

GENERAL RECORDS SCHEDULE 6.4: Communication and Information Sharing Records

DRAFT August 2017

This schedule covers records about communication and information sharing between Federal agencies and the public, the press, and other stakeholders in direct support of citizen services, public policy, and national interest. It includes agency websites and social media records.

This GRS does not include some communication and information sharing records because they either typically are permanent or are not temporary in every case. These records are not appropriate for inclusion in the GRS. See the Public Affairs Records Scheduling Guide for additional information on how agencies might schedule records this GRS does not include. Also see the Web Records Scheduling Guide for additional information on how agencies might schedule website and social media records not included in this GRS.

[Note: this draft schedule includes only new GRS 6.4 items, or previously approved items that are being revised with a “pen and ink” change. “Pen and ink” changes are indicated in red. When GRS 6.4 is re-issued it will include all items (new, previously approved with a “pen and ink” change, and previously approved with no changes.)]

Item	Records Description	Disposition Instruction	Disposition Authority
010	<p>Communication and information sharing routine operational records.</p> <p>Records related to the routine, day-to-day administration of public relations or communication activities, including but not limited to:</p> <ul style="list-style-type: none"> ● logistics, planning, and correspondence records for routine conferences and events ● correspondence and records on speakers and speaking engagements, including biographies ● case files and databases of public comments (related to public affairs activities only) 	<p>Temporary. Destroy when 3 years old, or no longer needed, whichever is later.</p>	<p>DAA-GRS-2016-0005-0001</p> <p>[Previously approved, Pen-and-ink changes only]</p>
020	<p>Communication with the public not requiring formal action.</p> <p>Records related to correspondence and communication to and from the public that require no formal response or action. Includes:</p> <ul style="list-style-type: none"> ● requests for information, publications, photographs, and other information involving no administrative action, policy decision, or special compilations or research ● comments the agency receives but does not act upon or that do not require a response, such as: 	<p>Temporary. Destroy when no longer needed.</p>	<p>DAA-GRS-20XX-00XX-0001</p> <p>[New item]</p>

	<ul style="list-style-type: none"> o write-in campaigns o personal opinions on current events or personal experiences o routine complaints or commendations o anonymous communications o suggestion box comments <p>Note 1: The agency must schedule any correspondence or communications with the public not described in this GRS, which includes that of high-level officials.</p> <p>Exclusion 1: Correspondence relating to a specific case or action is not considered public correspondence and should be filed and maintained with the appropriate case or action file.</p> <p>Exclusion 2: Public comments that the agency takes action on or uses to take action are not covered by this item and must be scheduled on an agency-specific records schedule.</p> <p>Exclusion 3: Website and social media comments. (See item 080 for these records.)</p> <p>Supersedes: DAA-GRS-2013-0007-0001 (GRS 4.2, item 010) DAA-GRS-2016-0005-0002 (old GRS 6.4, item 020) -- in part</p>		
030	<p>Communication and information sharing product development files. Records related to developing speeches, publications, educational materials, audiovisual materials including posters, public conferences and other public outreach materials, including but not limited to:</p> <ul style="list-style-type: none"> ● news clippings ● marketing research ● copies of records used for reference in preparing products ● research notes ● printers galleys ● drafts and working copies (see Exclusion 3) ● preparatory or preliminary artwork or graphics ● bibliographies, checklists, and indexes of agency publications and releases (see Exclusion 4) ● clearances related to release of products (see Exclusion 5 and 6) 	<p>Temporary. Destroy when no longer needed for business use.</p>	<p>DAA-GRS-2016-0005-0003</p> <p>[Previously approved, Pen-and-ink change only]</p>

	<p>Note: Now-obsolete forms of printing production materials (e.g., line and halftone negatives, screened paper prints, and offset lithographic plates), line copies of graphs and charts, as well as cartographic records prepared during intermediate stages of publication that may be found in older project files are temporary under this item.</p> <p>Exclusion 1: This item does not include the following types of records:</p> <ul style="list-style-type: none"> • final products such as speeches, publications, educational materials, agency histories, mission-related audiovisual materials including posters, conference and public outreach materials • unique collections of records or original materials (such as interviews or oral histories) the agency assembles for research or final product development purposes • drafts and working files that propose and evaluate options or alternatives and their implications in the development of high-level policies and decisions or that document findings or support recommendations • bibliographies, checklists or indexes relating to records scheduled as permanent, such as permanent publications • records relating to obtaining approval or clearance for releasing information from other agencies or outside organizations, such as foreign governments • cover clearances for release of information related to declassification review <p>The agency must schedule these records on an agency-specific schedule</p>		
Web and Social Media Records			
060	<p>External and internal agency websites (internet and intranet records). Agency external websites on the internet disseminate information about the agency and its activities to the public. Internal websites, or intranets, provide information that may be useful to employees in learning about agency activities, policies, and services, and in understanding the workplace and employee benefits. Records include web pages that contain information duplicated and maintained as the official recordkeeping copy external to the website. This item may be applied to an agency’s website in whole or in part as appropriate.</p> <p>Exclusion: This schedule does not include the following types of website records:</p> <ul style="list-style-type: none"> • records maintained on websites designated by the agency as the recordkeeping copy 	<p>Temporary. Destroy content 3 years after superseded or obsolete; but longer retention is authorized if required for business use.</p>	<p>DAA-GRS-20XX-XXXX-0002</p> <p>[New Item]</p>

