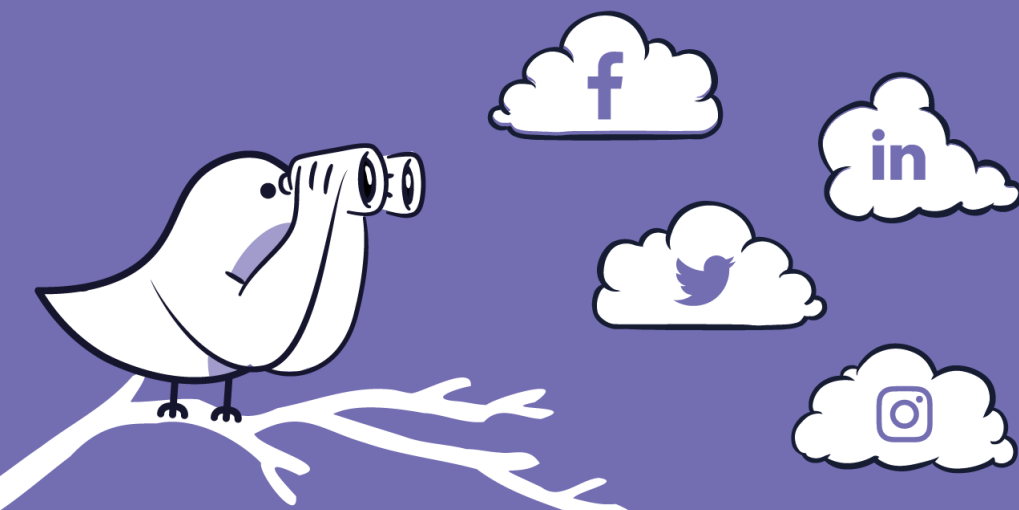




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**Bonus
checklist**



Archiving Social Media: **A Guide For Government** **Northern 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)

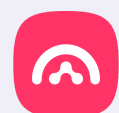
The Office of the Australian Information Commissioner (OAIC)

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.





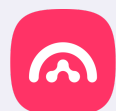
Information Act 2002 (NT)

**Northern Territory Government,
Department of Digital and Corporate Development**

The Information Act and associated regulations have produced five core principles that government staff should follow for effective management of records and information.

Following these principles provides accountability and transparency in the conduct of NT government business.

- 1. Governance** - records management meets the requirements of the regulatory environment and community expectations of accountability and transparency.
- 2. Capture** - records are captured and stored to protect their authenticity and integrity. The captured records can be relied on for later use.
- 3. Discovery** - records can be located, retrieved, interpreted and preserved for the entire retention period.
- 4. Security** - information security controls on storage, access and handling protect the confidentiality and integrity of records through controls on their storage, access and handling.
- 5. Disposal** - records are disposed of in accordance with the Information Act 2002.





Local Government Act 2019 (NT)

Information Commissioner Northern Territory

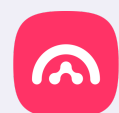
Along with Local Government (Electoral) Regulations 2021 (NT) the Local Government Act provides guidance to Northern Territory councils on matters such as Councillor code of conduct, caretaker policies and other operational concerns that can have a records management component.

An archive helps you capture, securely store and monitor records of conversations between elected officials and the community.

In addition to being best practice as part of normal operational activities, the archive can be particularly important to support activities such as policy updates, community feedback and during key times in election cycle such as during the caretaker period and elections.



A record in your secure Brolly archive can be easily accessed, and can also be exported in a format that best suits the requirements of the legal action. You can even access records that are no longer publicly available on social media in their original form because they've been edited, hidden or deleted.





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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.



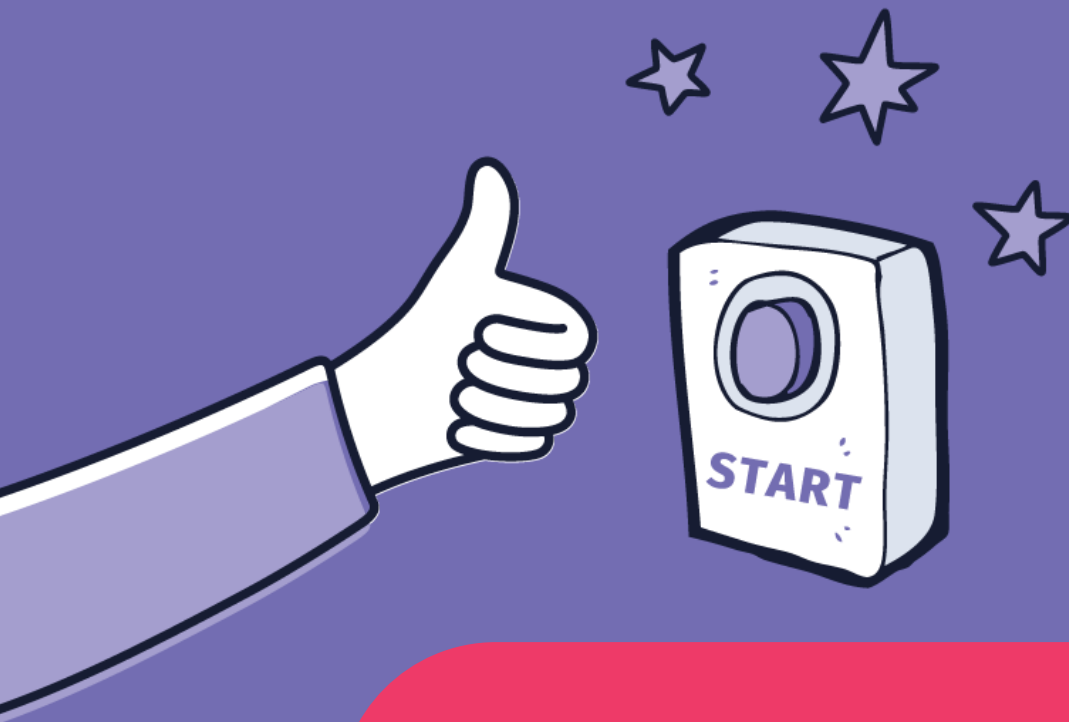
Think about data privacy.

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



Book a free demo now