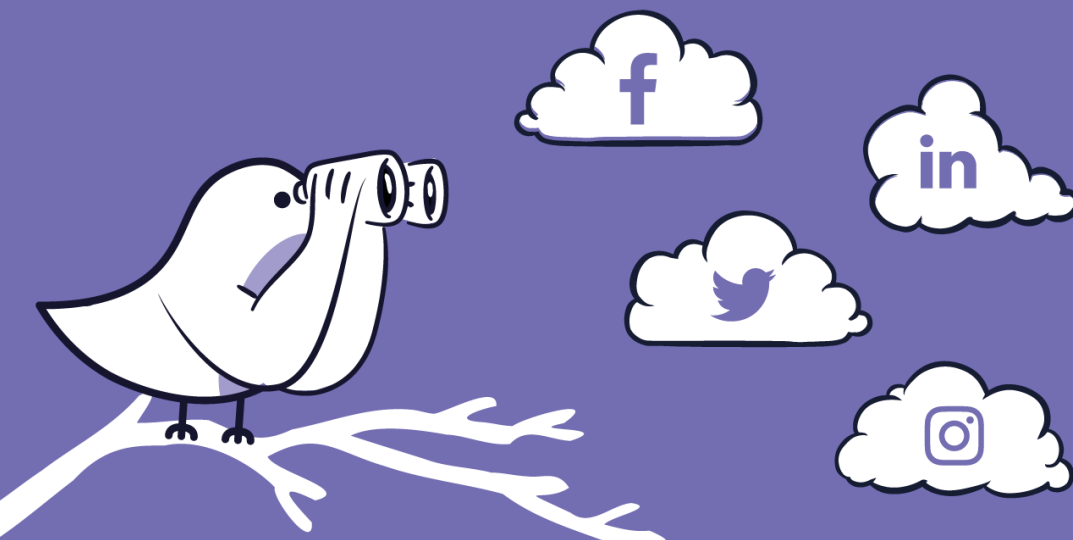




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**Bonus  
checklist**



# **Archiving Social Media:** **A Guide For Government** **Australian Capital Territory, Australia**



**A social media archive  
is not just best practice.  
It's also a legal requirement.**

**Social media archiving is a relative newcomer  
on the digital transformation landscape.**

As a communications channel social media is an increasingly important part of how organisations like yours have conversations with your customers and community.

Like all your communications, there's a level of risk, recordkeeping and compliance that you need to consider for social media.

For local, state and federal government, the guidance is clear: records you create in the course of performing tasks for the organisation you work for are public records.

**Your agency's social media  
records are public records.**





## CORE LEGISLATION AND REGULATIONS FEDERAL GOVERNMENT

### ***Archives Act 1983 (Cwlth)***

#### **National archives of Australia (NAA)**

If your agency uses social media for business activities, the information created is an Australian Government record and needs to be managed.

### ***Privacy Act 1988 (Cwlth)***

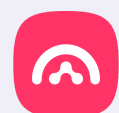
#### **The Office of the Australian Information Commissioner (OAIC)**

While you need to comply with the Privacy Act for data collected by your organisation, in the case of social media, Privacy Principle 8 is particularly relevant as it deals with cross-border disclosure of personal information.

### ***Freedom of Information Act 1982 (FOI) (Cwlth)***

The FOI Act requires government agencies to respond to requests made by members of the public for access to information about them held by the agency.

If you've hidden or deleted posts or comments in your social media they are no longer public but they are able to be requested by members of the public. An archive is the only way you can respond accurately to an FOI request in this circumstance.





## CORE LEGISLATION AND REGULATIONS ACT GOVERNMENT

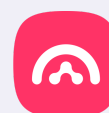
### ***Territory Records Act 2002***

#### **Territory Records Office**

“Recordkeeping requirements apply to social media engagement in the same way as for other kinds of government activities and social media engagements will often generate information that must be appropriately managed as Territory records.”

### ***Information Privacy Act 2014***

Among other matters, the Act promotes responsible and transparent handling of personal information by public sector agencies and contracted service providers. A Brolly archive keeps your social media conversations secure in Australian servers and compliant with Territory privacy principles and in particular TPP 8 cross-border disclosure of personal information.