	<ul style="list-style-type: none"> ● snapshots of websites taken at any time, such as prior to a revision to the website or during the change of Presidential administrations ● websites containing unique information not found in other agency records ● websites containing special collections of documents pulled together from different sources or records series ● data contained in “back-end” databases or databases that are accessed through a website or web portal ● internal collaboration networks, sites, or “wikis,” including such applications as SharePoint and Google Drive ● internal or external blogs ● comments received on agency websites that are collected and used in any manner for agency business <p>These records must be scheduled on an agency-specific records schedule.</p> <p>Note 1: If the official recordkeeping copy of records duplicated on agency websites are not covered by an approved agency-specific records schedule, an agency-specific records schedule must be approved before this schedule disposition instruction can be applied to the information placed on the web pages.</p> <p>Note 2: This item does not supersede websites on agency-specific schedules approved prior to May 2017 that are scheduled as permanent records.</p> <p>Note 3: If an agency believes its website or a portion of its website may be of permanent value, it may submit a records schedule to NARA to cover these records.</p>			
070	<p>Social media records on third-party controlled websites.</p> <p>Third-party controlled websites include but are not limited to sites for such activities as social networking (Facebook, LinkedIn, Google+, etc.), video sharing (YouTube, Vimeo, etc.),</p>	<p>Content and content logs.</p> <p>Content posted by authorized agency representatives on official agency social media accounts that are controlled by third-party vendors. Postings may include pointers to the agency’s website, general announcements and notices about events, highlights of agency activities, and copies of agency photographs or audio/visual materials.</p>	<p>Temporary. Destroy when 3 years old; but longer retention is authorized if required for business use.</p>	<p>DAA-GRS-20XX-XXXX-0003</p> <p>[New Item]</p>

	<p>microblogging (Twitter, Tumblr, etc.), and photo sharing (Instagram, Flickr).</p>	<p>Also covered are logs or registers that describe materials posted to social media sites or drafts of postings prepared for review or clearance and agency profile information.</p> <p>Note 1: Content that is of short-term value may not need to be captured and may be maintained on the social media platform itself.</p> <p>Note 2: Non-recordkeeping copies of electronic records may be covered by GRS 5.1, item 020. This item covers documents, PDFs, spreadsheets, digital images or posters, digital audio and video files, and digital maps or architectural drawings that are maintained on websites, including social media sites, provided they are not the recordkeeping copy. For example, if your agency posts a selection of digital images on a Flickr site, those digital images could be disposed of using this GRS disposition authority.</p> <p>Exclusion 1: Unique content not found in other agency records.</p> <p>Exclusion 2: This item does not include the following:</p> <ul style="list-style-type: none"> ● records maintained on social media sites designated by the agency as the recordkeeping copy ● internal collaboration networks, sites, or “wikis,” including such applications as SharePoint and Google Drive ● internal or external blogs ● comments received on agency websites that are collected and used in any manner for agency business <p>These records must be scheduled on an agency-specific records schedule.</p>		
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071		<p>Program records. Records relating to the application, implementation, and certification of social media platforms. Records may include vendor agreements and social media use policies.</p>	<p>Temporary. Destroy 2 years after superseded or obsolete; but longer retention is authorized if required for business use.</p>	<p>DAA-GRS-20XX-XXXX-0004</p> <p>[New Item]</p>
080	<p>Website and social media comments. Comments received on agency websites or social media platforms that the agency does not respond to, use, or otherwise act upon in support of agency business.</p> <p>Exclusion: Comments received on agency websites or social media sites that are captured by the agency and used in any manner are not covered by the GRS and must be scheduled by the agency.</p> <p>Note: These records may be maintained and managed in place on social media platforms as they are a short-term temporary record.</p> <p>Supersedes: DAA-GRS-2016-0005-0002 (GRS 6.4, item 020) - in part</p>		<p>Temporary. Destroy when no longer needed.</p>	<p>DAA-GRS-20XX-000X-0005</p> <p>[New Item]</p>
090	<p>Web management records. Records related to the design and management of agency websites, including but not limited to:</p> <ul style="list-style-type: none"> ● website planning and design records, templates, frames, style sheets, site maps, website architecture, user feedback, and other records related to the design and development of the agency’s website ● web server configuration and maintenance records, including histories of changes made to the system ● software product information, product licenses and manuals ● policies and procedures established to ensure oversight of web content 		<p>Temporary. Destroy 1 year after superseded or obsolete; but longer retention is authorized if required for business use.</p>	<p>DAA-GRS-20XX-XXXX-0006</p> <p>[New Item]</p>

	<ul style="list-style-type: none">● traffic logs, search result reports, broken link reports, and other reports and statistics collected on website use and website performance● requests for updates, corrections and revisions and follow-up● web post logs and clearances● internal systems used to track updates, corrections, revisions, ongoing maintenance and minor enhancements <p>Note 1: System backups are covered by GRS 3.2, item 040 and 041.</p> <p>Note 2: Agencies may keep logs documenting when public notices are posted and how long they were posted because some notices must be available for a specific amount of time. Agencies should determine how long they may need to keep these logs for business needs.</p> <p>Note 3: This item may overlap with GRS 3.1, items 010, 011, 020, 030, 040, and 051. This item only covers records related to managing technology related to agency websites. An agency may choose to apply the items in GRS 3.1 to agency website management records if it better suits how the agency manages such records.</p> <p>Supersedes: DAA-GRS-2013-0005-0004 (GRS 3.1, item 020) - in part DAA-GRS-2013-0005-0010 (GRS 3.1, item 040) - in part</p>		
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