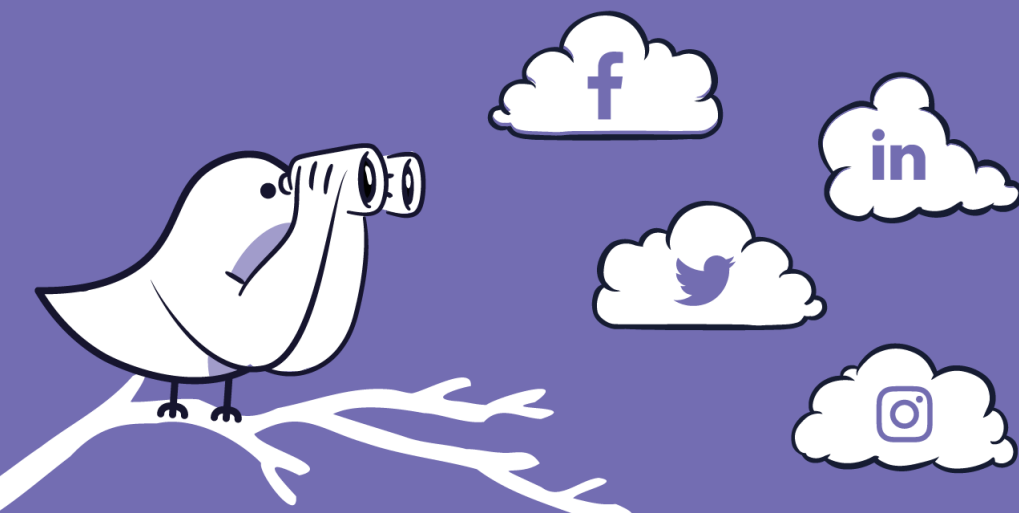




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**Bonus
checklist**



Archiving Social Media: **A Guide For Government** **New South Wales, 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)

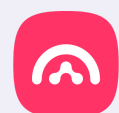
The Office of the Australian Information Commissioner (OAIC)

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 NEW SOUTH WALES GOVERNMENT



State Records Act 1998 (NSW)

NSW State Records & Archives

"Social media use by government is subject to community expectations and legislative requirements for the appropriate management of information."

Government Information (Public Access) Act 2009 (NSW) (GIPA Act)

Information and Privacy Commission NSW

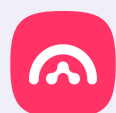
The Act gives members of the public a legally enforceable right to access government information. Government agencies are obliged under the Act to search and find records that a member of the public asks for as part of an access application.

Privacy and Personal Information Protection Act 1998 (NSW) (PPIP Act)

Information and Privacy Commission NSW

'Just because your clients may not always be vigilant in protecting their own personal information on social networking sites, don't assume for a moment that they won't care if you adopt the same approach to their personal information.'

**NSW Privacy Commissioner
Dr Elizabeth Coombs, 2013**



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OTHER LEGISLATION TO CONSIDER NEW SOUTH WALES GOVERNMENT



Depending on the sector where your agency operates there may be other laws that apply.

We've provided some examples below.

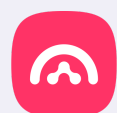
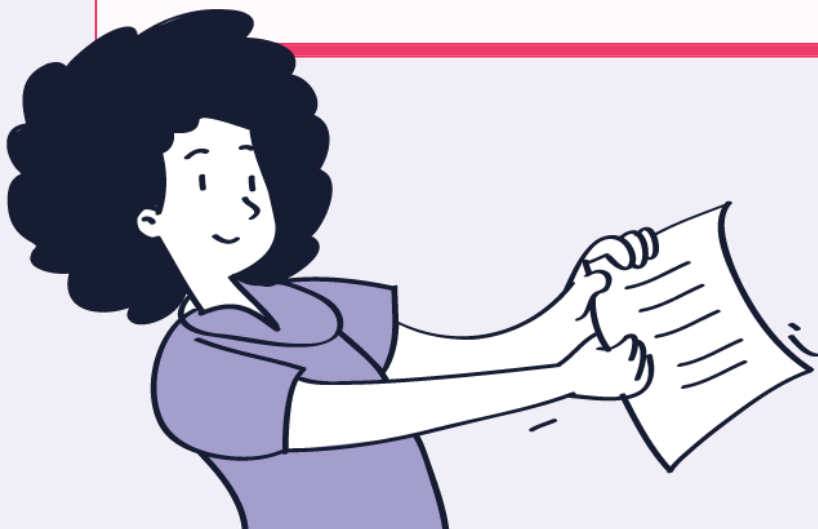
Evidence Act 1995 (NSW)

To be admissible in court, evidence needs to be relevant and authentic. The relevance is up to you and your legal team. We 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.

NSW Health Records and Information Privacy Act 2002 (NSW) (HRIP Act)

The 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.



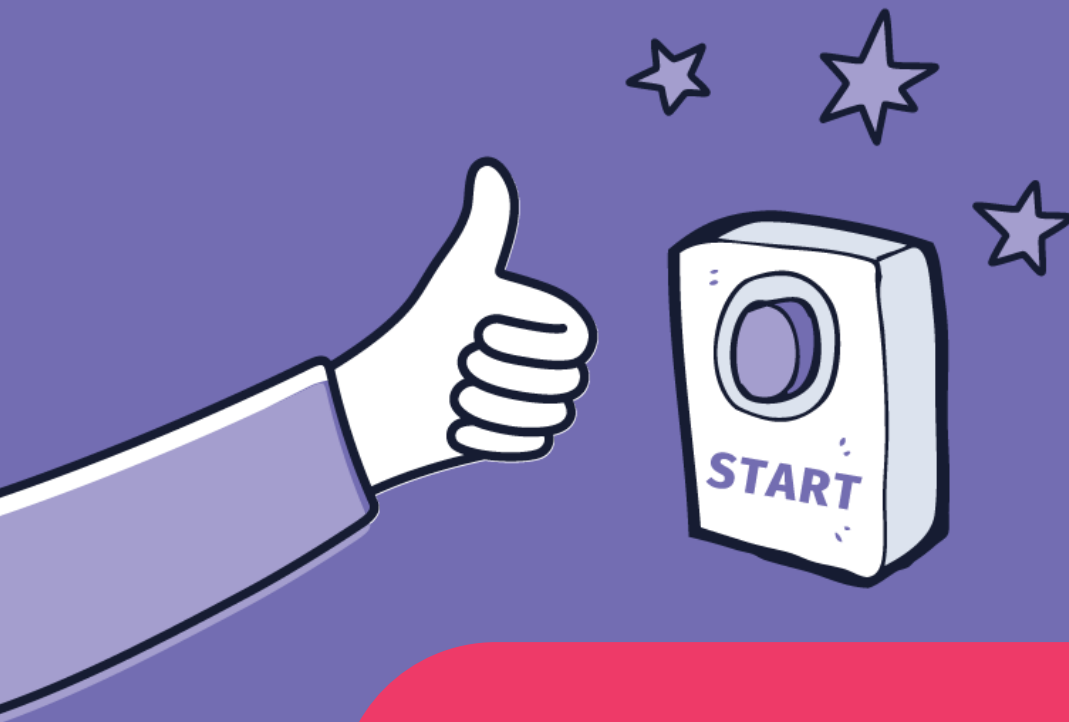
Think about data privacy.

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



Book a free demo now