounding the #Belitung shipwreck <http://ow.ly/4Tmu3>
 12 May



smithsonian Smithsonian
 What are your thoughts? Tell us RT @pennmuseum: Another @smithsonian debate <http://wapo.st/kBdCzF> via @washingtonpost
 12 May



smithsonian Smithsonian
 Last question from #SImobile about mobile apps & outdoor art: <http://ow.ly/4T1ai> We appreciate all the feedback we've received so far
 12 May



smithsonian Smithsonian
 How do we keep our taxidermy looking fresh and clean? Follow @OwneytheDog as he live tweets his make over
 12 May

About @smithsonian

4,402 Tweets 124 Following 371,281 Followers 8,748 Listed

Following 124



Connections

Followed by @curiousmapper, @ArchivistsRT, @jillreillyjames, and more.



Similar to @smithsonian · view all

fieldmuseum · Follow fieldmuseum

npg · Follow Portrait Gallery

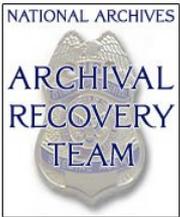
MuseumDay · Follow Museum Day

metmuseum · Follow metmuseum

National Archives Recovery Team & Facebook

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facebook Home Profile Find Friends Account ▾



Suggest to Friends

Welcome to the official Facebook page for the Archival Recovery Team (ART) at the National Archives!

If you're looking for the official source of information about the The National Archives, please visit our homepage at <http://www.archives.gov/>.

Information

Location:
8601 Adelphi Road
College Park, MD, 20740

Phone:
1-800-786-2551

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Melissa Brachfeld


Brian D. McKinney


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JoAnna Robertson


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Photos

2 of 13 albums [See All](#)

US National Archives Archival Recovery Team Like

Wall Info Policies Photos Links Events >>

Filters

Violet Muwebwa Shine Uganda Ministries is a child support organization based in Uganda-Africa. We are looking for partners, who can change lives of needy kids. We care for orphans, poor children, Children affected with HIV/AIDS, abused children, children who are victims of wars and disadvantaged. A partner can sponsor a child by taki...

See More

Friday at 11:17pm · Flag

US National Archives Archival Recovery Team

<http://www.chicagotribune.com/news/chi-ap-il-librarytheft-plea,0,3856513.story>

Former library director pleads not guilty to theft - chicagotribune.com

www.chicagotribune.com

The former director of the Pontiac Public Library has pleaded not guilty to charges of stealing more than \$10,000 from the library.

Friday at 6:51am · Share · Flag

2 people like this.

US National Archives Archival Recovery Team The US National Archives Archival Recovery Team will be featured this weekend on C-SPAN 3 at 3pm Saturday, October 9 and re-broadcast Sunday, October 10 at 2am and 8am. The title of the program is National Archives Recovery Team: Civil War. Check Us Out!

Here is a preview: <http://www.c-span.org/Watch/Media/2010/10/09/H...>

See More

October 6 at 5:04am

3 people like this.

US National Archives Archival Recovery Team

http://seattletimes.nwsource.com/html/bo oks/2013047986_litife04.html?prmid=head_more

The Seattle Times

Thief stole rare books for love, says author

seattletimes.nwsource.com

Comments (0) E-mail article Print view Share

October 5 at 11:44am · Share · Flag

3 people like this.

US National Archives Archival Recovery Team California Governor Gets

Create an Ad

Facebook Pages



Facebook Pages help you discover new artists, businesses, and brands as well as connect with those you already love.

More Ads

The National Archives Recovery Team (NARA, 2010, May 20), which is comprised of Special Agents and an Investigative archivist and falls under the Office of the Inspector General (OIG), investigates allegations of missing, alienated, and stolen federal documents from The National Archives.

