Collecting & Using Social Media

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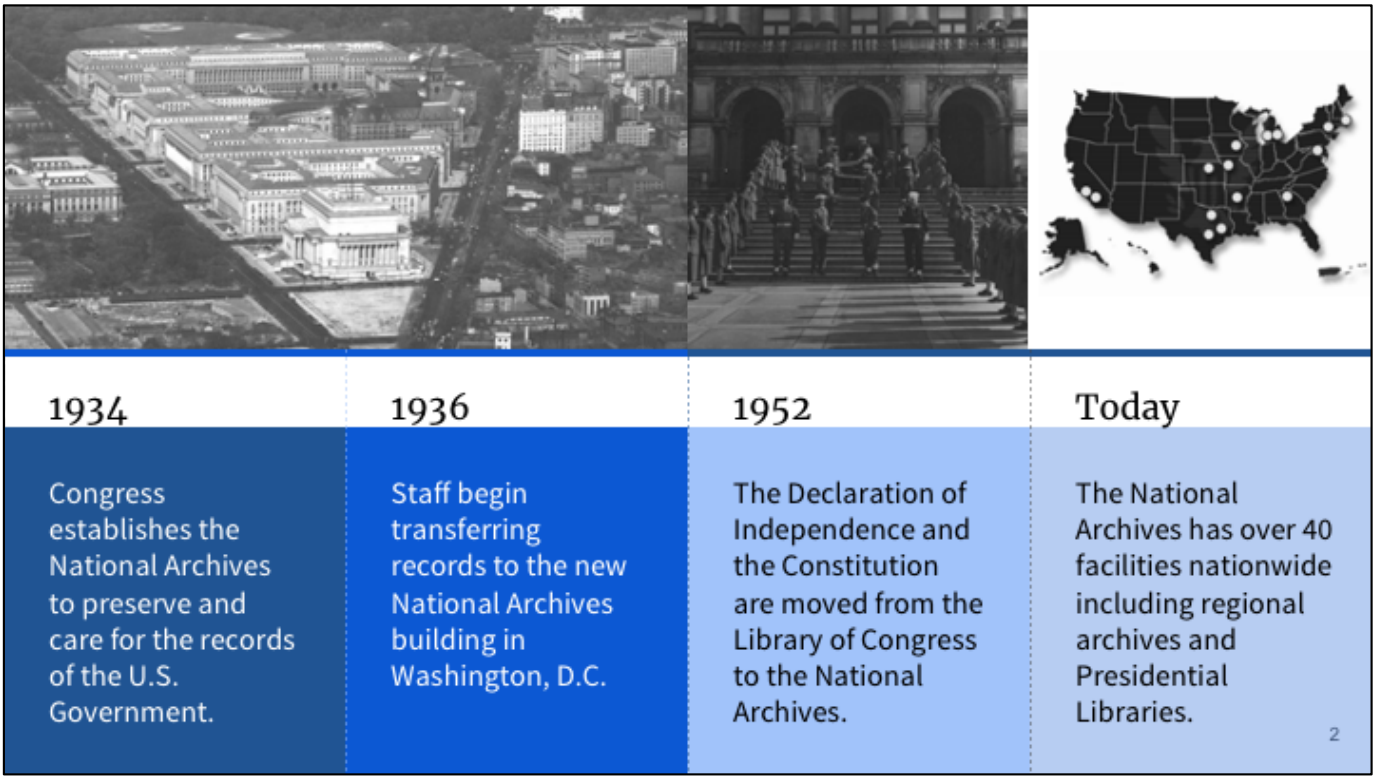
IFLA WLIC 2018 - August 26, 2018

NATIONAL ARCHIVES



Images:
Photograph of Aerial View Of the U.S. Capitol and Federal Triangle (June 1936)
Photograph of The Declaration of Independence and the Constitution Leaving the Library of Congress under Armed Guard (December 1952)

About the U.S. National Archives

The National Archives (NARA) is America's record keeper. We hold hundreds of miles of film and tape, 14 million still photographs, and billions of letters, drawings, maps, treaties, posters, and other documents that tell the stories of America's history as a nation.

(This is just the paper. There's also terabytes on terabytes of born-electronic records.)

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Workers unloading Veteran's Bureau Records (June 1936)

Workers Unloading Veteran's Bureau Records, 06/03/1936
https://catalog.archives.gov/id/7820631

That's a lot! But it isn't everything...

Of all documents and materials created in the course of business conducted by the United States Federal government, only 1%-3% are so important for legal or historical reasons that they are kept by us forever.

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The National Archives is a:

1. Social Media Collector

- Guidance to government agencies
- Managing our own social media records
- Case study: Obama administration transition

2. Social Media User

- Social media strategy
- #ArchivesHashtagParty
- Citizen Archivist engagement
- Case study: Social business on History Hub

NARA as Social Media Collector

Guidance to government agencies

So, what social media content is considered **a record**? NARA provides the following guidance to government agencies on identifying social media records:

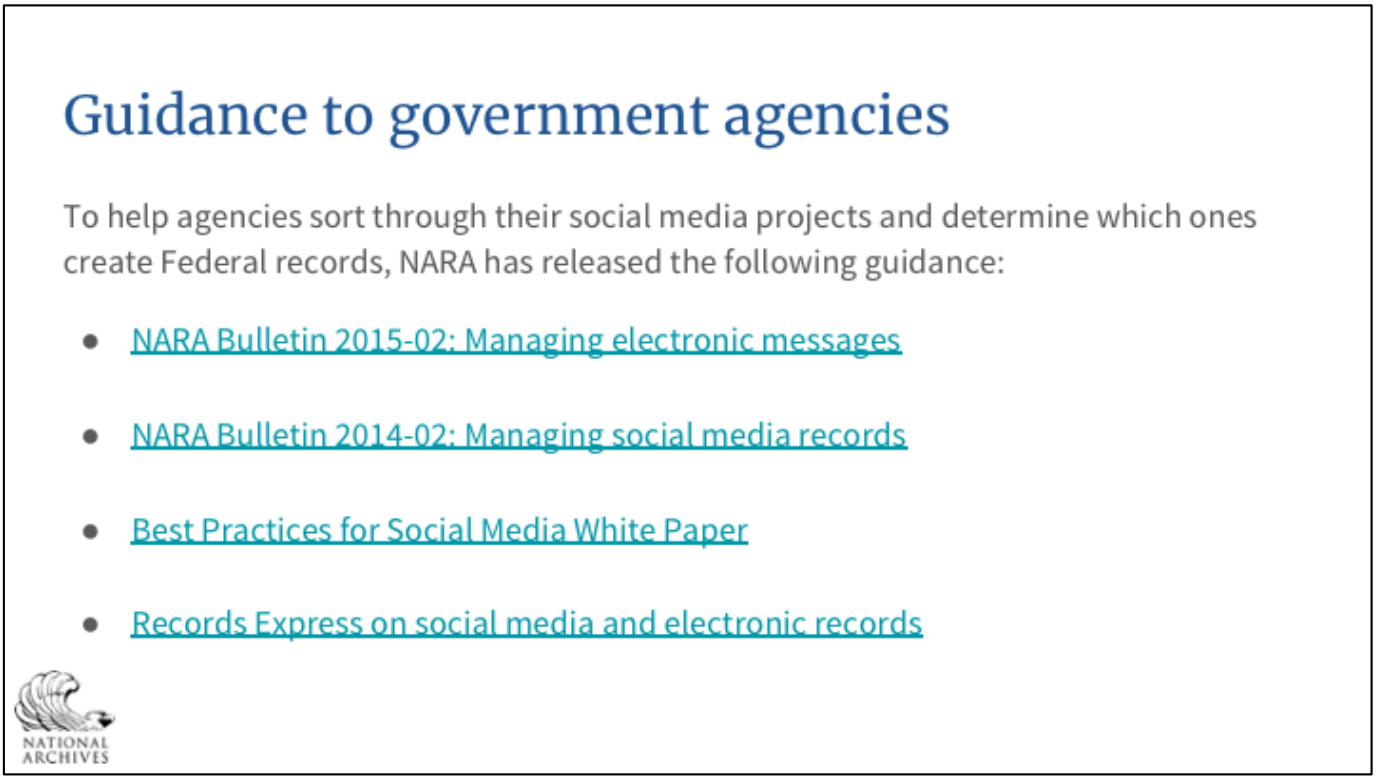
- ❑ Does it contain evidence of a government agency's policies, business, or mission?
- ❑ Is the information only available on the social media site?
- ❑ Does the agency use the tool to convey official agency information?
- ❑ Is there a business need for the information?

President Obama @POTUS44 · 5 Oct 2016

Thank you to every nation that moved to bring the Paris Agreement into force. History will judge today as a turning point for our planet.

1.0K 11K 41K

To help agencies determine whether the social media content they're producing should be classified as a record, NARA suggests asking four basic questions. If you answer 'yes' to one or more, then the content is most likely a record and needs to be managed accordingly.



In the world of records management, social media is still new. Even for the National Archives and Records Administration, it can be a challenge to figure out how to define what's temporary, what's permanent, and what file formats these complex records might be made up of.

