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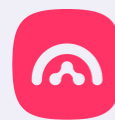
**Bonus  
checklist**



# **Archiving Social Media:** **A Guide For Federal Government**



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



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## **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 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)**

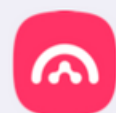
#### **The Office of the Australian Information Commissioner (OAIC)**

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.





## OTHER LEGISLATIONS TO CONSIDER

Depending on the sector where your agency operates there may be other laws that apply. We've provided some examples below.

### ***Evidence Act 1995 (Cwlth)***

The Commonwealth Evidence Act provides for documents created and maintained in paper and electronic form to be admitted in evidence before federal courts.

To be admissible in court, evidence needs to be relevant and authentic. The relevance is up to you and your legal team. Brolly can help you address authenticity. A record in your secure Brolly archive can easily be authenticated, and can also be exported in a format that best suits the requirements of the legal action.

### ***My Health Records Act 2012 (Cwlth)***

The My Health Records Act protects the privacy of patient health information. While this legislation is not relevant for all industries and organisations, it's something to keep in mind if your agency operates in the health sector and uses social media to collect personal information.



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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.



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



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