Pages

About the Archivist
What I'm Reading
Video
Lectures & Events
Calendar
Comment and Posting Policy

Follow Me

My Favorite Documents
On Twitter @dferriero

Archives

April 2011
March 2011
February 2011
January 2011
December 2010
November 2010
October 2010
September 2010
August 2010
July 2010
June 2010
May 2010

Categories

Collaboration
Leadership
Miscellaneous
NARA Records
Open Government
Participation
Records Management
Social Media
Special Events
Technology



How to be a "Smooth Criminal"

Written on: April 1, 2011 | 0 Comments

You may think that the National Archives is an unlikely place to learn the secrets of Michael Jackson's dance moves — but you're wrong!

Within Record Group 241, Records of the Patent and Trademark Office, patent 5,255,452 gives us the secrets behind one move in particular — Michael's "lean" as done in the music video, "Smooth Criminal."



On October 26, 1993, Michael Jackson was granted his patent for a "method and means for creating anti-gravity illusion." The application abstract describes the patent as:

"A system for allowing the shoe wearer to lean forwardly beyond his center of gravity by virtue of wearing a specially designed pair of shoes which will engage with a hitch member movably projectable through a stage surface. The shoes have a specially designed heel slot which can be detachably engaged with the hitch member by simply sliding the shoe wearer's foot forward, thereby engaging with the hitch member."

Figure 6 (above) and Figure 7 and 1 (both below) are drawings from Michael Jackson's patent application. The images below shows the slot on the heel of the shoe, as well as the straps used to secure the ankle for Michael's "lean" dance move.

Archivist Ferriero's blog is used to highlight items of interest from the National Archives – such as Michael Jackson's patent for a "method and means for creating anti-gravity illusion."



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The White House Blog

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Osama Bin Laden Dead

Posted by Macon Phillips on May 02, 2011 at 12:16 AM EDT

Tonight, President Obama addressed the Nation to announce that the United States has killed Osama bin Laden, the leader of al Qaeda. Watch or read his full remarks below, and learn more from the [transcript](#) of the White House briefing call afterwards.

President Obama on Death of Osama bin Laden



YOUR FEDERAL TAXPAYER RECEIPT



Launch the Receipt

WHITE HOUSE BLOGS

- The White House Blog
- Middle Class Task Force
- Council of Economic Advisers
- Council on Environmental Quality
- Council on Women and Girls
- Office of Management and Budget
- Office of Public Engagement
- Office of Science & Tech Policy
- Office of Urban Affairs
- Open Government
- Faith and Neighborhood Partnerships
- Social Innovation and Civic Participation
- US Trade Representative
- Office National Drug Control Policy

Flickr & LOC & Crowdsourcing

Mystery Pictures - Solved!
LIBRARY OF CONGRESS
Thumbnails | Detail | Map | 2 comments



TERRIFIC! We asked for help on Dec. 24th to identify 22 travel views. Within a few days, Flickr members had identified every single photo. With: great confirmation from old & new pictures, links to maps, and more. Even the scenes that turned out to be printed in reverse didn't slow you down!

With a special shout out to epicharmus, trialsanderrors, and whyaduck for bringing related photochrom views and new numbering pattern clues into view.

Here's just one example of how well the group effort worked:
www.flickr.com/photos/library_of_congress/s/4211207938

“All of the video and photo information that will be shared on social networking sites will be ‘repurposed,’ data that's already available on existing government Web sites.”

These images may, therefore, already be managed. Another question arises, though: What, if anything, should be done to record the tags and comments added by citizens in response to the Library's request for assistance?

Source:
http://www.flickr.com/photos/library_of_congress/sets/72157623063035332/ Photos identified by the public in response to a plea from the LOC.

Health Emergency

Use CDC info

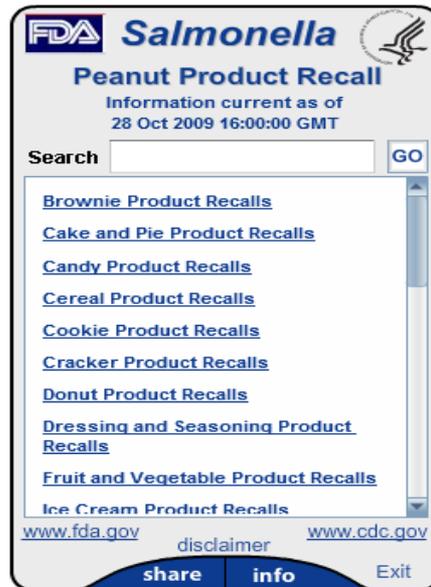
THURSDAY, FEBRUARY 12, 2009

Salmonella and Peanut Recall Information Available on LAFD Blog

The Los Angeles Fire Department is partnering with the [U.S. Food and Drug Administration](#) and the [Centers for Disease Control and Prevention](#) to bring you timely and accurate information regarding recent:

- [Salmonella Typhimurium infections](#)
- [Recalls of peanut containing products](#)

To assist today's federal effort, the LAFD News & Information blog is featuring a [web link](#) and on-line [widget](#) allowing blog visitors to search for peanut containing products subject to recall...



Peanut butter recall widget



Sign In | Join Dipity

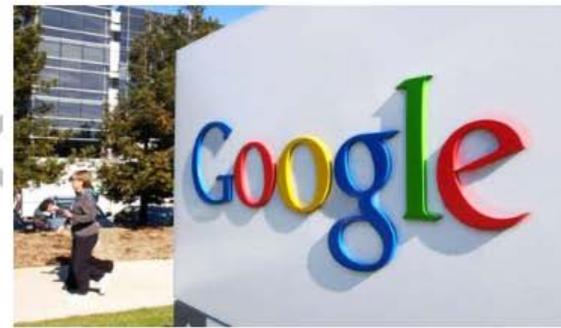
Home Create a Timeline Hot Topics Dipity Premium

Search Topics

If you are a federal agency and would like to add to this timeline, please email your entry to govnewmedia@gsa.gov

U.S. Government
Follow

GSA to be first agency w/ cloud email



Description Comments (0)

GSA to be first agency w/ cloud email
Dec 1, 2010

GSA will be the first federal agency to entirely migrate email and collaboration to the cloud, in partnership with Google.

Link: <http://www.informationweek.com...eID=224701388>
Added by [govnewmedia](#)

Share:

Timeline Flipbook List

GLOBAL PHOTO CONTEST
DEMOCRACY YOUR VOICE YOUR POWER
State Dept. launches
17, 2010

White House memo as
Jun 28, 2010

Gov Twit dire
Jul 2010

ove to cloud com...

Nearly 3,500 Civil War images geot...
Aug 12, 2010

WH begins publishing fed subcontractors
Dec 1, 2010

Q3 Q4 2011 Q2

SHOW SOURCES

Powered by dipity

Feedback

Social Media & Records Management

SOME CHALLENGES & SOLUTIONS

Social Media: How is it different?

Lack of standards

No corporate controls

RAPID PACE OF CHANGE

Viral, network-based distribution

CONTENT & ACTIVITY ORIENTED



Iron Mountain Digital Phasing Out Basic Cloud Storage

By: [Chris Preimesberger](#)
2011-04-11

The company is "retiring" commodity-type public storage services, Virtual File Store and Archive Service Platform by 2013.

Fast-growing cloud storage provider Nirvanix, which knows an opportunity when it sees it, immediately announced that it will offer all current Iron Mountain customers free data migration services to its Nirvanix Cloud Storage Network—to go with free unlimited storage for 30 days.

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Sunday, Apr. 17, 2011

HEADLINE

Download Your Videos by May 13 or They're Gone Forever



Google's decided to shut down its Google Video service, and in an email sent Friday night (4/15/2011), reminded those who've uploaded videos to the site that they have until May 13 to download them...



In a stunning development, Cisco has just announced that it is saying farewell to its successful Flip Video line of digital cameras.

Flock closing shop this April

By Allan David // 04.14.2011, 10:00 am // 0 comments



[NOTICE: CLOSING ON APRIL 26, 2011]

Getting institutional buy-in



NARA & the Archivist of the U.S.

December 27, 2010

U.S. Archivist David Ferriero Talks About Using Social Media

 listen now



The National Archives and Records Administration is making historic documents accessible to everyone through social media. "We need to meet the users where they are," said U.S. Archivist David Ferriero in an interview with Federal News Radio.