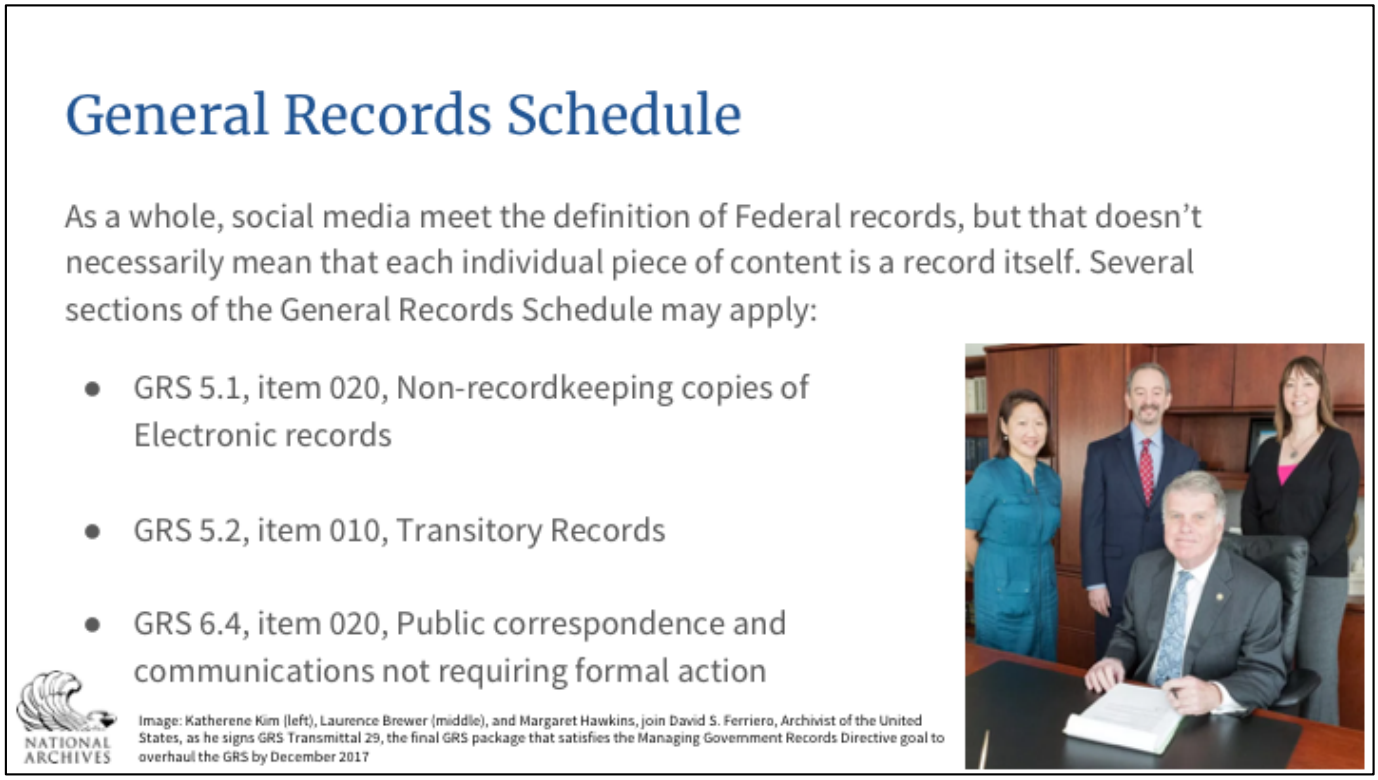
According to the Federal Records Act (FRA), agencies are responsible for creating, identifying, and managing their records wherever they are created, including social media. Agencies are responsible for scheduling their records with NARA and managing them for as long as necessary according to approved records disposition authorities.

The first step for federal social media project owners is to contact their agency's records officer to determine how (or even whether) the records are scheduled. The records officer can also explain any responsibilities for capture and management. Agencies use social media tools in different ways and for different purposes. This range of use cases has a big impact on records management implications.

To help agencies sort through their social media projects and determine which ones create federal records, NARA has released the following guidance:

- NARA Bulletin 2015-02: Guidance on managing electronic messages: This Bulletin addresses electronic messages sent using social media tools.
- NARA Bulletin 2014-02: Guidance on managing social media records:

- Best Practices for Social Media White Paper. This paper includes excerpts of agency policies with records management language as well as a list of free and paid tools available at the time of publication to capture social media tools.
- January 27, 2017 Records Express post: This post on the blog of the Chief Records Officer summarizes the Bulletins and reaffirms that “Agencies must properly manage all Federal records, regardless of medium or format, which includes determining whether an existing disposition authority applies.”



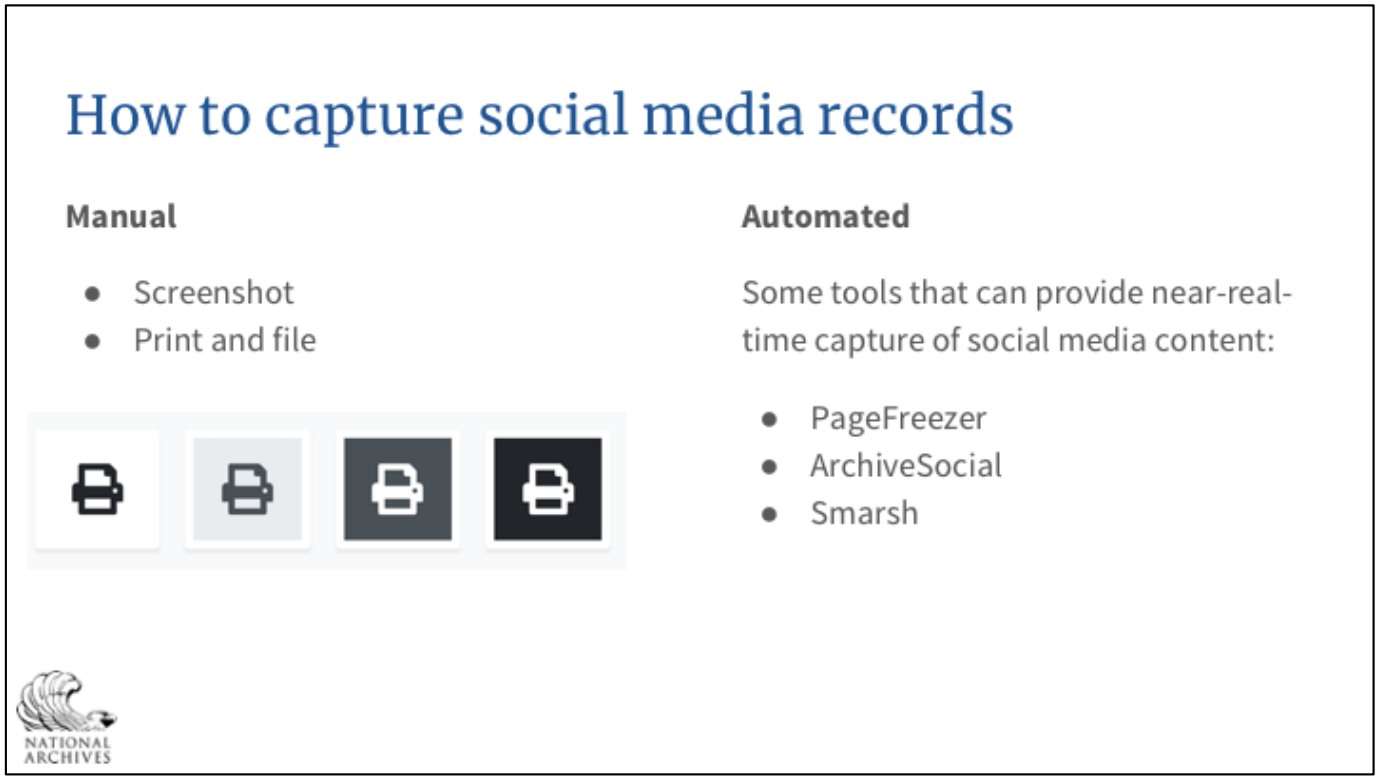
As a whole, social media meet the definition of Federal records, but that doesn't necessarily mean that each individual piece of content is a record itself. While the General Records Schedule doesn't address social media specifically, there are several sections that may apply, depending on the function of the content being shared:

- GRS 5.1, item 020, Non-recordkeeping copies of electronic records (currently GRS 4.3, item 040--this will change with Transmittal 28 this summer). NOTE: This item covers electronic files that are copies that may be on websites or social media, but it does not actually cover websites themselves (the files that make up the web page).

- GRS 5.2, item 010, Transitory Records (currently GRS 23, item 7). The critical part is the definition of a transitory record: Records required only for a short time (generally less than 180 days) and that are not required to meet legal or fiscal obligations, or to initiate, sustain, evaluate, or provide evidence of decision-making. Note that it may not actually be necessary to capture these records off of social media sites, therefore it's not necessary to dispose of them. But if they are captured, this authority could be applied.

- GRS 6.4, item 020, Public correspondence and communications not requiring formal action: This item includes two examples that relate to social media records-- 1) comments posted by the public on an agency website that do not

require response or that the agency does not collect for further use; and 2) agency postings on social media accounts and email blasts that consist of information released or captured elsewhere, provided the agency also captures the posting. These records likely also meet the definition of a transitory record so there is some overlap with GRS 5.2, item 010, but again this item would only be applied if the records are actually captured. The GRS is written to try to clarify this by saying “provided the agency also captures the posting.” If the post isn’t captured in any way, there is no record to dispose of. But, if there is any record--say a draft of a post created for an approval process that is then put on the social media site--that would be covered by this item.



NARA's previous manual process of social media records management captured only a visual snapshot of the content shared online. PageFreezer's digital signatures, history audits, and complete metadata satisfy Open Records requirements such as FOIA, ensuring that records meet legal requirements for e-discovery.

Icons: Font Awesome

Managing our own social media records

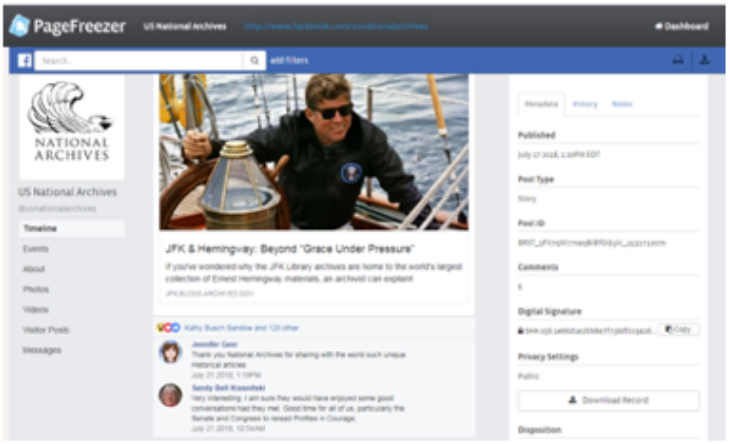
As a Federal agency, NARA also creates records when it publishes social media content.

NARA's social media is currently unscheduled, meaning that for the time being, we treat everything as though it were permanent. [NARA Corporate Records Management is actively working on getting the schedule finalized and approved.

Automatic capture of social media records

Our archiving tool maintains a record of all NARA-created content on six social platforms (Facebook, Twitter, Instagram, YouTube, Tumblr, and Wordpress) as well as user-generated content posted to NARA's platforms.

We've also applied retention and disposition rules which can be adjusted on an account, tool, or item basis.



