

# Managing Social Media Records

## What is Social Media?



**A RECORD is a RECORD is a RECORD, no matter what is used to create or receive it.**

Social Media, Web 2.0, and Gov 2.0 bring together technology, social interaction, and content creation (from USA.gov).

**DOE uses social media** both internally and externally as a way to share information, keep people informed, and gather input.

In using social media, **RECORDS** are created or received.

## What are Records?

**RECORDS** are any recorded information relating to the work of your office -- regardless of who created it or how the information was recorded.

## Your Responsibilities

**As a DOE federal or contractor Employee your basic records obligations are to:**

- ✓ Create or receive official records needed to do business
- ✓ Ensure that your records are maintained so that they are accessible and easy to retrieve.

**These responsibilities apply to social media records**



## Follow the Lifecycle

### Records Management Lifecycle



Planning for the use of Social Media should address records management requirements.

Create or Receive Records



Capture records you post or that are posted to your Social Media platform

Maintain and Use Records and Manage Information



Insure record integrity by managing content

Disposition Records



Follow disposition schedules to reduce risk

Preserve Permanent Records



Destroy Temporary Records



# Social Media Records and You

DOE organizations use social media to inform, educate, and engage the public to promote open government.

These include, but are not limited to:

## Facebook

Create and update your own personal profile, add friends, exchange messages, join networks.

## Twitter

Send and receive short messages known as *tweets*.

## YouTube

Upload and share videos.

## Flickr

Share photos and create photo blogs.

## LinkedIn

Join business-oriented social and professional networking.

## Blogs

Post information and receive comments.

## Wikis

Create, edit, and share information.

If your organization is using social media

- ✓ Be aware that the information provided and received may contain records.
- ✓ Capture records electronically if at all possible.
- ✓ Follow the records management lifecycle to ensure disposal of records.
- ✓ Ensure the integrity of records via version control and content management.
- ✓ Work with IT Staff to explore “harvesting” external records in their proper context.

If you are using social media

- If you tweet, blog, social network, or use other social media to conduct DOE business – you must manage the resulting records.
- Posts you receive regarding DOE business are records.
- If you collect information from the public, you must comply with the Paperwork Reduction Act (PRA). Contact the DOE PRA Officer via the Records Management Division.
- If DOE business takes place via your personal social media tools or email – you must manage the resulting records.
- Not sure? The Records Management Division can help.

## Questions? Need Help?

**Records Management Division**  
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