Characteristics of Social Media Tools

- All underscore growing sophistication with how the Web can be used.
  - Interactivity
  - Collaboration
  - Aggregation
  - Increments
  - Replication

- New uses may consist of different types of records, but existing RM policies must apply.
NARA’s Existing Suite of Guidance

- September 2004 – Expanding Acceptable Transfer Requirements for Permanent Electronic Records – Web Content


- September 2006 - Implications of Recent Web Technologies for NARA Web Guidance
Transfer Guidance

- Applies to permanent web content records
- Records must be scheduled according to NARA’s Web Management Guidance
Operating Principles

- Web content records are limited to what can be accessed using the HTTP protocol
- Hypertext functionality needs to be preserved
- Web content records must be readable by a standard browser and not dependent on agency server environments
Web Content Criteria

- Acceptable formats include HTML and other standard markup formats such as XML
- Component parts and files associated with the primary web content record must also be transferred
- Hypertext links internal to the records must be redirected
- External links must be disabled
- If external links are determined to be significant to the content of the transferred records, they should be commented
Transferring Web Content

Methods for transfer include
- Harvest
  - Preferred method, but settings are important
- PDF Capture
  - Must also comply with issued PDF Transfer Guidance
- Manual download and copying
  - Applies only for small volume transfers
Guidance on Managing Web Records

- Central high level ‘framework’ document
- Subsequent guidance in specific areas
- Provides rationale for RM decisions surrounding web site content and operations records
Summary - Roles and Responsibilities

- The nature of web records results in the diffusion of records management roles
- Schedules should be developed by Agency Records officers working with web/program staff
- Creating and maintaining website records by web/program staff with guidance from agency records staff
Central Tenets of Guidance

- Records management (RM) is both part of and supports many of the activities necessary to mount a Web presence

  - RM is part of/supports web site security via support of maintaining trustworthiness of web site records
  - RM is part of/supports evaluating & monitoring risk associated with Agency web site operations
Central Tenets of Guidance

- Issue of record status of web site-related records

  - NARA views web site content as records Federal records per 44 U.S.C. 3301
  - NARA views web site program administration records as Federal records per 44 U.S.C. 3301
  - Both need NARA-approved disposition authorities
Central Tenets of Guidance

- Basis for making RM decisions to support management control of web site
  - RM decisions based on risk assessment of agency web site operations
  - Determination of ‘unit of analysis’ for risk assessment
    - Web site in toto and manage all to highest level of risk
    - Web site compartmentalized according to unique ‘areas’ of differing risk
RM ‘Challenge’ Areas

- Traditional Practices
  - Identification of Record Content
- Collaborative Environments
  - Diffusion of RM responsibility
- Long-term preservation of web site content
  - If needed for agency business
  - NARA does not presume all web sites will be appraised as permanent
Implications of Recent Web Technologies for NARA Web Guidance

- Web Guidance – both the management and the transfer products - still applies.
- Agencies must continue to manage content created via these tools in compliance with NARA's records management guidance.
Questions and Discussion

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