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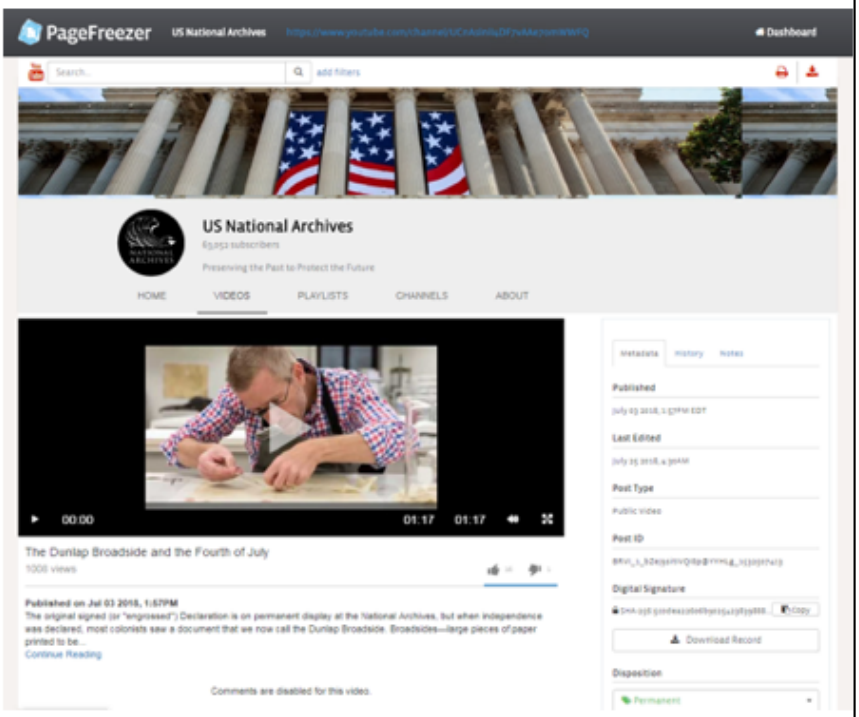
- Up until October 2017, content creators were expected to regularly capture data using whatever limited native process each individual social media platform provided. This responsibility was extremely time consuming for NARA's 120+ content creators, most of whom do not have social media as a primary job responsibility in their performance plans. The obligation to perform such time consuming manual records management could easily result in decreased online engagement as employees minimize content creation.
- At the end of the 2017 fiscal year, the Office of Innovation was able to procure PageFreezer, a social media archiving and records management tool which automatically scans and captures new data in real time. This platform currently manages our Facebook, Twitter, Instagram, YouTube, Tumblr, and Wordpress blog channels.
- PageFreezer maintains a record of all NARA-created content on these six social platforms, as well as user-generated content posted to NARA-owned pages.
- We've also worked with our Corporate Records Management team and PageFreezer to develop customized retention and disposition rules. All items default to Permanent status, but once the records are scheduled, the Corporate Records Management team and the Office of Innovation super admins will have the ability to adjust the status and disposition on an account, tool, or item basis.

- Legal compliance: NARA's previous manual process of social media records management captured only a visual snapshot of the content shared online. PageFreezer's digital signatures, history audits, and complete metadata satisfy Open Records requirements such as FOIA, ensuring that records meet legal requirements for e-discovery. The content is continually captured, the unique look and feel of the individual platforms are maintained, and interactive content is replayable in original form. An advanced search capability allows users to search based on content type, date range, and/or search terms and export the content to respond to specific records requests.
- Each piece of content is assigned its own publication timestamp, post type, post ID, and digital signature. Additionally, PageFreezer captures and flags all content that is edited or deleted once the account has been connected. Together, these features ensure authenticity of the record.
- PageFreezer provides a method of assigning posts, comments, and direct message content to 'cases'. This makes it easy to assign all relevant records to a particular FOIA request and export a single comprehensive report to provide to the FOIA officer. This feature is also useful when staff need to document repeat comment violations resulting in moderation.

Fixity

- Original content, including responses, is preserved
- The unique look and feel of individual platforms is maintained
- Interactive content is replayable in original form



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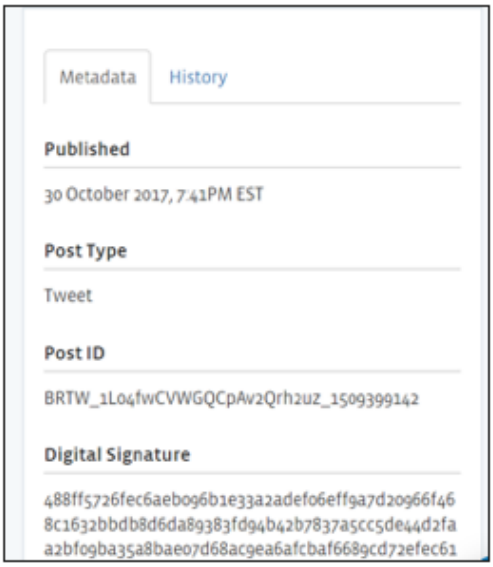
Authenticity

- Each piece of content is assigned its own publication timestamp, post type, post ID, and digital signature.
- Our tool also captures and flags all content that is edited or deleted once the account has been connected.



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Privacy

Government social media accounts include language (e.g., “tweets may be archived”) and link to their privacy policies.

About

Welcome to the official White House Facebook page for the Trump Administration.

Comments posted on and messages received through White House pages are subject to the Presidential Records Act and may be archived. Learn more at WhiteHouse.gov/privacy.

Melania Trump

@FLOTUS

This account is run by the Office of First Lady Melania Trump. Tweets may be archived. More at wh.gov/privacy

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Case study: Presidential social media transition

- Obama was our first social media president
- We took a dual approach to records:
  - Preservation: Ingested by EOP-ERA
  - Access: Remained on original platform
- Partnerships between NARA, the White House, and the platforms themselves enabled continued public access
  - @WhiteHouse became @ObamaWhiteHouse
  - @POTUS became @POTUS44
  - And so on...

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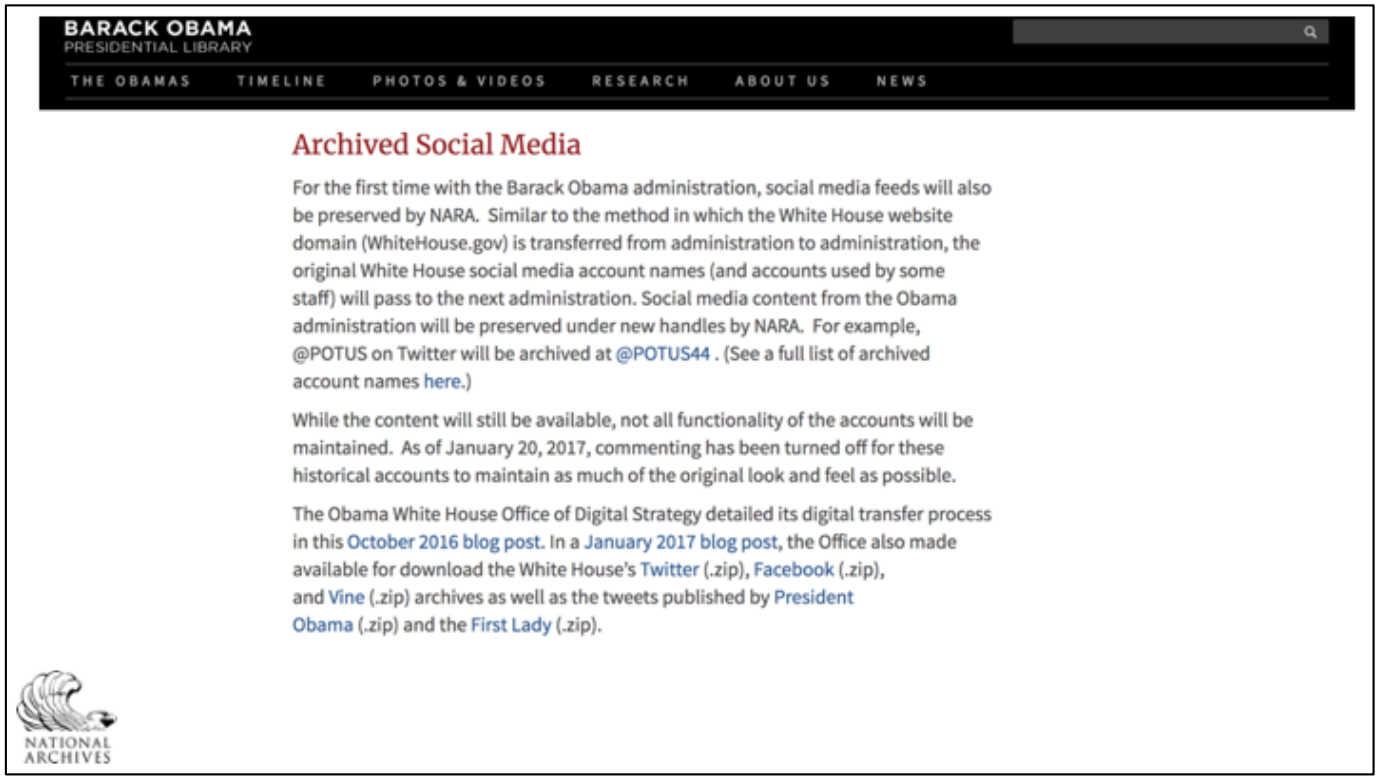
For the first time with the Barack Obama administration, social media feeds were also preserved by NARA. Similar to the method in which the White House website domain (WhiteHouse.gov) is transferred from administration to administration, the original White House social media account names (and accounts used by some staff) were passed to the next administration on January 20, 2017.

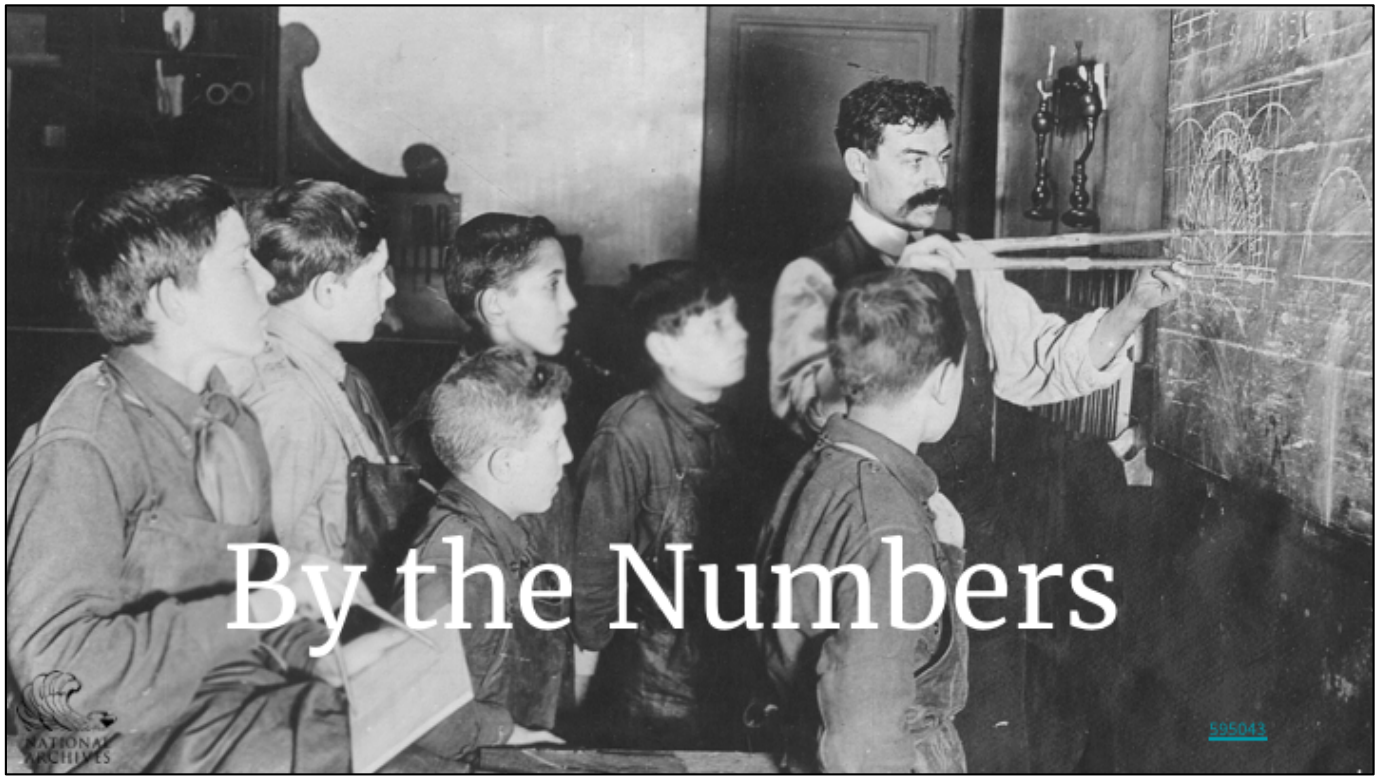
To ensure that the existing Obama content stayed available to the public after the transition, social media staff worked closely with Office of Presidential Libraries, experts in the Executive Office of the President - Electronic Record Archives (EOP-ERA), White House Office of Digital Services staff, and platform vendors to coordinate the closure, duplication and/or freezing of approximately 60 Obama administration Facebook, Flickr, Instagram, Medium, Tumblr, Twitter, and YouTube accounts.

