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**Bonus
checklist**



Archiving Social Media: A Guide For Government South Australia, 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)

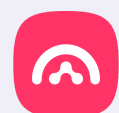
The Office of the Australian Information Commissioner (OAIC)

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.





State Records Act 1997 (SA)

State Records Office

“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.”

Freedom of Information Act 1991 (SA)

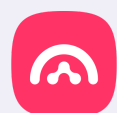
State Records Office

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, and must protect that individual's privacy.

Information Privacy Principles Instruction

Privacy Committee of SA

There is no legislation in South Australia that creates a general right of privacy. However, there is a Cabinet Administrative Privacy Principles Instruction. The Privacy Principles Instruction includes guidance that an agency must take reasonable steps to ensure that information is securely stored and not misused.





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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.



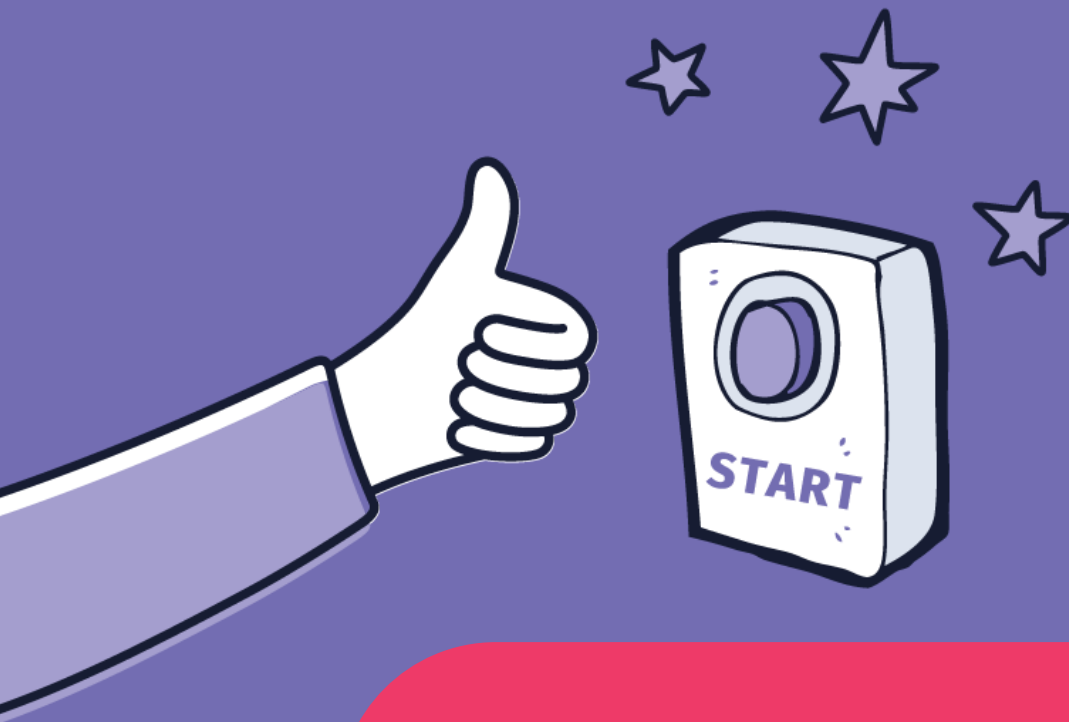
Think about data privacy.

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