MANAGING RECORDS IN SOCIAL MEDIA ENVIRONMENT: LESSONS FOR AFRICAN RECORDS MANAGERS.

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ISSUES ADDRESSED

- What is social media ?
- The unique properties, or characteristics, of records resulting from social media use.
- The challenges records management challenges associated with social media records.
- Ways of mitigating these challenges

WHAT IS SOCIAL MEDIA ?

- According to National Archives and Records Administration (NARA), social media refers to the various activities integrating web technology, social interaction, and user-generated content. Social media includes blogs, wikis, social networks, photo libraries, virtual worlds, location-based services, and video sharing sites. Agencies use social media internally and externally to share information, support business processes, and connect people to government.

- Ohio electronic records committee (OERC, 2012) defines social media as media used for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive forums, weblogs, social blogs, wikis, podcasts, social bookmarking as well as sites for sharing photographs, pictures and videos.

CONTI.....

- Blossom (2009) defines social media as "any highly scalable and accessible communications technology or technique that enables any individual to influence groups of other individuals easily."

- "social media" encompasses a number of emerging technologies that facilitate interaction between individuals and groups both inside and outside an organization

Social media is designed to support rapid interactive communications. Examples include, but are not limited to the following:

- Web Publishing
- Social Networking
- File sharing and storage

WEB-PUBLISHING – CREATING A WEB SITE AND PLACING ON THE WEB SERVER.

- *Blogs* – Web sites generally used to post online diaries or serve as a platform to express ones ideas and opinions, a particular topic or set of topics. These sites often allow for interactive commenting and feedback. The term "blog" derives from "web log."

- *Micro blogging* – Micro blogging services enable users to send/post content similar to traditional blogs, albeit much smaller in size that is typically character limited. Examples of micro blogging include Twitter, Tumbler and Yammer.

- *Wikis* – Web sites that allow multiple users to collaboratively create and edit its content. Levels of access and control over editing rights such as adding and removing material can be controlled.

- *Mashups* – Web sites that combine data and functionality from multiple sources to create a new service or a "mashup". Example: data from Google Maps can be utilized to add location maps in a real estate listings website.

SOCIAL NETWORKING

- *Social* – A free online service for individuals or groups to connect and interact with other people or organizations. Examples include: Face book, MySpace and Google+.

- *Business/Professional* – A Web site that enables companies and industry professionals to communicate with colleagues and build business relationships. Typically a base service is provided free of charge with enhanced capabilities for a fee. Examples include LinkedIn, Plaxo and Yammer.

FILE SHARING AND STORAGE

- a) ***Photo Library*** – An online service that allows users to post and view their photos and share them with specified individuals or freely with anyone. The service provider may also supply various ecommerce options for repurposing of the images. Examples of Photo libraries include Flickr, Picasa and Snapfish.

- b) ***Video Sharing*** – An online service that users can upload, share and view videos. Examples include YouTube and Vimeo.

- C) ***Document Sharing*** – An online service that allows users to store share and potentially collaborate on documents. Examples range from Dropbox that is free and allows for storage and sharing to GoogleDocs, which is also free and allows storage sharing and rudimentary online collaboration to Microsoft SharePoint, which must be purchased by an organization, but can provide enterprise level online collaboration

WHAT IS THE EXTENT OF SOCIAL MEDIA USAGE IN AFRICA ?

- In 2014, a survey on "How Africa tweets" commissioned by Portland Communications revealed that, there are currently 51.5 million Facebook subscribers. And last year alone, the report revealed that more than 11.5 million tweets originated from Africa. It revealed that South Africa had the most active Twitter population in the continent, with Kenya ranking second.

WHAT ARE SOCIAL MEDIA RECORDS?

- Social media allows individuals to collaborate, create, organize, edit, comment on, combine, and share content, likely resulting in the creation of records.

- Examples of records created or posted on social media include; press releases, live speech tweets, public meeting notices, public service announcements, requests for service among others.

RISKS OF NOT MANAGING SOCIAL MEDIA RECORDS

- Non –compliance with legal and regulatory requirements.
- Vulnerability to audit and legal discoveries – Leaving social media content to swirl around on its own, unchecked, can also leave your company vulnerable to data breaches and lawsuits

CHALLENGES OF MANAGING RECORDS IN A SOCIAL MEDIA ENVIRONMENT

- It is difficult to determine what social media content is record material.

  e.g when a post on a social media has been duplicated elsewhere, whether a record is composed of a collection of posts.

- Capturing social media content- content on social media sites changes frequently, and comments are often added daily. Also capturing records residing in third-party social media tools is labor-intensive, inefficient, and duplicative.

- Ownership and Control of Data- social media tools are managed by third-party companies who may decide to terminate a service.

- Difficulty in scheduling social media records – development and implementation of records retention schedules is difficult due to lack of control.

- Lack of standards and dynamic nature of social media tools - social networks like Facebook, Twitter, and LinkedIn do not share the same standards, and new features and terms-of-use policies and privacy settings change often.

- Difficulty in preserving social media records - social media doesn't exist in a vacuum, it may include attachments such as videos, links to other documen.s in different formats

WAYS OF ADDRESSING CHALLENGES TO SOCIAL MEDIA RECORDS MANAGEMENT

- Establish criteria for determining social media content that is record material.
- Use of specific tools to capture social media content
- Formulate social media policies and procedures.
- Establish a social media working group in your organization.

Conclusion

- Management of social media records will continue to be a challenge however this does not mean that institutions shy away from using these interactive tools.

- Archival legislations should be reviewed to address all issues regarding management of records generated by emerging technologies.