These accounts were preserved under new handles -- for example, @POTUS on Twitter was archived at @POTUS44. The official records with all necessary metadata were captured and saved in EOP-ERA.



Source: https://www.obamalibrary.gov/research/archived-white-house-websites-and-social-media

NARA as Social Media User

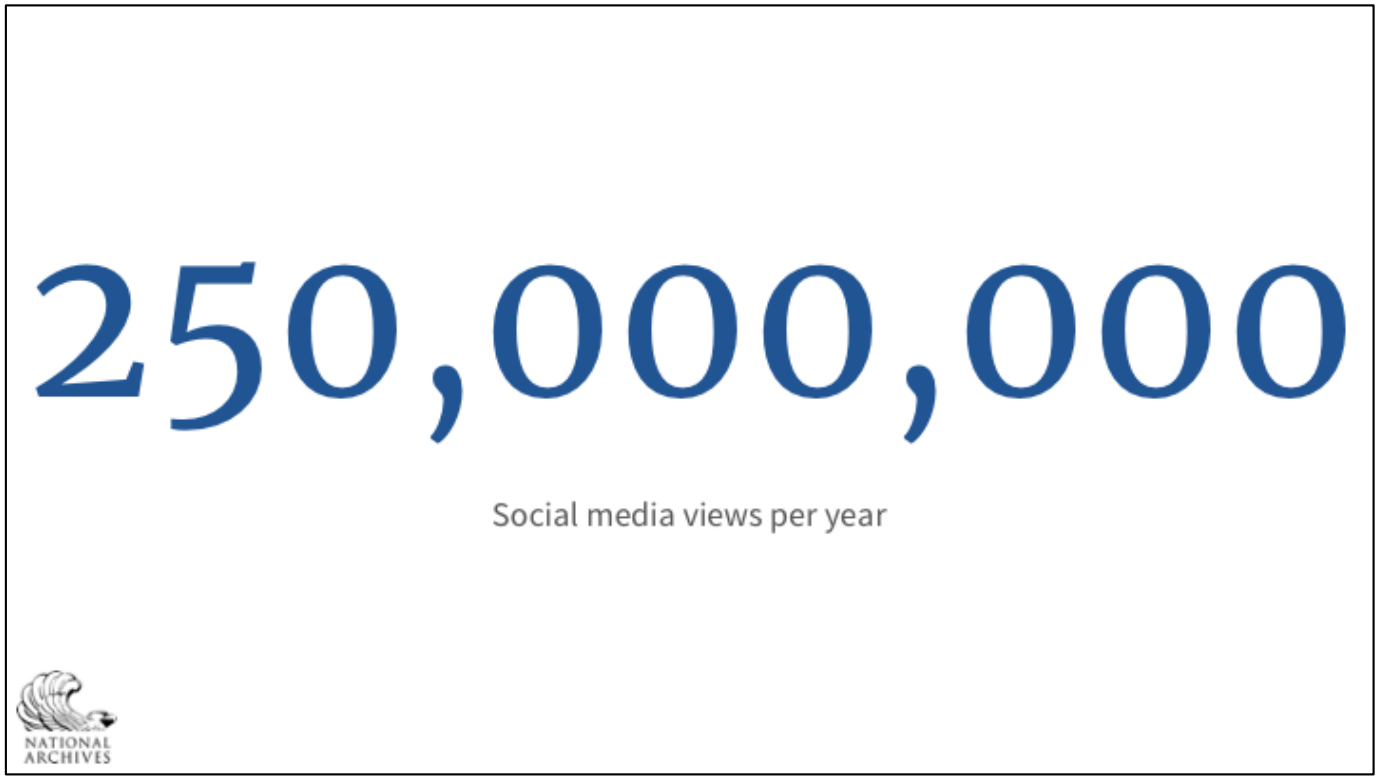

By the Numbers
595043

Records Express: https://records-express.blogs.archives.gov/

Biggies: Facebook, Twitter, YouTube, Instagram, Tumblr, Wordpress
Plus: HistoryPin, Flickr, Pinterest, Giphy, GCI, Storify, etc

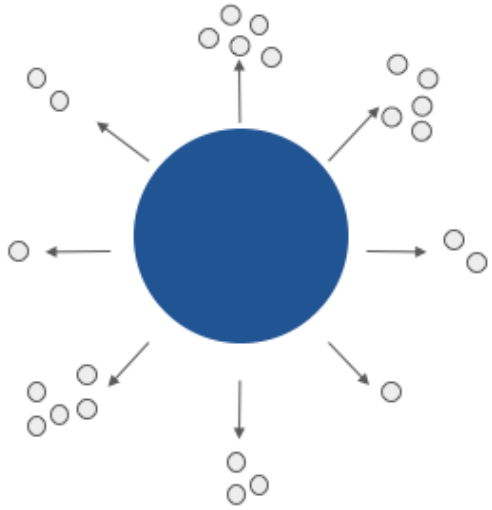
Different offices/locations own their accounts and are the content creators and subject matter experts

Includes the account owners, content creators, blog writers, etc. but also includes staff who regularly are tapped for content or share interesting stories, but don't necessarily create any social media posts



In FY15, almost 250 million people viewed content posted to social media platforms, which is up significantly over the previous fiscal year (141 million).

Cultivating a Community of Practice



Distributed responsibility:

- 130 accounts

Centralized community support:

- Biweekly meetings open to all (Hangouts)
- Policy
- Proposal and set up process
- Negotiate Terms of Service agreements
- Training: Tips for Social Media Success

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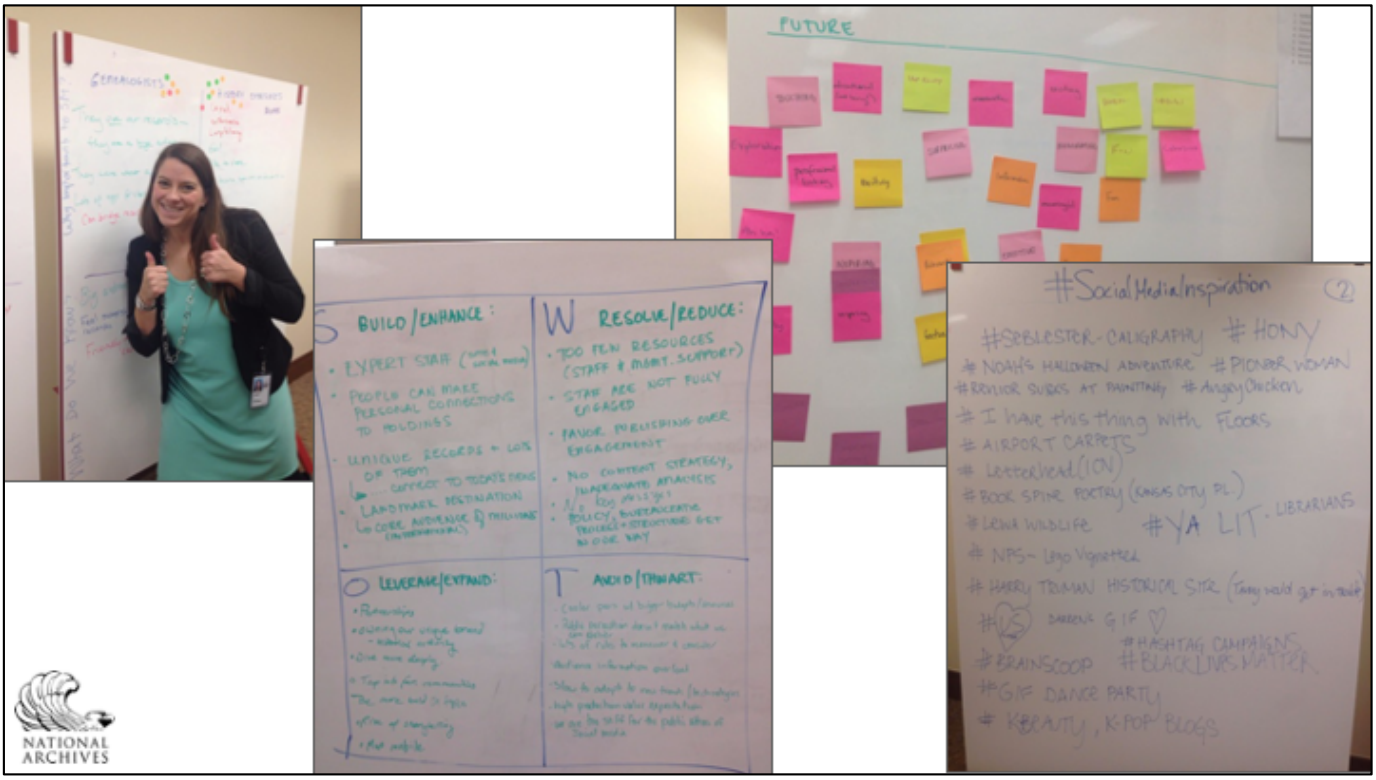
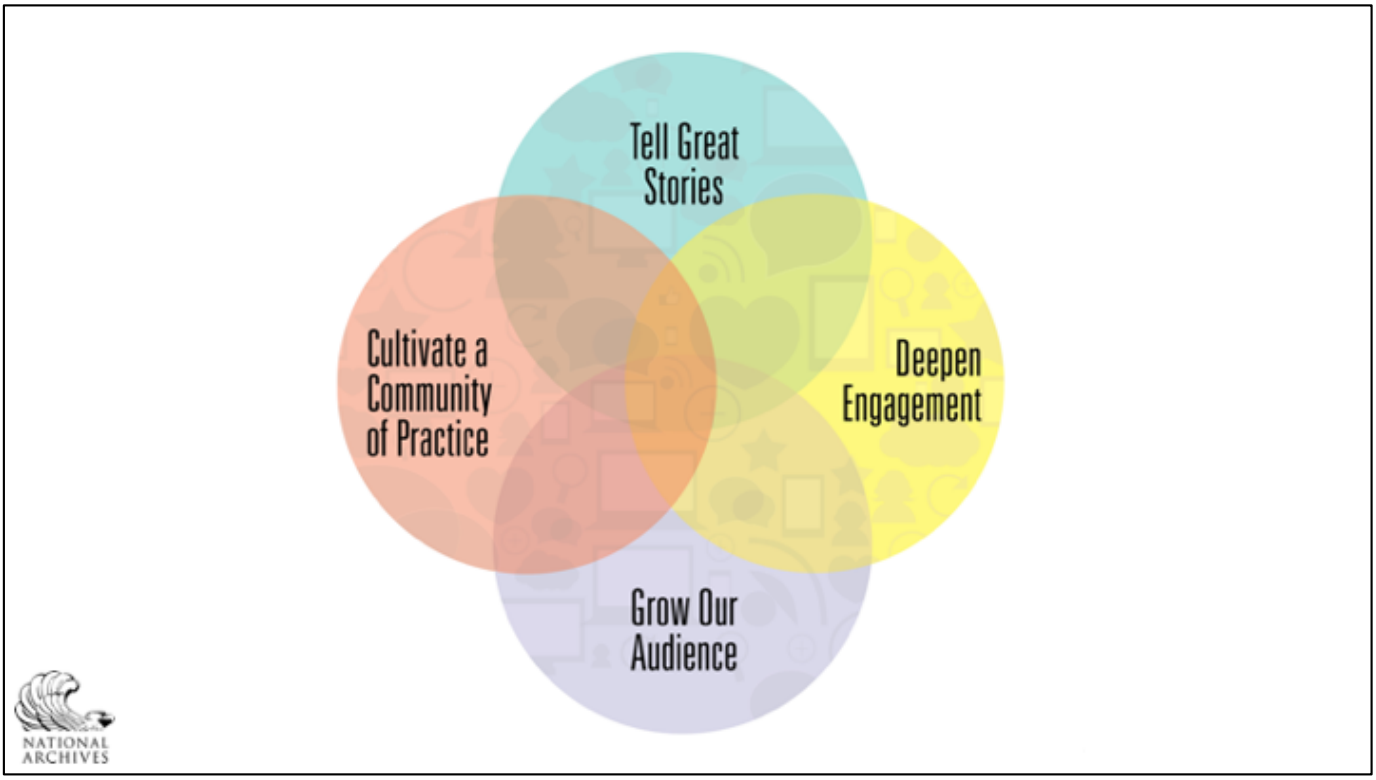
How does NARA handle governance of social media? We have 130 accounts managed by more than 200 staff across the agency. We also have a small 2-person team within the Office of Innovation that supports and cultivates this larger community of practice. They host biweekly meetings, handle social media policy, approve proposals for new accounts and help new account managers get set up, negotiate Terms of Service agreements with platforms and vendors, and provide training to NARA staff.