NARA now has blogs, a [Facebook](#) page, [Twitter](#) accounts and more than 7,000 photographs on [Flickr](#), Ferriero said. The agency also started a wiki for people to post what they have learned through doing research. NARA staff verifies that the information posted is accurate, Ferriero said.

You can listen to the interview with David Ferriero at <http://media.bonnint.net/wtop/2012/04/204044.mp3>

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Social Networking in a Regulated World ⓘ

MAKING SOCIAL MEDIA ADOPTION EASY, COMPLIANT AND SECURE

◀ CHANNEL LISTING

FINRA Conference Recap on Social Media

★★★★

DETAILS

ASK A QUESTION

VOTE

RATE THIS

SHARE THIS

?

Clarifications from Notice 10-06

Social Media Policy

- > Firms **must** adopt policies and procedures reasonably designed to protect investors

Retention & Supervision

- > You must capture and retain social media content as required by 17a-3 and 17a-4
- > You must supervise this content under NASD rule 3010.

Static/Interactive

- > Static requires pre-approval, interactive content does not
- > Ex: Facebook Profile = Static, Tweet = Interactive

3rd Party Posts

- > Not responsible for content unless you endorse it
- > Tip: don't "favorite" or "like" a 3rd party post, be careful of re-tweets



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Running time: 0:17:17

PLAYING



Updating LinkedIn Profile



U.S. Department of Justice has an updated profile, 25 new hires, 1 promotion or change, and 20 recent departures

1 hour ago



Update Profile | Action | Block after initial post except for authorized users



Email within LinkedIn

LinkedIn Account Type: Basic Pat Franks Add Connections

Home Profile Contacts Groups Jobs Inbox 3 Companies More

Search Inbox

Compose Message

Inbox Sent Archived Trash

Messages 1 Invitations 2

Archive Delete Mark Read Mark Unread

Select: All | None All Messages Newest

Mar 22
LinkedIn
Reply · Forward · Archive · Delete

Mar 2
Can you update this endorsement?
Reply · Forward · Archive · Delete

Sponsored Content

INSEAD
The Business School for the World

Free INSEAD White Paper
Leadership Coaching and the Rescuer Syndrome
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Another email service | Correspondence or Sales Literature | Archive/Post-Review

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LillyPAD

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Eli Lilly & Company
@LillyPad Indianapolis/Washington D.C.
An official Twitter feed of Eli Lilly & Co. Amy O'Connor, Greg Kueterman & Rob Smith tweet on public policy, Life at Lilly, and corporate responsibility.
<http://lillypad.lilly.com>

+ Follow

Timeline **Favorites** Following Followers Lists

LillyPad Eli Lilly & Company
For our Connecting Hearts Abroad ambassadors in New Delhi the next 2 weeks, the forecast is sunny and mid-90s. Hang in there, gang.
5 hours ago

LillyPad Eli Lilly & Company
Lilly's Bart Peterson talks about Connecting Hearts Abroad on this month's Inside Indiana Business commercial. <http://elil.ly/b3sj>
5 hours ago

About @LillyPad

689 Tweets 1,512 Following 3,233 Followers 199 Listed

Following 1,512

Similar to @LillyPad - view all

TUCapCon - Follow
Capitol Confidential

foster208 - Follow
John M. Foster

markos - Follow
Markos Moulitsas

DavidMDrucker - Follow
David M. Drucker

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Favor a Tweet | Action | Endorsement | Block

Social Media / Records Retention Crosswalk

Forms of Communications

Social Media Content (examples for discussion only)	Existing Records Schedule (possible existing categories)
Focus group in webinar (PRA)	Information gathering (survey)
Blogs with comments disabled	Diaries or Journal; Press Releases (FINRA – advertising)
Blogs with comments enabled	Interactive, electronic forum (FINRA – public appearance)
Wiki	Project file, Collaborative authoring & editing
Profile, pictures, banner ads	Advertisement
Tweet	Public Appearance; Advertisement
Retweet	Public Appearance; Endorsement
Social Networking sites	Interactive, electronic forums
Announcement on Facebook Wall	Public Appearance; Press Release
Reply to post (social networking site)	Correspondence
YouTube Video	Personal Appearance
Email within social networking sites	Correspondence (manage as other email)
Chat Room Discussions (LinkedIn Q&A)	Public Appearance

