

Request for Records Disposition Authority

Records Schedule Number DAA-0416-2015-0004
Schedule Status Approved
Agency or Establishment National Highway Traffic Safety Administration
Record Group / Scheduling Group Records of the National Highway Traffic Safety Administration
Records Schedule applies to Major Subdivision
Major Subdivision Office of Policy and Operations (NPO)
Minor Subdivision Office of Communications and Consumer Information (OCCI)
Schedule Subject Social Media
Internal agency concurrences will be provided No

Background Information

1. **Social Networking Sites:** NHTSA has an account for each of several commercial social networking sites in order to provide information to the public. These social networking sites include Facebook, Twitter, YouTube, Instagram, Flickr and Google+. Only authorized individuals in NHTSA's Office of Communications and Consumer Information (OCCI) have access to these accounts. NHTSA's Social Media accounts are listed as below:

Twitter: <http://www.twitter.com/@nhtsagov>
Facebook: <http://www.facebook.com/NHTSA>
NHTSA You Tube: <http://www.youtube.com/user/user/usdotnhtsa>
Safercar You Tube: <http://www.youtube.com.com/user/SaferCarTV>
Instagram: www.instagram.com/NHTSAGov
Flickr: <http://www.flickr.com/photos/usdotnhtsa>
Google+: plus.google.com/explore/NHTSA

These accounts are proprietary to NHTSA and are maintained by the office of Digital Strategies (NCO-400). NHTSA is not responsible for any other NHTSA related accounts that are not on the above list.

2. **Record Keeping:** All these social networking sites automatically keep videos, images, postings, followers, following, and comments. These sites keep a record of these postings since the inception of the accounts, and will remain as long as these sites exist.

3. **Maintenance:** NHTSA utilizes HootSuite as a maintenance tool. The primary purpose of the Hoot Suite is to schedule postings on

multiple social networking sites. NHTSA also uses HootSuite to monitor postings from third parties that mention the agency.

Item Count

Number of Total Disposition Items	Number of Permanent Disposition Items	Number of Temporary Disposition Items	Number of Withdrawn Disposition Items
2	0	2	0

GAO Approval

Outline of Records Schedule Items for DAA-0416-2015-0004

Sequence Number	
1	Social Media Postings on Facebook, Twitter, Flickr, Instagram, and Google+. Disposition Authority Number: DAA-0416-2015-0004-0001
2	Videos on YouTube Disposition Authority Number: DAA-0416-2015-0004-0002

Records Schedule Items

Sequence Number	
1	<p data-bbox="349 414 1396 446">Social Media Postings on Facebook, Twitter, Flickr, Instagram, and Google+.</p> <p data-bbox="349 468 1128 500">Disposition Authority Number DAA-0416-2015-0004-0001</p> <p data-bbox="349 521 1461 776">Facebook, Twitter, Flickr, Instagram, and Google+ postings consist of, but are not limited to, the following: *Links to news releases *major automotive or child seat recalls * To support the agency's major traffic safety campaigns (Click it or Ticket, Drive Sober, Child Passenger Safety week) * Traffic safety-related articles (i.e., automotive safety technology, fuel economy, driving tips) *Announcements i.e., webinars, major conferences, requests for comments) *Historical information from NHTSA * Links to new NHTSA 5-Stars Crash Test videos (in YouTube).</p> <p data-bbox="349 798 901 829">Final Disposition Temporary</p> <p data-bbox="349 851 836 883">Item Status Active</p> <p data-bbox="349 904 795 936">Is this item media neutral? No</p> <p data-bbox="349 957 1234 989">Explanation of limitation These are in electronic format only.</p> <p data-bbox="349 1010 803 1042">Do any of the records covered Yes by this item currently exist in electronic format(s) other than e- mail and word processing?</p> <p data-bbox="349 1149 795 1181">Do any of the records covered No by this item exist as structured electronic data?</p> <p data-bbox="349 1276 657 1308">Disposition Instruction</p> <p data-bbox="349 1330 1177 1361">Cutoff Instruction Cut off at end or calendar year.</p> <p data-bbox="349 1383 1112 1415">Retention Period Delete 3 years after cutoff.</p> <p data-bbox="349 1457 657 1489">Additional Information</p> <p data-bbox="349 1510 933 1542">GAO Approval Not Required</p>
2	<p data-bbox="349 1564 625 1596">Videos on YouTube</p> <p data-bbox="349 1617 1128 1649">Disposition Authority Number DAA-0416-2015-0004-0002</p> <p data-bbox="349 1670 1396 1734">Postings on YouTube of videos regarding NHTSA 's Traffic Safety and other enforcement and behavioral campaigns. SaferCarTV posts crash test videos.</p> <p data-bbox="349 1755 901 1787">Final Disposition Temporary</p> <p data-bbox="349 1808 836 1840">Item Status Active</p> <p data-bbox="349 1862 795 1893">Is this item media neutral? No</p>

Explanation of limitation	This is in electronic form only.
Do any of the records covered by this item currently exist in electronic format(s) other than e-mail and word processing?	Yes
Do any of the records covered by this item exist as structured electronic data?	No
Disposition Instruction	
Retention Period	Remove videos from YouTube site 3 years after cutoff or when no longer relevant to the agency mission, whichever is later.
Additional Information	
GAO Approval	Not Required

Agency Certification

I hereby certify that I am authorized to act for this agency in matters pertaining to the disposition of its records and that the records proposed for disposal in this schedule are not now needed for the business of the agency or will not be needed after the retention periods specified.

Signatory Information

Date	Action	By	Title	Organization
04/07/2015	Certify	Carolyn Green	Records Officer Manager	NHTSA - OCIO
09/19/2016	Submit for Concurrence	Jim Cassedy	Appraiser	National Archives and Records Administration - Records Management Services
09/22/2016	Concur	Margaret Hawkins	Director of Records Management Services	National Records Management Program - ACNR Records Management Services
09/22/2016	Concur	Laurence Brewer	Director, National Records Management Program	National Archives and Records Administration - National Records Management Program
09/26/2016	Approve	David Ferriero	Archivist of the United States	Office of the Archivist - Office of the Archivist