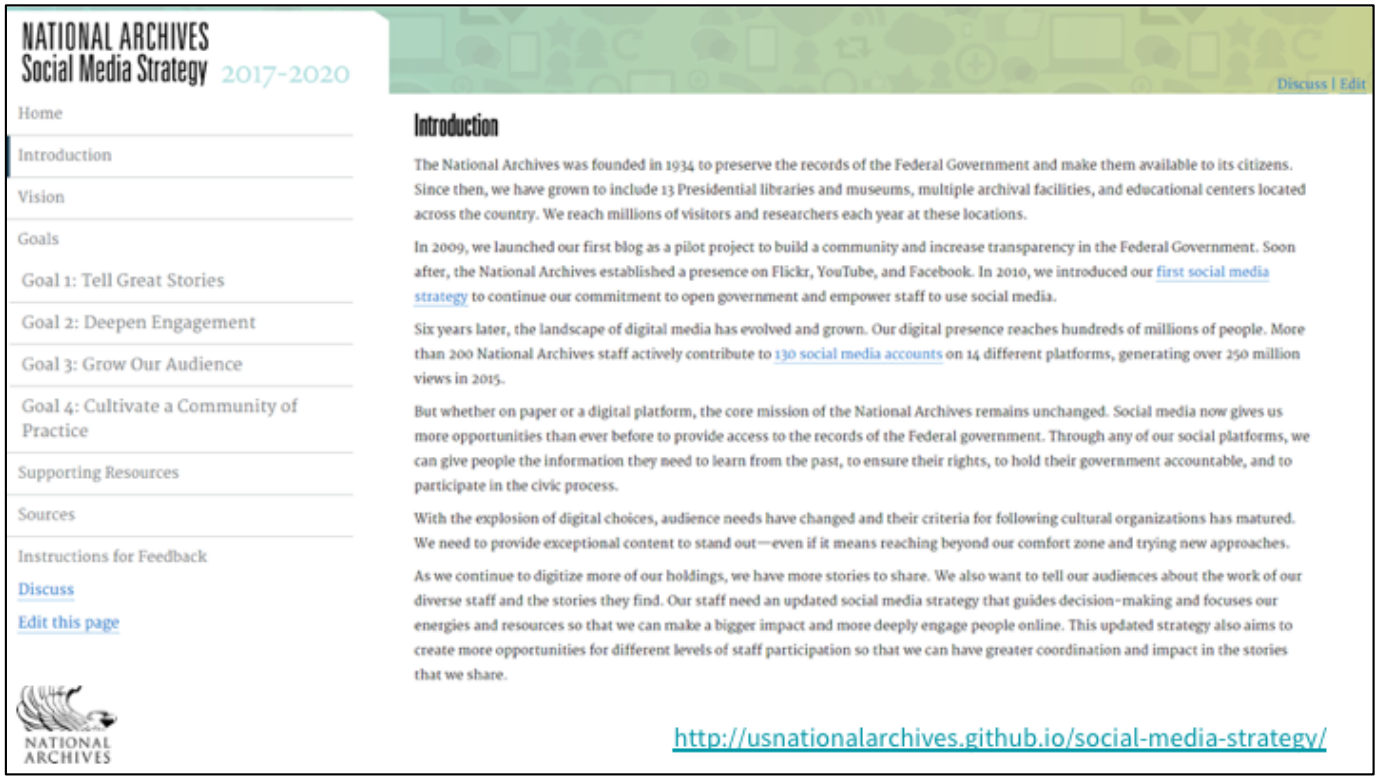


How did we create our social media strategy

- One day of internal workshops
  - SWOT analysis
  - Audience
  - Objectives
  - Elevator pitch and vision
  - What would success look like in five years?
- Staff lightning sessions
  - Magic wand, inspiration, superpower
- Small team drafting
- Stakeholder review on GitHub
- Launch at beginning of FY17

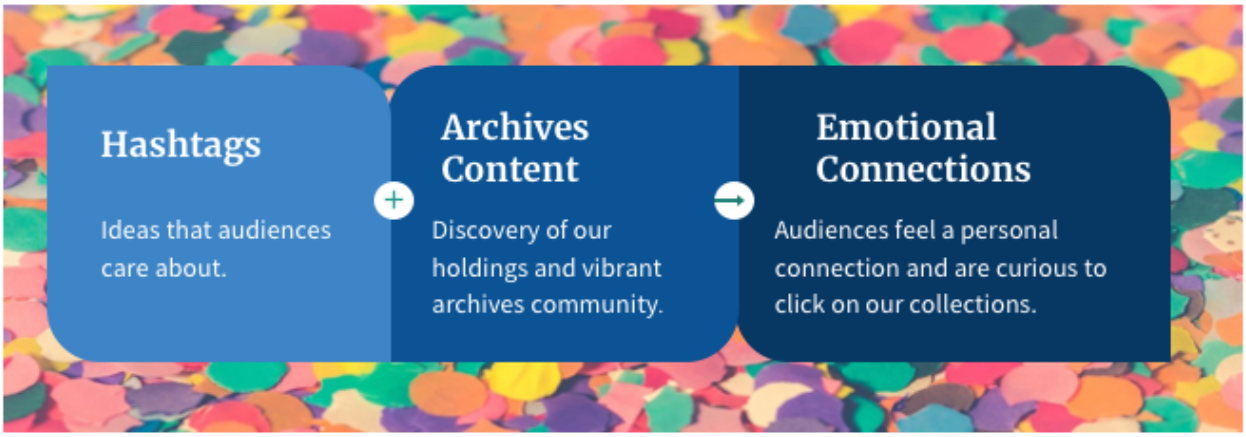


The four key goals of our social media strategy are to: 1. Tell Great Stories 2. Deepen Engagement 3. Grow Our Audience and 4. Cultivate a Community of Practice



Find our FY17-20 social media strategy on GitHub

#ArchivesHashtagParty



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Why?

1. Creating value and demand for archives on social media.

2. Mobilizing archives across the country to answer calls-to-action.

3. Forging connections between archives for future projects.

4. Hosting conversations and discoveries around our collections.

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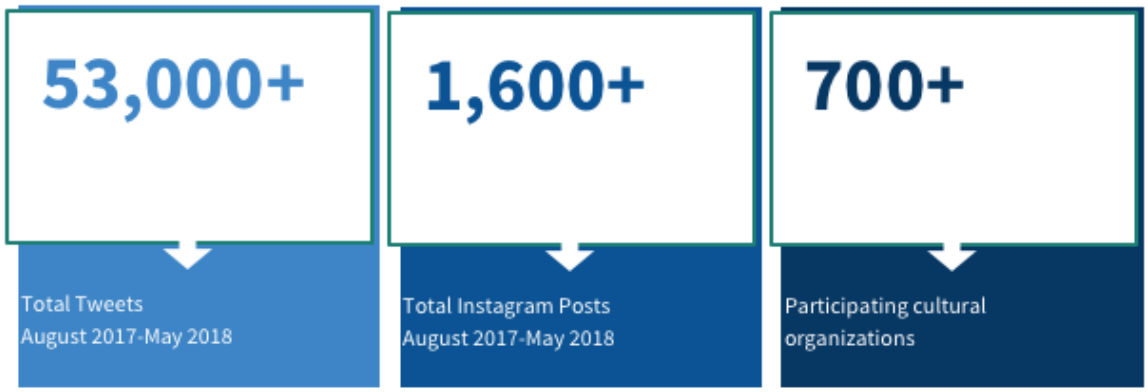
#ArchivesHashtagParty: Results

1 party per month since August 2017



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ted, always tired
@teioh
Follow

The #ArchivesPotluck hashtag is absolutely fascinating if you're interested in food culture and politics