Social Media & Records Management

EXAMPLES OF TOOLS AND SERVICES

Directory Search

[Search »](#)

[Home](#)

[About the Forum](#)

[Member Registration](#)

[Member Search](#) ▶

[Groups to Join](#) ▶

[Discussion Forums](#) ▶

[Community News](#)

[Community Calendar](#) ▶

[FAQs](#) ▶

[Website Policies](#)

[Resources](#)

Terms of Service Agreements

More in this Section... 

A coalition of federal agencies (led by GSA's Office of Citizen Services) has been working on Terms of Service agreements with a broad range of social media providers who offer free services to users. The objective is to resolve issues with the existing standard Terms of Service (TOS) that are problematic to federal agencies. Having these agreements means that, if an agency chooses to use various social media sites, they won't have to start from scratch on negotiating a special TOS.

If you're at a federal agency, you need to work with your agency attorneys and any other key stakeholders to be sure your agency can agree to the legal provisions of each agreement.

[Terms of Service: FAQs](#) — Learn more about how your agency can use these Terms of Service agreements

***Twitter** - We receive many questions as to why Twitter isn't on apps.gov. The standard Terms of Service that Twitter offers the public was found acceptable by GSA and other agency lawyers, so GSA did not negotiate an amended Terms as we have with other social media providers.

Negotiated TOS Agreements

Below are links to the tools/providers that offer federal-compatible terms of service and specific instructions for how agencies can sign on.

- **AddThis:** bookmarking and sharing
- **Bing:** search
- **BlackBerry App World:** mobile app store
- **Blip.tv:** video sharing



SIGN IN

Username

Password

Remember Me

[Sign In](#) 

[Forgot your password?](#)

[Haven't registered yet?](#)

CALENDAR

4/12/2011

Designing Social Media Policy for Government: Eight Essential Elements

Available for personal or business use!



Twitter book for Pat Franks
by Backupify.com

Updates

patfranks @triproftri

I'm on now, too, from home. Sounds like a canned presentation by a vendor.

Pat

2010-09-29 16:59:33 (+00:00)

patfranks Backing up my tweets with <http://backupify.com> backup is free!

2010-06-03 20:22:26 (+00:00)

patfranks Oh, my - that is funny! I especially like the end. By all means, use this!

TESTIMONIALS

“We lost a bunch of Google Docs due to a user mistake, so when we saw Backupify, we loved it enough to become both users and investors.”

Andy Weissman, Betaworks

betaworks

[Read Testimonials](#)

Social Media Tools

Socialware Sync

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share
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podcasts
groups
social
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Archive Your Social Activity

Backup your posts, comments, friends & more across Twitter, Facebook & LinkedIn.

[See Plans & Pricing](#)

30 Day Free Trial

Why Sync?

Socialware Sync is social archiving. There are so many accounts, messages and connections to keep up with. Don't risk losing it all: marketing departments, power users, and socially-enabled businesses benefit from enterprise-class archiving. And if you are in a regulated industry Sync helps ensure compliance with the SEC, FINRA, FSA, IIROC and more. Whether you are a social

Sync is Your Single Answer to Social Network Archiving

- Support for Facebook, LinkedIn & Twitter**
Complete archiving of your social activity
- Integrated Search**
Quickly locate information across your archive
- Summary Statistics**
Easily track your activity levels over time
- Flexible Data Export**
Download as XML or access through an API

Source: <http://sync.socialware.com/>

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Social Media Tools

Arkovi

HOME HOW IT WORKS ABOUT ARKOVI STRATEGIC PARTNERS BLOG CUSTOMER LOGIN CUSTOMER SUPPORT



JOBS AT ARKOVI!

