

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>

Safecar 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Number of Total Disposition Items	Number of Permanent Disposition Items	Number of Temporary Disposition Items	Number of Withdrawn Disposition Items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>Social Media Postings on Facebook, Twitter, Flickr, Instagram, and Google+.</p> <p>Disposition Authority Number DAA-0416-2015-0004-0001</p> <p>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>Final Disposition Temporary</p> <p>Item Status Active</p> <p>Is this item media neutral? No</p> <p>Explanation of limitation These are in electronic format only.</p> <p>Do any of the records covered by this item currently exist in electronic format(s) other than e-mail and word processing? Yes</p> <p>Do any of the records covered by this item exist as structured electronic data? No</p> <p>Disposition Instruction</p> <p>Cutoff Instruction Cut off at end of calendar year.</p> <p>Retention Period Delete 3 years after cutoff.</p> <p>Additional Information</p> <p>GAO Approval Not Required</p>
2	<p>Videos on YouTube</p> <p>Disposition Authority Number DAA-0416-2015-0004-0002</p> <p>Postings on YouTube of videos regarding NHTSA 's Traffic Safety and other enforcement and behavioral campaigns. SaferCarTV posts crash test videos.</p> <p>Final Disposition Temporary</p> <p>Item Status Active</p> <p>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