2:54 PM - 3 Nov 2017

2 Likes

Anabetta #Resists
@BeTheChange800
Follow

#ArchivesBlackHistory is trending. Take a look. Such rich history that is still overlooked in most history books. I'm especially glad to see African American women who were forgotten because of their race and gender. #BlackHistory #BlackHistoryMonth #WomensHistory

1:11 PM - 2 Feb 2018

1 Like

Clara
@thesoulofverity
Follow

Is it weird that #ArchivesHashtagParty is one of my favorite things to ever exist? Anyway, I think I spy some yarn crafts in this photo of Haven House c. 1911 from the @smithcollege archives! #ArchivesCrafty

9:57 AM - 1 Dec 2017

3 Likes

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Atii Sled Dogs
@9dognight
Follow
The hashtag #ArchivesAwesomeWomen is truly awesome—featuring many impressive #women, being shared from many different places, each with an interesting snippet of #Herstory to peak one's interest for #DeeperLearning! #WomensHerstory ♀ #NeverthelessShePersisted #ChangeTheWorld now
1:49 PM - 2 Mar 2018
Shannon
@charmtype
Follow
This month's #ArchivesHashtagParty is animal themed and as the kids say, I am here for it #ArchivesAnimals
US National Archives @USNatArchives
During #ww1, these shepherdesses drove their #sheep through the streets of #Chicago to encourage people to raise lambs on their lawns: go.usa.gov/xQ9v5 #ArchivesAnimals
2:21 PM - 4 May 2018 from Framingham, MA
2 Likes
Hillary S. Kativa
@nextdoriskearns
Follow
Today is #ArchivesDanceParty with @USNatArchives and suddenly I feel like my entire life has been leading me to this moment.
GIF
8:45 AM - 6 Apr 2018
1 Retweet 9 Likes
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Connections to Our Social Media Strategy

Tell Great Stories	Deepen Engagement	Grow Our Audience	Cultivate a Community of Practice
Stay inspired!	**Responsive and real**	**Let others shine**	**Stronger together**
Projects that inspire staff, partners, and audiences.	Audiences love the interactions and banter.	Make it easy and attractive for organizations to join and bring their own audiences.	Design for easy inclusiveness and others will come.

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Going International

From large influential accounts to small historical societies, everyone has something to contribute to the Hashtag Party!

[Review the growing guest list here.]

- Australia
- Canada
- England
- Ireland
- Germany
- Scotland
- Switzerland

Join us!

archives.gov/hashtagparty

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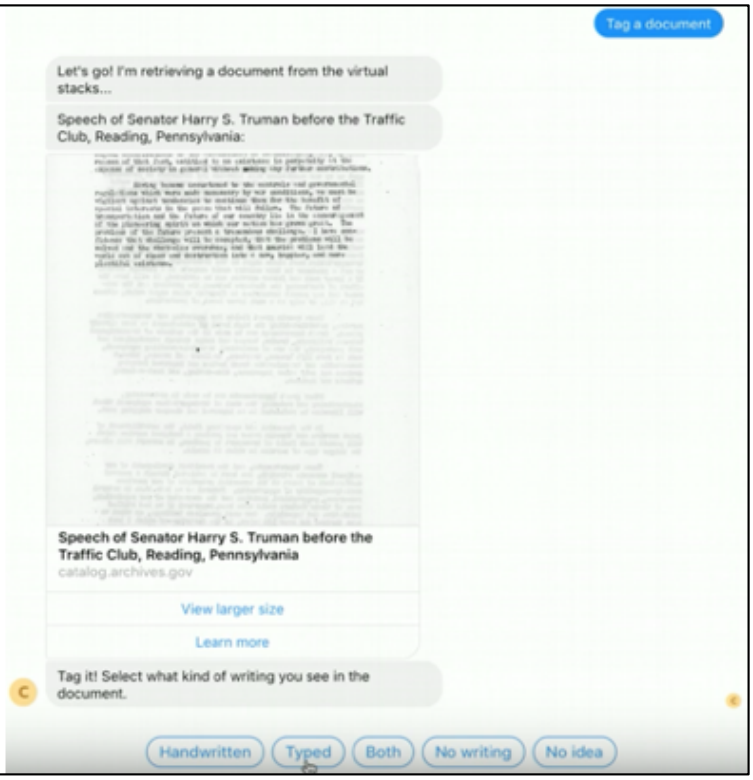
Several challenging goals set out in NARA's strategic plan serve as the backdrop for this research project:

- By FY 2024, NARA will digitize 500 million pages of records and make them available online to the public through the National Archives Catalog.
- By FY 2025, NARA will provide digital, next-generation finding aids to 95 percent of the holdings described in the National Archives Catalog.
- By FY 2025, NARA will have 1 million records enhanced by citizen contributions to the National Archives Catalog.

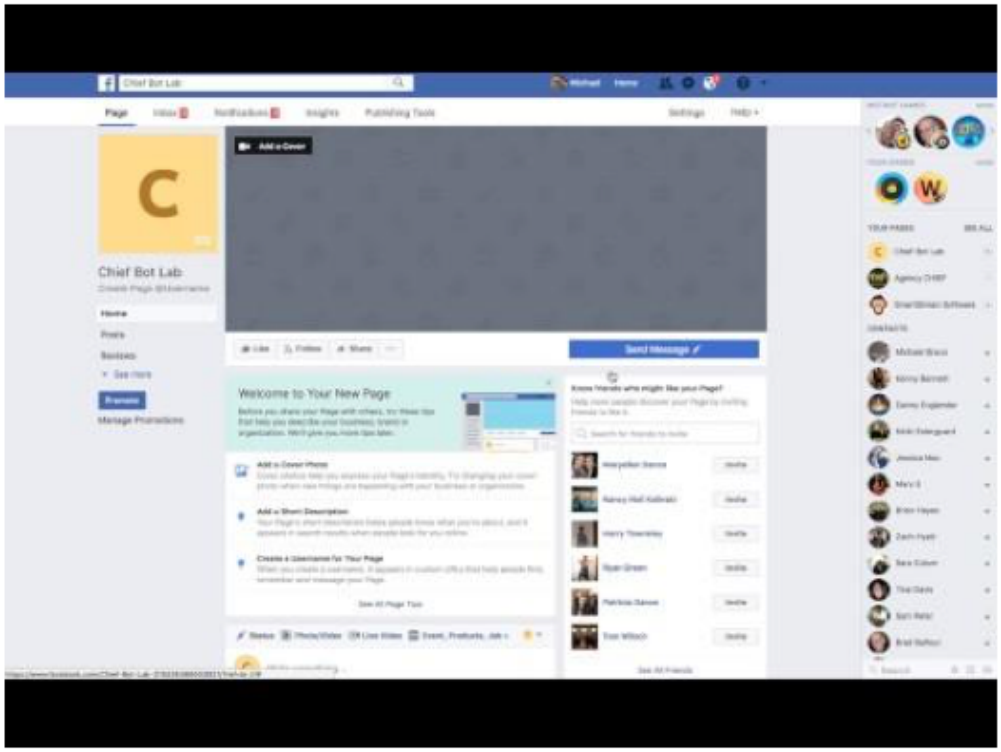
To achieve these goals, NARA must not only figure out how to provide access to a massive number of archival resources but also how to do it through user-centered digital products that scale.

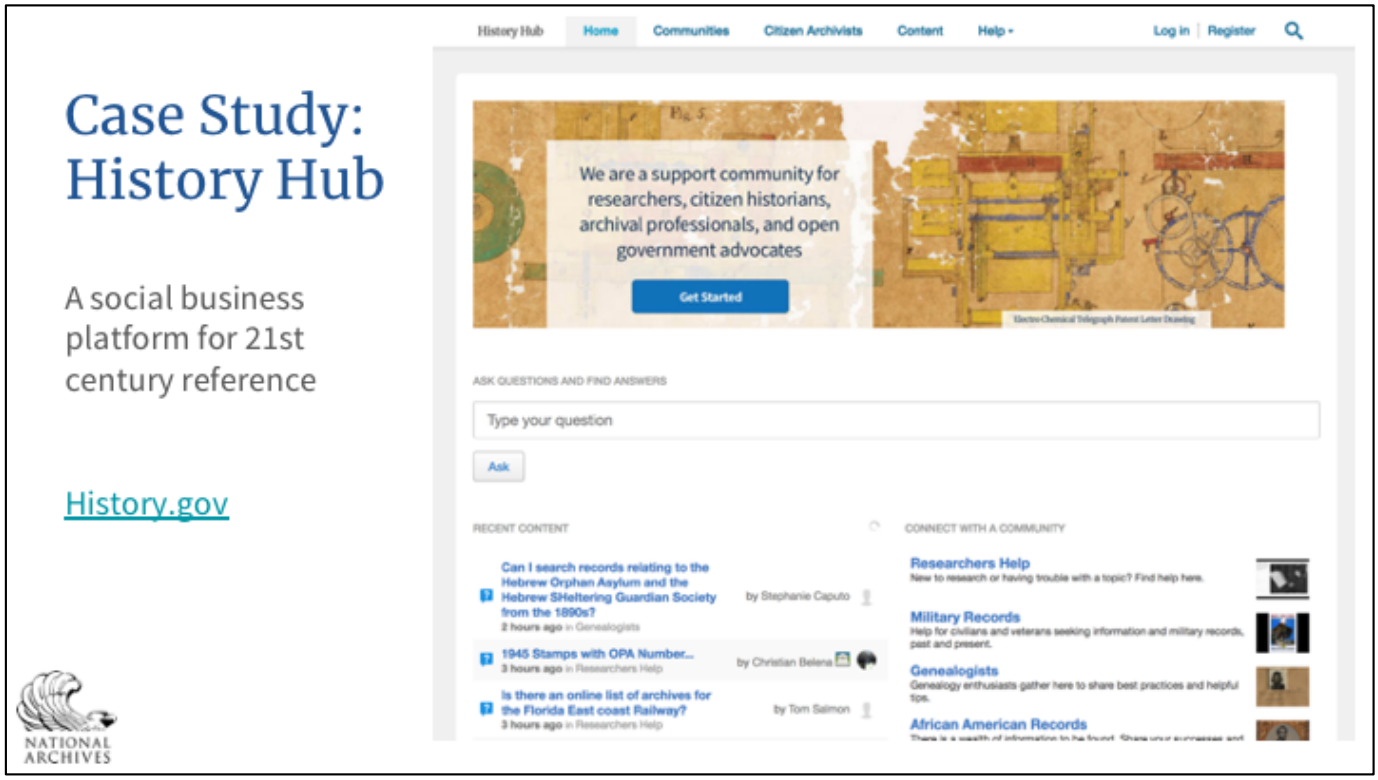
Facebook Messenger Chatbot

How might we massively scale up our Citizen Archivist Engagement activities?