We're hiring - see [Arkovi job opportunities here.](#)

CONNECT WITH US



FREE SOCIAL MEDIA EDUCATION



The premier financial services solution for social media

Arkovi delivers archiving, compliance and market intelligence tools you can access from anywhere there is a web browser (home, office, mobile). Our team collectively brings 55 years experience in the independent financial services industry. We will enable you to leverage the power of social media in your organization.

- Built by financial services professionals who understand your business
- Comply with [FINRA](#) and [SEC regulations](#) for record keeping of electronic communications
- Always on archiving and access to your social media accounts
- Powerful on-demand tools for search, reporting and export

Look Inside Arkovi

[\[Show as slideshow\]](#)



ARKOVI AWARDED
 BEST IN TECH 2010
 BY MORNINGSTAR
 ADVISOR



START ARCHIVING IN
 MINUTES



INDIVIDUALS, SMALL
 BUSINESS &
 ENTERPRISE



Archive blogs, public & private
 social media content

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

Cloud Preservation

The Fully Automated Web Archive Service

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

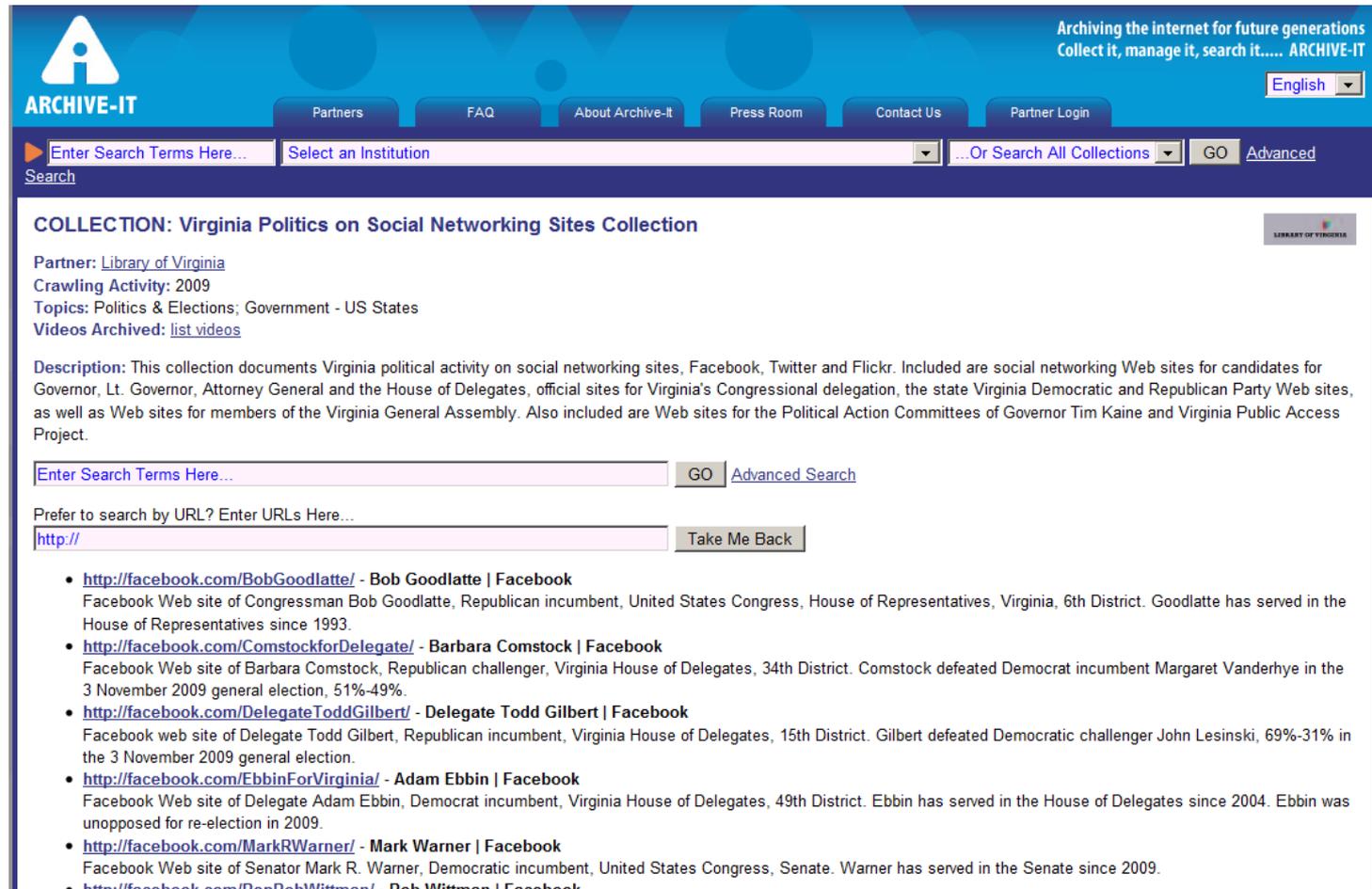
Try it risk free for 30 days!

