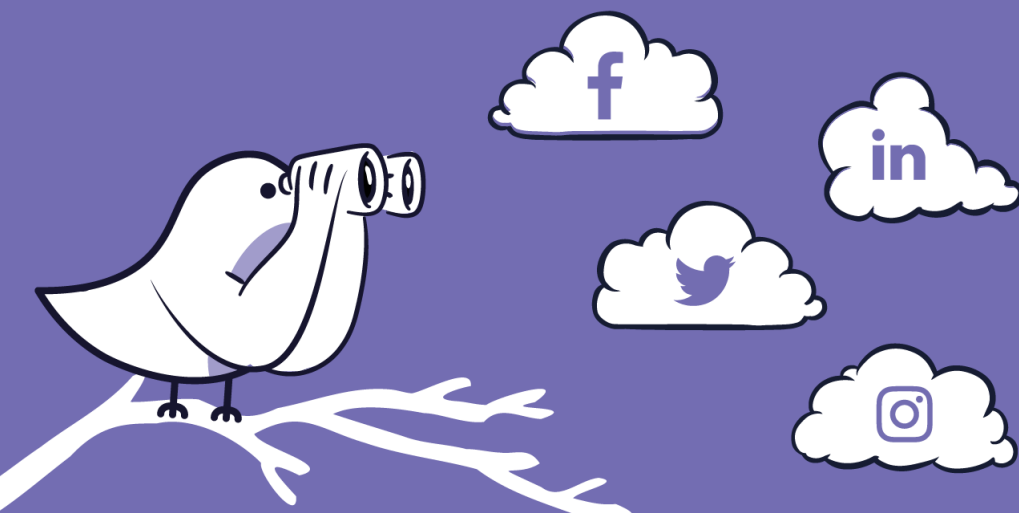




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**Bonus
checklist**



Archiving Social Media: **A Guide For Government** **Queensland, 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)

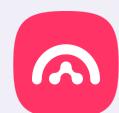
The Office of the Australian Information Commissioner (OAIC)

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

QUEENSLAND GOVERNMENT



State Records Act 2002 (QLD)

Queensland State Archives

“Social media content (e.g. posts, blogs, comments, likes, tweets, retweets) is a record and should be managed according to its value and the same rules as all other records.”

Right to Information Act 2009 (QLD)

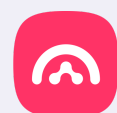
Office of the Information Commissioner Queensland

The Right to Information Act 2009 provides equal access to government information for everyone. Under the terms of the Act, government agencies must provide access records that a member of the public asks for as part of an access application, and must protect individual's privacy.

Information Privacy Act 2009 QLD (IP Act) and Privacy Principles (QLD)

Office of the Information Commissioner Queensland

The Privacy Principles “include rules about when personal information can be transferred out of Australia, which will apply to most social media given it is online and mostly hosted by overseas-based servers.”





OTHER LEGISLATION AND RESOURCES

QUEENSLAND GOVERNMENT



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

We've provided some examples below.

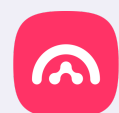
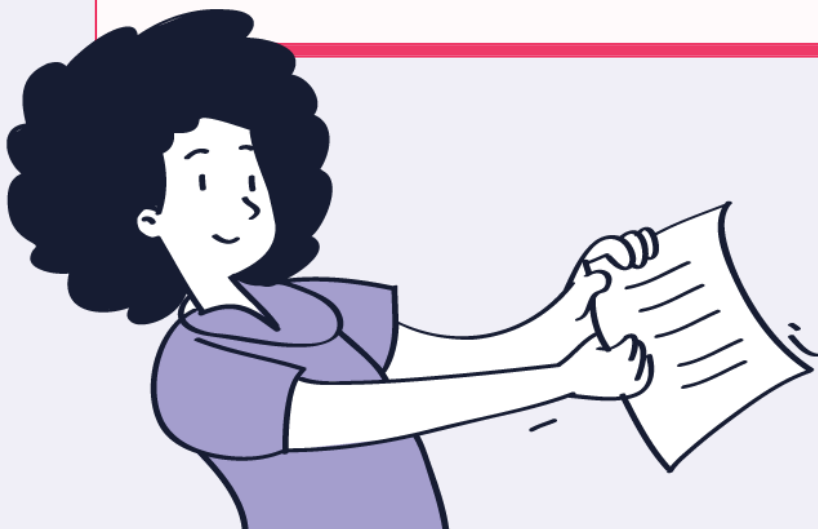
Evidence Act 1977 (QLD)

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.

Council records: a guideline for mayors, councillors, CEOs and government employees

All public records, including digital records such as social media interactions, conversations within messaging applications and text messages, are subject to legislation and legal processes such as discovery and subpoena.

<https://www.ccc.qld.gov.au/publications/council-records-guideline-mayors-councillors-ceos-and-government-employees>



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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.



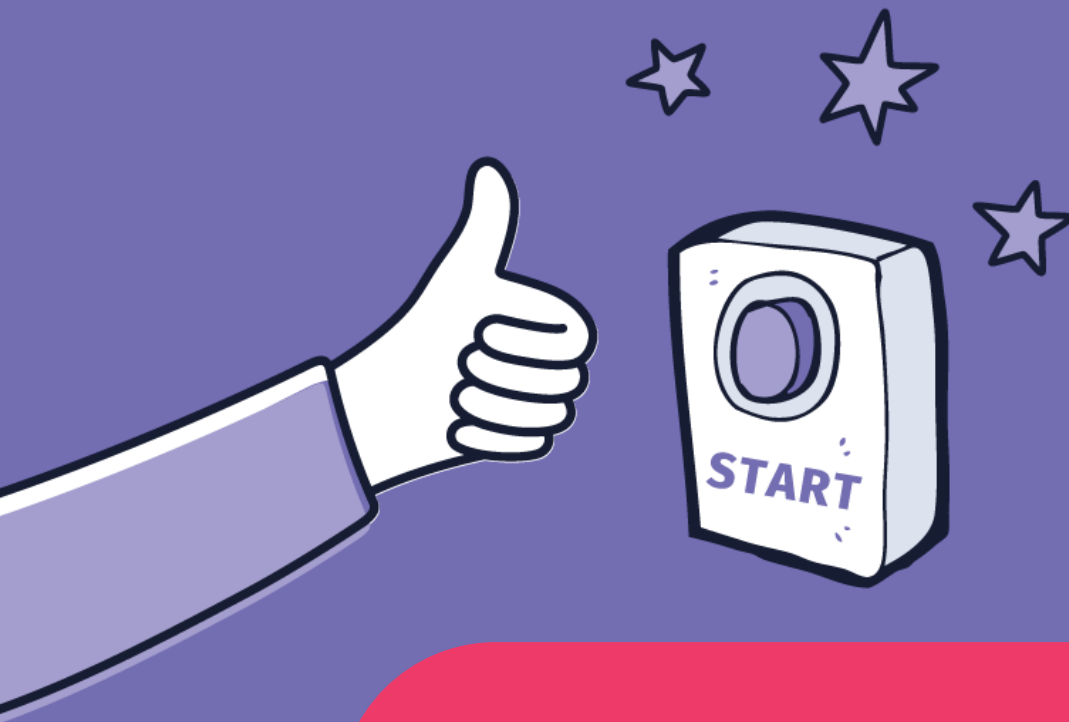
Think about data privacy.

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