NATIONAL ARCHIVES


Chief Bot Lab
Page
Add a Cover
Chief Bot Lab
Home
Posts
Reviews
See more
Promote
Manage Promotions
Send Message
Welcome to Your New Page



History Hub (history.gov) is a crowdsourcing platform and online community that served 60,000 users in 2017. History Hub enables researchers to find expertise, share information, and work together. More than 700 research questions have been asked and answered on the platform since its launch in 2016. We are just beginning to understand the potential uses of History Hub as a platform, and this research project helped us better understand who uses the site (and who doesn't), and what role it plays in supporting researchers. History Hub is intended to be a tool for many cultural institutions to use (not just NARA) and it is free and open to all

History Hub is...

a crowdsourcing platform for people interested in researching history

Blog Posts Documents Discussions Polls Events Ideas

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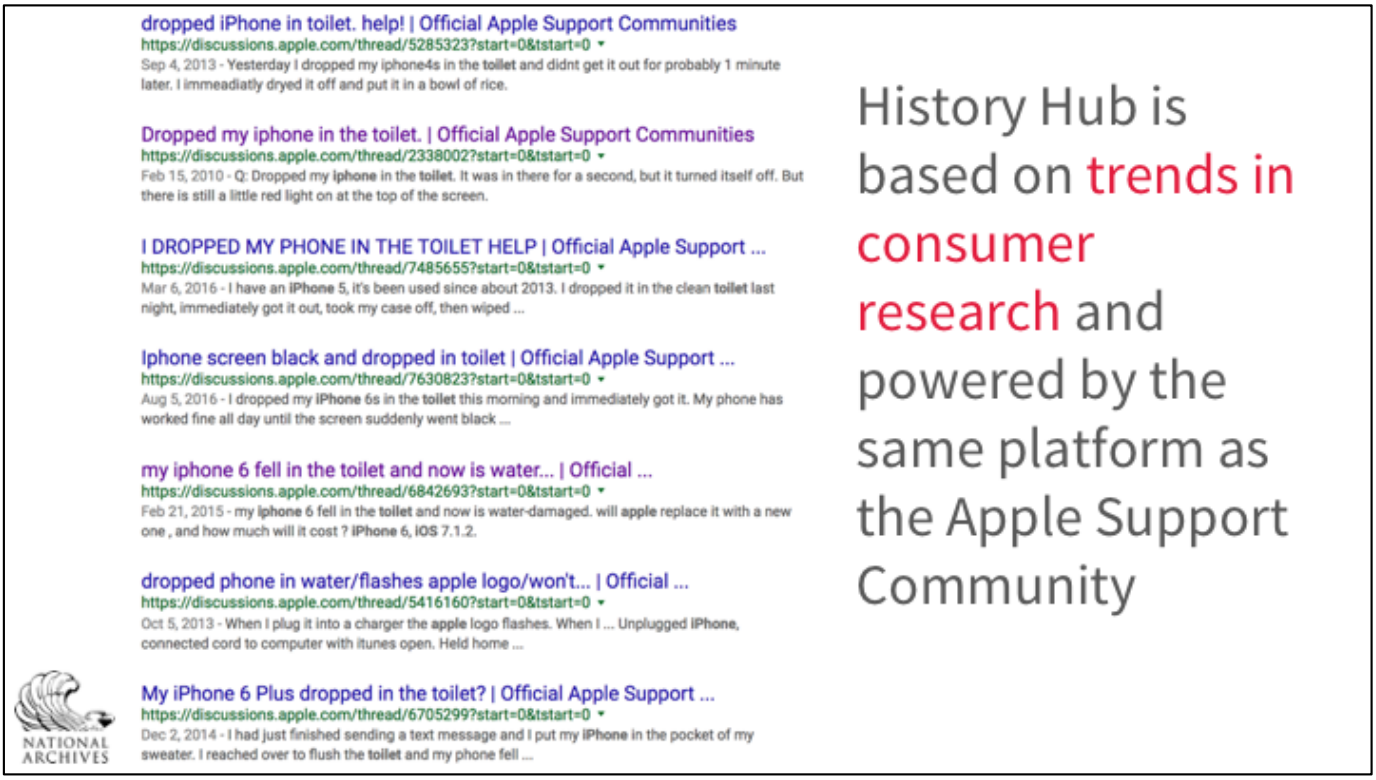
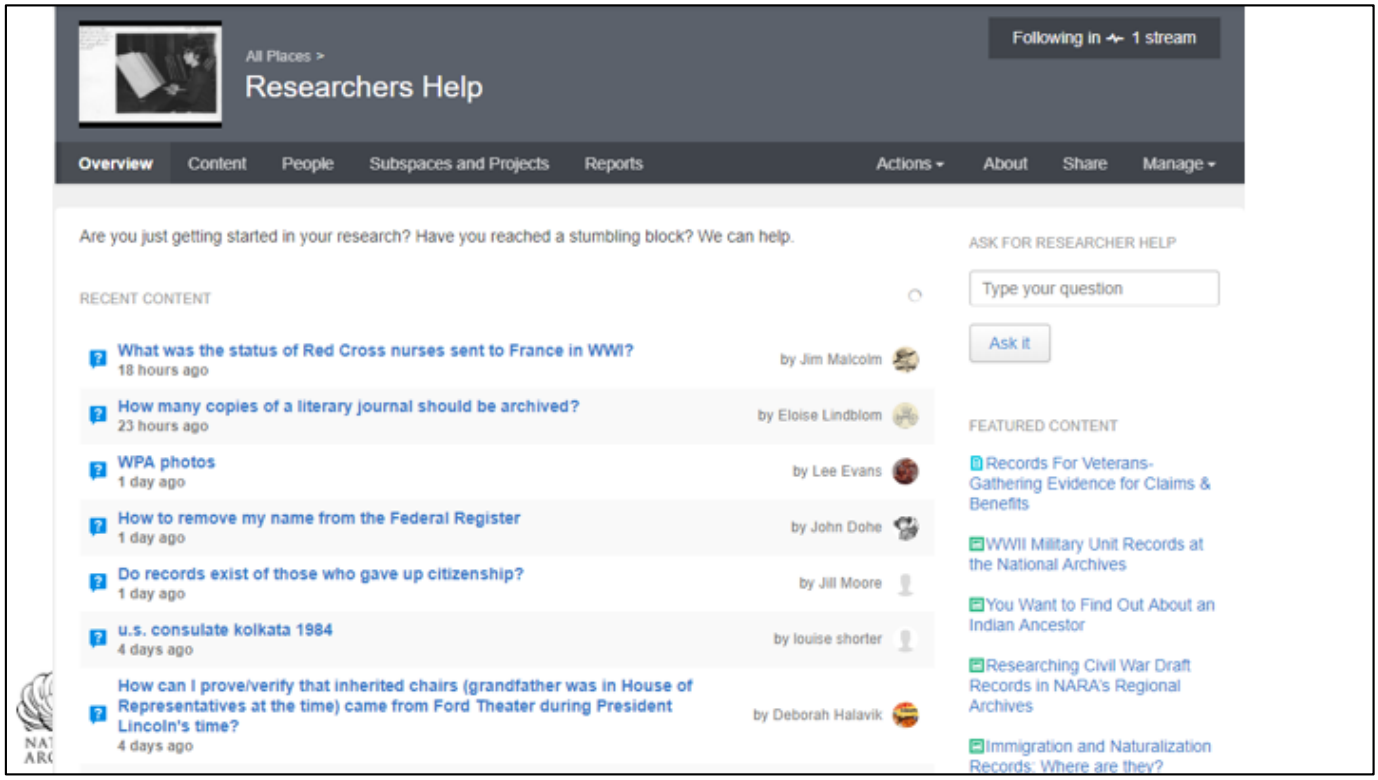

dropped iPhone in toilet. help! | Official Apple Support Communities
https://discussions.apple.com/thread/5285323?start=0&tstart=0
Sep 4, 2013 - Yesterday I dropped my iphone4s in the toilet and didnt get it out for probably 1 minute later. I immeadiatly dryed it off and put it in a bowl of rice.
Dropped my iphone in the toilet. | Official Apple Support Communities
https://discussions.apple.com/thread/2338002?start=0&tstart=0
Feb 15, 2010 - Q: Dropped my iphone in the toilet. It was in there for a second, but it turned itself off. But there is still a little red light on at the top of the screen.
I DROPPED MY PHONE IN THE TOILET HELP | Official Apple Support ...
https://discussions.apple.com/thread/7485655?start=0&tstart=0
Mar 6, 2016 - I have an iPhone 5, it's been used since about 2013. I dropped it in the clean toilet last night, immediately got it out, took my case off, then wiped ...
Iphone screen black and dropped in toilet | Official Apple Support ...
https://discussions.apple.com/thread/7630823?start=0&tstart=0
Aug 5, 2016 - I dropped my iPhone 6s in the toilet this morning and immediately got it. My phone has worked fine all day until the screen suddenly went black ...
my iphone 6 fell in the toilet and now is water... | Official ...
https://discussions.apple.com/thread/6842693?start=0&tstart=0
Feb 21, 2015 - my iphone 6 fell in the toilet and now is water-damaged. will apple replace it with a new one , and how much will it cost ? iPhone 6, iOS 7.1.2.
dropped phone in water/flashes apple logo/won't... | Official ...
https://discussions.apple.com/thread/5416160?start=0&tstart=0
Oct 5, 2013 - When I plug it into a charger the apple logo flashes. When I ... Unplugged iPhone, connected cord to computer with itunes open. Held home ...
My iPhone 6 Plus dropped in the toilet? | Official Apple Support ...
https://discussions.apple.com/thread/6705299?start=0&tstart=0
Dec 2, 2014 - I had just finished sending a text message and I put my iPhone in the pocket of my sweater. I reached over to flush the toilet and my phone fell ...
NATIONAL ARCHIVES
History Hub is based on trends in consumer research and powered by the same platform as the Apple Support Community

Consumer expectations

- ✓ Ask a specific question
- ✓ Get help immediately, often from "citizen experts"
- ✓ Ask follow-up questions
- ✓ Search and find an answer easily