GET STARTED



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

Library of Virginia Archives Facebook, Twitter, & Flickr



ARCHIVE-IT Archiving the internet for future generations
Collect it, manage it, search it..... ARCHIVE-IT

English

Partners FAQ About Archive-IT Press Room Contact Us Partner Login

Enter Search Terms Here... Select an Institution ...Or Search All Collections GO Advanced

Search

COLLECTION: Virginia Politics on Social Networking Sites Collection

Partner: [Library of Virginia](#)
Crawling Activity: 2009
Topics: Politics & Elections; Government - US States
Videos Archived: [list videos](#)

Description: This collection documents Virginia political activity on social networking sites, Facebook, Twitter and Flickr. Included are social networking Web sites for candidates for Governor, Lt. Governor, Attorney General and the House of Delegates, official sites for Virginia's Congressional delegation, the state Virginia Democratic and Republican Party Web sites, as well as Web sites for members of the Virginia General Assembly. Also included are Web sites for the Political Action Committees of Governor Tim Kaine and Virginia Public Access Project.

Enter Search Terms Here... GO Advanced Search

Prefer to search by URL? Enter URLs Here...
[http://](#) Take Me Back

- <http://facebook.com/BobGoodlatte/> - **Bob Goodlatte** | Facebook
Facebook Web site of Congressman Bob Goodlatte, Republican incumbent, United States Congress, House of Representatives, Virginia, 6th District. Goodlatte has served in the House of Representatives since 1993.
- <http://facebook.com/ComstockforDelegate/> - **Barbara Comstock** | Facebook
Facebook Web site of Barbara Comstock, Republican challenger, Virginia House of Delegates, 34th District. Comstock defeated Democrat incumbent Margaret Vanderhye in the 3 November 2009 general election, 51%-49%.
- <http://facebook.com/DelegateToddGilbert/> - **Delegate Todd Gilbert** | Facebook
Facebook web site of Delegate Todd Gilbert, Republican incumbent, Virginia House of Delegates, 15th District. Gilbert defeated Democratic challenger John Lesinski, 69%-31% in the 3 November 2009 general election.
- <http://facebook.com/EbbinForVirginia/> - **Adam Ebbin** | Facebook
Facebook Web site of Delegate Adam Ebbin, Democrat incumbent, Virginia House of Delegates, 49th District. Ebbin has served in the House of Delegates since 2004. Ebbin was unopposed for re-election in 2009.
- <http://facebook.com/MarkRWarner/> - **Mark Warner** | Facebook
Facebook Web site of Senator Mark R. Warner, Democrat incumbent, United States Congress, Senate. Warner has served in the Senate since 2009.
- <http://facebook.com/RepRobWittman/> - **Rob Wittman** | Facebook