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## CORE LEGISLATION AND REGULATIONS ACT GOVERNMENT

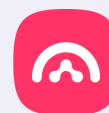
### ***Freedom of Information Act 2016***

Under the terms of the Freedom of Information Act 1991 government agencies must provide access to records that a member of the public asks for as part of an access application. An archive combines security with easy access for quick, accurate responses to requests.

### ***Electoral Act 1992***

#### **Australian Capital Territory Electoral Commission**

The Act includes references to electoral matter, which can include social media. Local and Territory government organisations that run elections need to take care with the materials posted on social media are compliant, and an archive provides record of those conversations and compliance.



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# CHECKLIST

## WHAT YOUR SOCIAL MEDIA ARCHIVING PLAN NEEDS TO INCLUDE

A social media archive is a key part of your approach to recordkeeping compliance and empowering your communications, customer service and social media teams.



### **Get the right people involved.**

Your records managers and your social media team can kick compliance goals by working together to understand what needs to be archived.



### **Understand what laws apply.**

Aside from the core public records legislation, there may be other Acts and regulations that require you to archive your social media conversations.



### **Know your formats.**

The old 'screen shot and spreadsheet' approach simply doesn't cut it any more. An archive should give you raw data that maintains the context and integrity of the full conversation, and all its links and attachments.



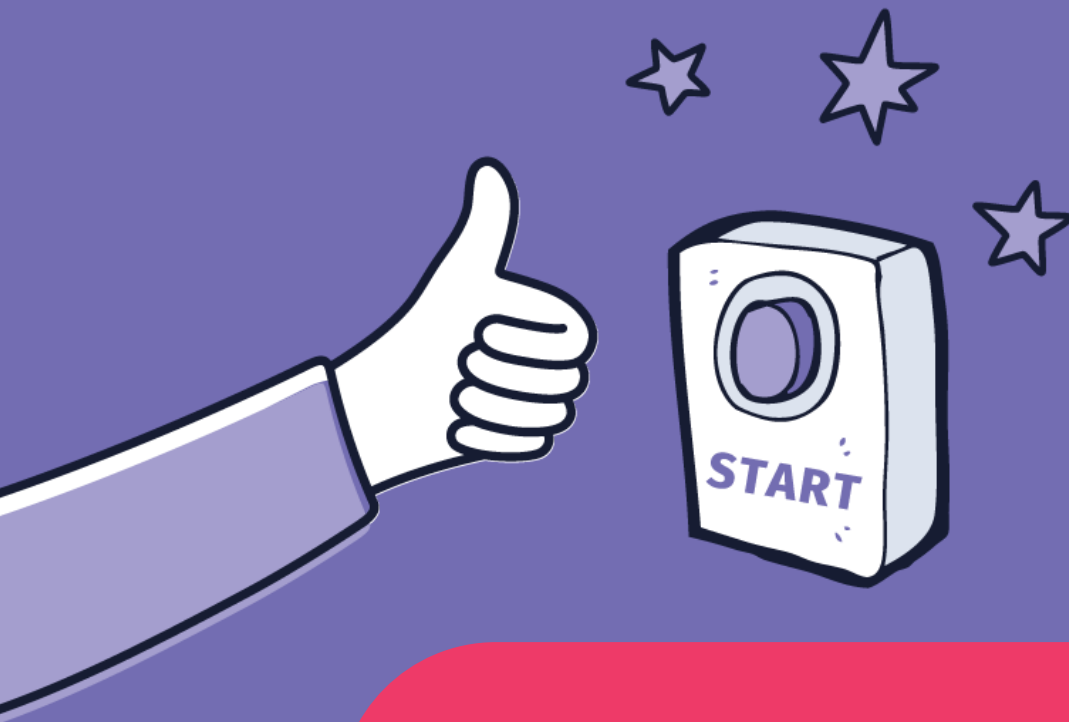
### **Think about data privacy.**

If you're collecting personal information as part of your social media conversations, choose an archiving tool that ensures data storage is compliant with the Privacy Act and Principles.



# Brolly

Find out how much time and money you can save with Brolly's automated archiving solution



**Book a free demo now**