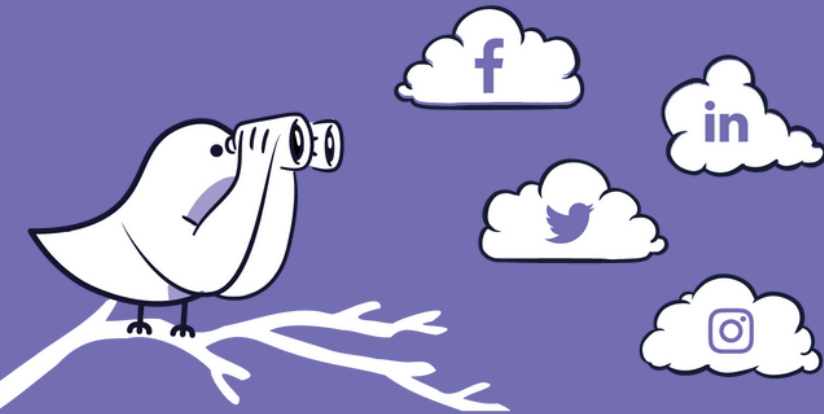




Brolly



**Bonus
checklist**



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

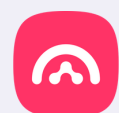
The Office of the Australian Information Commissioner (OAIC)

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.





Archives Act 1983 (TAS)

Office of the State Archivist

If a member of the public, or someone who uses your services uses your tweets or posts to make an important decision or take an action, then you may need to show exactly what information was posted at a specific point in time and any related interactions or transactions. Something which seems minor can be critical evidence later on.

Right to Information Act 2009 (RTI) (TAS)

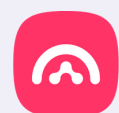
Ombudsman Tasmania

Members of the public have a legally enforceable right to access official information held by government agencies and other state regulated bodies such as the University of Tasmania, unless the information is exempt. Compliant, secure information management is necessary to enable you to access and provide this information under the RTI Act.

Personal Information Protection Act 2004 (PIP) (TAS)

Ombudsman Tasmania

The Act regulates the collection, use, storage and disclosure of personal and sensitive information. The Act applies to 'personal information custodians', which includes state government agencies, statutory boards, local councils and the University of Tasmania. A secure archive like Brolly goes a long way to protecting that information.





Evidence Act 2001 (TAS)

If you are required to provide social media evidence as part of a legal proceeding, the evidence needs to be relevant. It also needs to be available. The relevance is up to you and your legal team. Brolly can help you address availability.

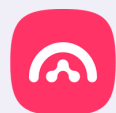


A record in your secure Brolly archive can be easily accessed, and can also be exported in a format that best suits the requirements of the legal action. You can even access records that are no longer publicly available on social media in their original form because they've been edited, hidden or deleted.

Office of the State Archivist: Managing Social Media Records

“Social media tools are often used to have informal conversations, but legislative requirements still apply. If you are using social media for government business purposes then the information you issue, share or receive via social media is official government information.”

<https://www.informationstrategy.tas.gov.au/Government-Information-Strategy>





Brolly

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.



Brolly

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



Book a free demo now