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Content aggregator

Signiant Inc, Burlington, MA

Massachusetts company saves tweets for Library of Congress

By Donna Goodison

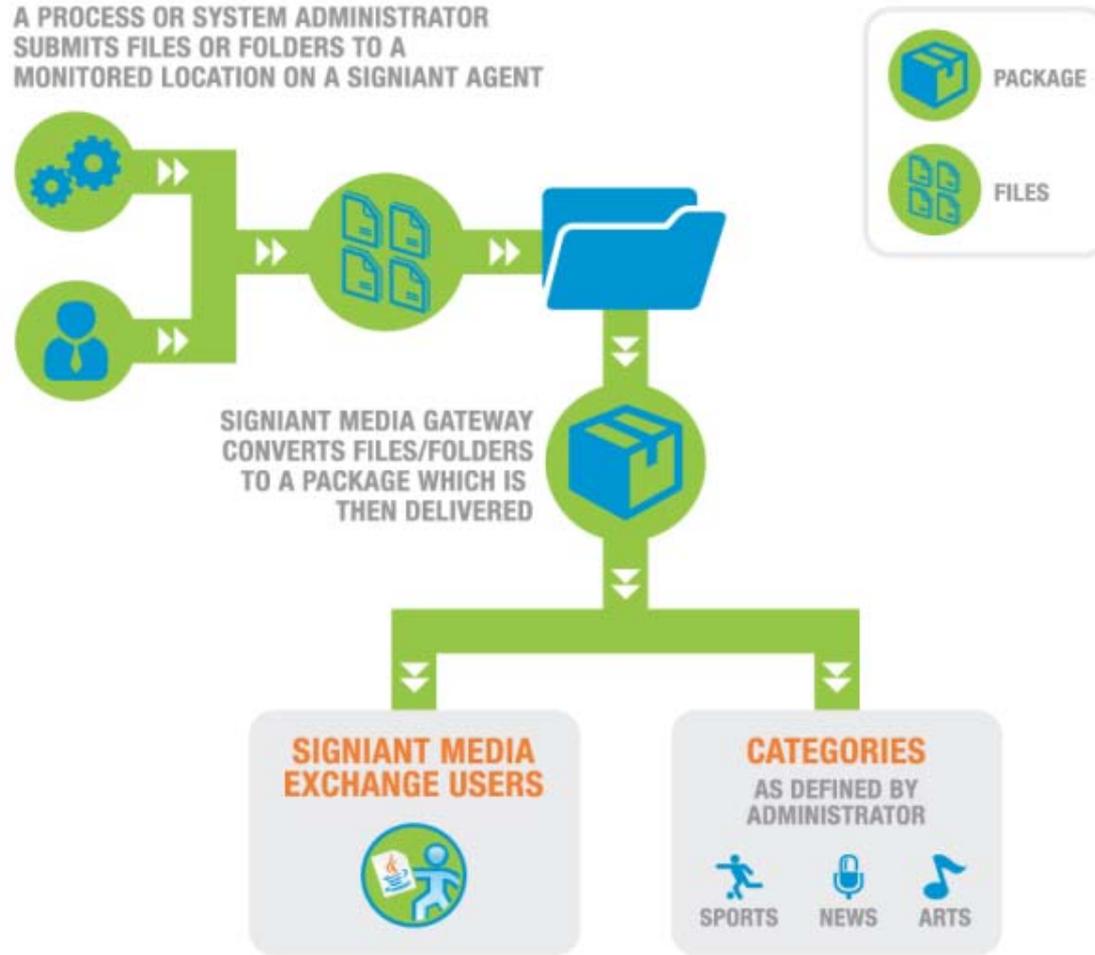
Thursday, June 24, 2010 - [Added 5 months ago](#)

 E-mail  Print  (0) Comments  Text size  Share  Buzz up!

The Library of Congress tapped a Burlington software firm to help archive and digitally preserve its collection of American artifacts - from books and photos to recordings and even Twitter posts.

Signiant Inc. started working with the library last year, and its software is now deployed at the 210-year-old institution and 25 partners that help aggregate content. The software automatically converts files to the proper format without the need for human intervention.

Content Supply Chain Management



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

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understanding photos
activity networking impact
podcasts groups
social



To summarize ...

- Analyze the impact of various social media technologies on records management.
- Develop a crosswalk between your existing records retention schedule and records residing in social networking sites.
- Identify existing tools to capture and manage records using social media tools.



Thank you!

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