All Places >
Researchers Help
Following in 1 stream
Overview
Content
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Actions
About
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Are you just getting started in your research? Have you reached a stumbling block? We can help.
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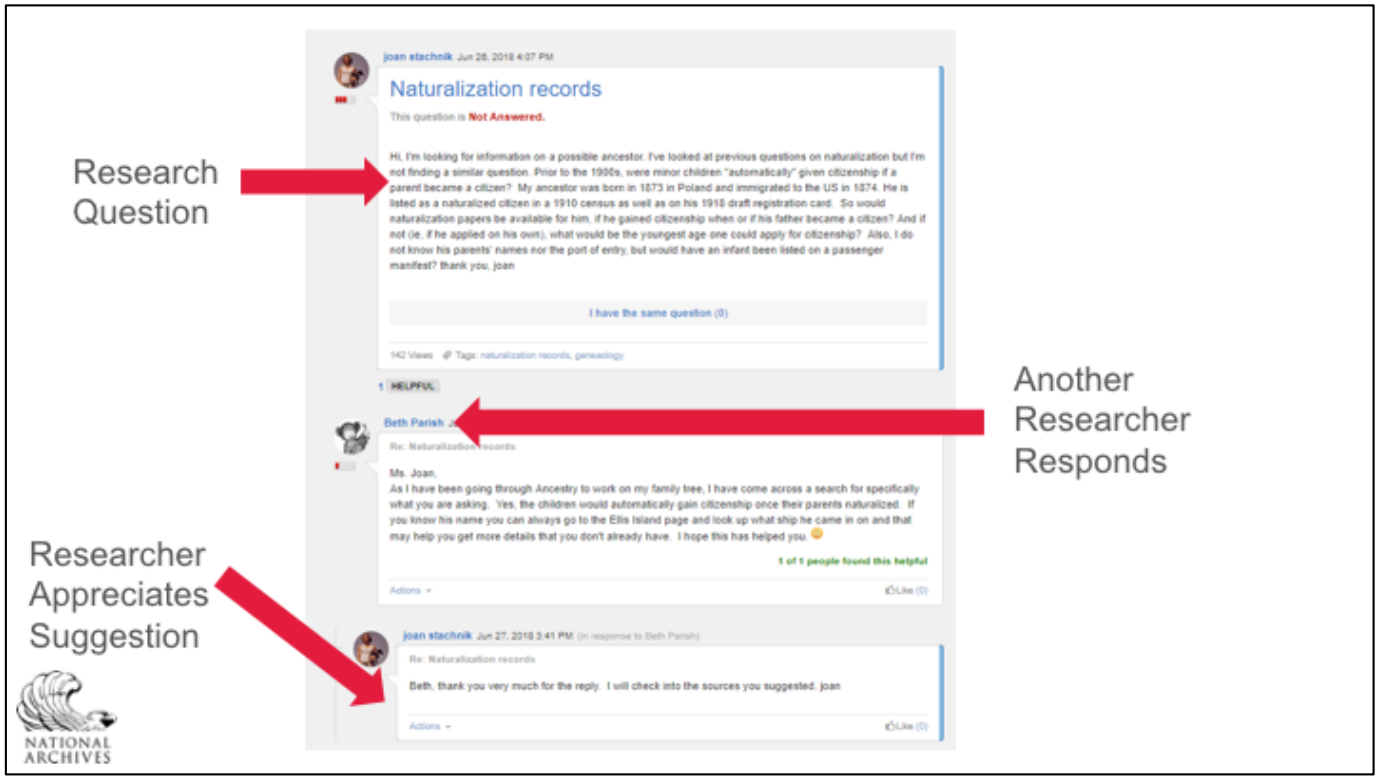
WWII Military Unit Records at the National Archives
You Want to Find Out About an Indian Ancestor
Researching Civil War Draft Records in NARA's Regional Archives
Immigration and Naturalization Records: Where are they?

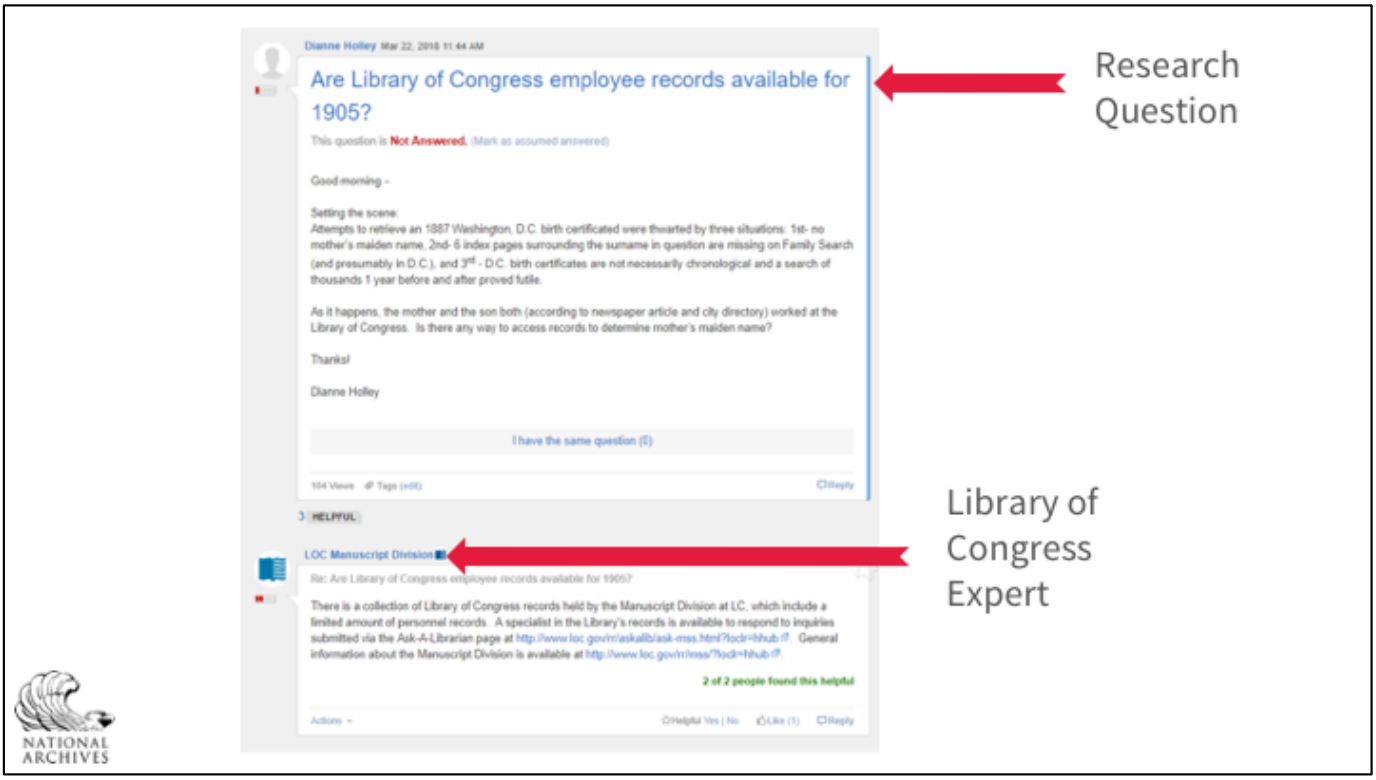
History Hub is...

- ★ A platform where people can get answers from multiple sources
- ★ ...and a community of citizen experts
- ★ A knowledge-base that scales and improves in quality over time

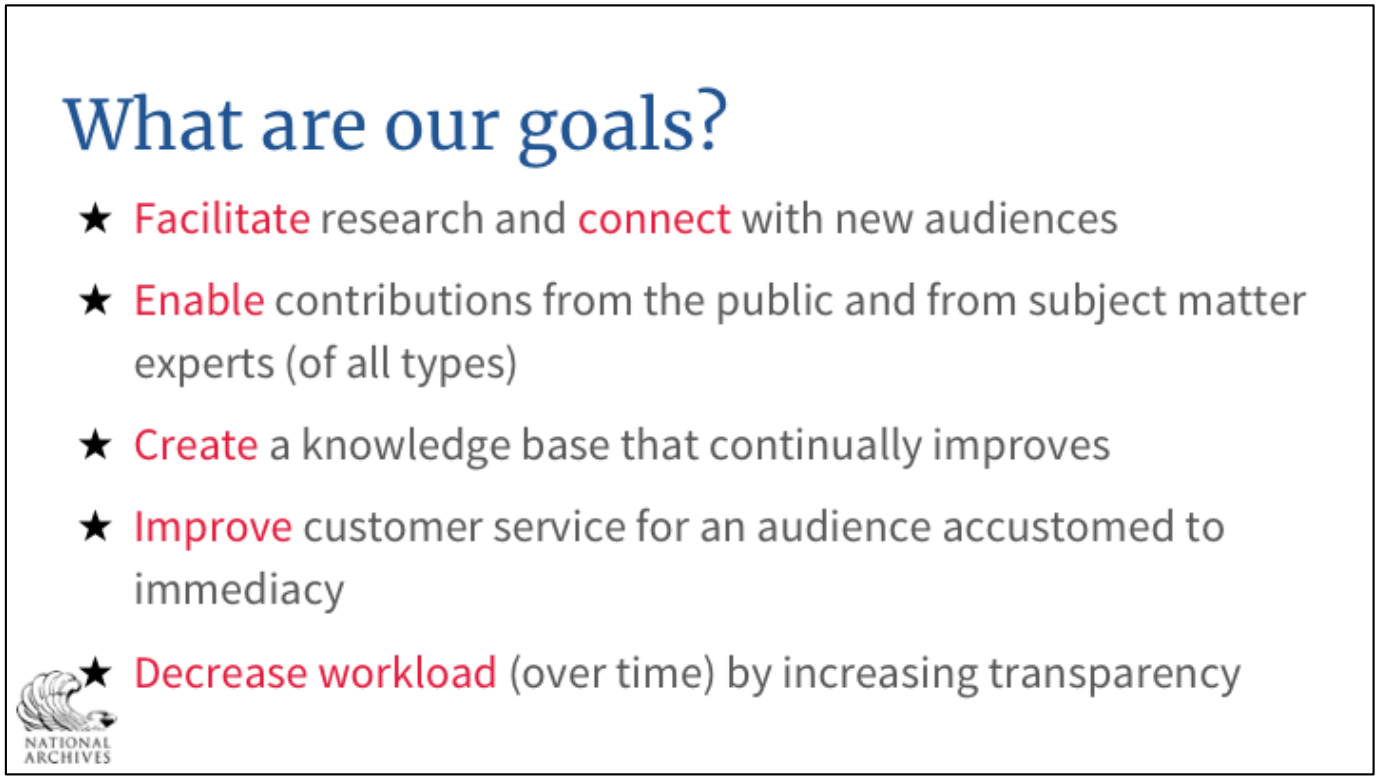
NATIONAL ARCHIVES



Here is an example of a researcher sharing what they know with another researcher.



This is an example of external collaboration with the Library of Congress Manuscript Division.



History Hub is an additional tool that we can to use to assist researchers and is a different way for them to connect with us.

Responses to requests are not limited to just NARA staff but also by the general public who have conducted research on the same or similar topics and are willing to share what they know.

Over time, a knowledge base will be compiled

Not only will this improve customer service but also meet their needs of knowing an answer in less time than they are currently receiving

We hope that this eventually will help decrease our reference load

How to get started with History Hub

- MOUs or agreements are not necessary for partner institutions
- Participation is open to anyone
- "Expert" badge for institutions available upon request
- We can work with you to experiment with the platform on a short term pilot

Contact us!

History Hub, historyhub@nara.gov

NATIONAL ARCHIVES

NATIONAL ARCHIVES
200244

Thank You!

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