Records Management Implications: Implementing Social Media

21st Annual Records Administration Conference
National Archives & Records Administration
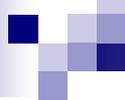
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Characteristics of Social Media Tools

- All underscore growing sophistication with how the Web can be used.
  - Interactivity
  - Collaboration
  - Aggregation
  - Increments
  - Replication
- New uses may consist of different types of records, but existing RM policies must apply.

NARA's Existing Suite of Guidance

- September 2004 – Expanding Acceptable Transfer Requirements for Permanent Electronic Records – Web Content
  - http://www.archives.gov/records-mgmt/initiatives/web-content-records.html
- January 2005 – NARA Guidance on Managing Web Records
  - http://www.archives.gov/records-mgmt/policy/managing-web-records-index.html
- September 2006 - Implications of Recent Web Technologies for NARA Web Guidance
  - http://www.archives.gov/records-mgmt/initiatives/web-tech.html

Transfer Guidance

- Applies to permanent web content records
- Records must be scheduled according to NARA's Web Management Guidance

Operating Principles

- Web content records are limited to what can be accessed using the HTTP protocol
- Hypertext functionality needs to be preserved
- Web content records must be readable by a standard browser and not dependent on agency server environments

Web Content Criteria

- Acceptable formats include HTML and other standard markup formats such as XML
- Component parts and files associated with the primary web content record must also be transferred
- Hypertext links internal to the records must be redirected
- External links must be disabled
- If external links are determined to be significant to the content of the transferred records, they should be commented
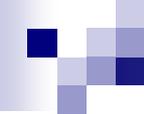
Transferring Web Content

- Methods for transfer include
  - Harvest
    - Preferred method, but settings are important
  - PDF Capture
    - Must also comply with issued PDF Transfer Guidance
  - Manual download and copying
    - Applies only for small volume transfers

Guidance on Managing Web Records

- Central high level 'framework' document
- Subsequent guidance in specific areas
- Provides rationale for RM decisions surrounding web site content and operations records

Summary - Roles and Responsibilities

- The nature of web records results in the diffusion of records management roles

- Schedules should be developed by Agency Records officers working with web/program staff

- Creating and maintaining website records by web/program staff with guidance from agency records staff

Central Tenets of Guidance

- Records management (RM) is both part of and supports many of the activities necessary to mount a Web presence

  - RM is part of/supports web site security via support of maintaining trustworthiness of web site records
  - RM is part of/supports evaluating & monitoring risk associated with Agency web site operations

Central Tenets of Guidance

- Issue of record status of web site-related records

    - NARA views web site content as records Federal records per *44 U.S.C. 3301*
    - NARA views web site program administration records as Federal records per *44 U.S.C. 3301*
    - <u>Both</u> need NARA-approved disposition authorities

Central Tenets of Guidance

- Basis for making RM decisions to support management control of web site
  - RM decisions based on risk assessment of agency web site operations
  - Determination of 'unit of analysis' for risk assessment
    - Web site in toto and manage all to highest level of risk
    - Web site compartmentalized according to unique 'areas' of differing risk

RM 'Challenge' Areas

- Traditional Practices
  - Identification of Record Content
- Collaborative Environments
  - Diffusion of RM responsibility
- Long-term preservation of web site content
  - *If* needed for agency business
  - NARA does not presume all web sites will be appraised as permanent

Implications of Recent Web Technologies for NARA Web Guidance

- Web Guidance – both the management and the transfer products - still applies.

- Agencies must continue to manage content created via these tools in compliance with NARA's records management guidance.
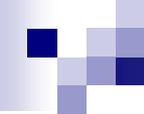
Questions and Discussion

Contact Information:

Arian D. Ravanbakhsh

arian.ravanbakhsh@nara.gov

(301) 837-2086