SOCIAL MEDIA PRESERVATION

To connect to the audio portion of the conference, dial 1-605-475-6150, then enter conference code 5915426# at the prompt. Please mute your phone.
ACKNOWLEDGEMENTS

• This project made possible by a grant from the U.S. Institute of Museum and Library Services
SOCIAL MEDIA & RECORDS MANAGEMENT

Bonnie Weddle
New York State Archives
WHAT IS SOCIAL MEDIA?

• Core characteristics
  - Web-based
  - Enables sharing of user-generated content
  - Foster social interaction
  - Provided as a service

• Types
  - Blogging and microblogging
  - Social networks
  - Photo and video libraries
  - Virtual worlds
  - Wikis
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MANAGE & PRESERVE . . . THIS?

Roman Candle Gatling Gun

Bonnie Weddle
September 13 near Wooster, OH

Decided to make myself a cup of coffee. Poured water into the machine, put a filter in . . . and poured the grounds directly into the mug.

I'M GLAD THAT I'M ON TV

NOW THE NATION KNOWS THAT I HATE THEM

Does it take 18 months for twins to be born? Or 9?
GOVERNMENTS USE SOCIAL MEDIA

- **External**
  - Convey information to citizens
  - Foster citizen engagement and dialogue

- **Internal**
  - Support business processes
GOVERNMENTS USE SOCIAL MEDIA CREATES GOVERNMENT RECORDS

As a result of Supreme Court's DOMA decision, New York State is now able to issue refund checks to qualified same-sex spouses who were required to pay taxes for no reason other than their sexual orientation. Learn more & share!

Governor Cuomo Announces Estate Tax Refunds Available to Qualified Spouses of Same-Sex Couples [...] www.governor.ny.gov

U.S. Supreme Court Decision Means New York Taxpayers may be Eligible for Refunds by

Like · Comment · Share

Shana Davis, Cody Dorsino, Angelo DiGangi and 176 others like this.

Roger Gindi Thanks, Andy!
July 23 at 12:37pm · 1

Kev Sa You mean for me to exercise my Constitutional right (by Federal foundation and a CIVIL RIGHT according to NY Law) to keep and bear arms I have to GET PERMISSION and PAY A FEE, but people with sexual orientation in the minority gets money back for something that is not even an authority given to the feds?? How’s that for equality.
July 23 at 12:40pm · 5

Karl Zaker Vote pandered. if you truly believed in it, you would have done the same thing you did with the Unsafe Act.
I hope people see his true colors and only makes moves that will gain him more votes than lose. He doesn’t move on the wishes of the people or we would be having midterm elections for the removal of the scum in Albany- including him.
July 23 at 12:42pm via mobile · 1

Patrick Strain You sound like a lot of fun, Kev.
July 23 at 12:42pm · 5

NYS DHSES @NYSDHSES
Commissioner Hauer in Breezy Point pic.twitter.com/1PupICa

NYS DHSES @NYSDHSES
Filing unemployment insurance claims? Extended date 11/10 | Call 1-888-209-8124 for more info #Sandy

LIPA @LIPAnews
if you have an electrical inspection certificate, u or ur electrician may fax it to 631-644-3643 or email: servicecert@service.lipower.org

NYS DHSES @NYSDHSES
Families experiencing disruptions in obtaining #WIC benefits due to Hurricane #Sandy - call the Growing Up Healthy Hotline at 1-800-522-5006

NYS DHSES @NYSDHSES
Stress anxiety & depression r common reactions after a disaster. For more information Visit SAMHSA @disasterdistress.SAMHSA.gov

NYS DHSES @NYSDHSES
Stress anxiety & depression r common reactions after a disaster. Plz call the confidential SAMHSA Disaster Distress Helpline @ 800-988-5990
GOVERNMENTS USE SOCIAL MEDIA CREATES GOVERNMENT RECORDS

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Like · Comment · Share 179 30 71

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July 23 at 12:42pm · 5
IDENTIFYING SOCIAL MEDIA RECORDS

• Is the account used to convey official information?
• Does the content document policy, business transactions, or overarching mission?
• Is the content available only via the social media account?
• Is there a business need to preserve the content?

SOCIAL MEDIA MAY BE LEGAL EVIDENCE

• Courts have ordered creators and service providers to produce social media content
  - Federal and state courts generally subject social media to discovery rules governing all forms of electronically stored information (ESI)
  - One state court has compelled disclosure of login/password information

• All courts now expect good e-records management
MANAGEMENT & PRESERVATION CHALLENGES

• Records not owned or controlled by creator
  - May be housed in multiple locations
  - Disposing of records and imposing litigation holds is difficult
  - Provider Terms of Service (TOS) may limit preservation options

• Capturing complete, authentic records and metadata
  - Technical obstacles
  - Volume of records
  - Frequency with which records are updated
  - Record and non-record material mixed together

• Citizen expectations
  - Everything now available online will always be available online
  - Comments made in the heat of the moment will disappear
NATIONAL ARCHIVES: CREATORS
MANAGE SOCIAL MEDIA RECORDS

- Agency social media working groups
  - Identify social media records
  - Determine ownership and responsibility
  - Communicate recordkeeping policies to employees and the public
  - Monitor use of social media and determine impact on records
  - Monitor Terms of Service (TOS) changes

- Agency records managers
  - Determine whether General Records Schedules cover social media records
  - Schedule social media records if necessary
  - Ensure social media records are captured and managed appropriately

- National Archives and Records Administration
  - Provides records management guidance and scheduling assistance
  - Preserves and provides access to archival social media records

SOME STATES CAPTURE SOCIAL MEDIA

- Archivists/records managers in control of process
  - Creator involvement minimized
  - Records and metadata captured consistently
SOCIAL MEDIA ARCHIVES: TECHNICAL & LOGISTICAL CHALLENGES

Christopher J. Prom, PH.D
Assistant University Archivist & Professor of Library Administration
prom@illinois.edu
THORSTEIN VEBLEN, 
THEORY OF THE LEISURE CLASS

• “The cheap, and therefore indecorous, articles of daily consumption in modern industrial communities are commonly machine products.”

  - [http://www.gutenberg.org/ebooks/833](http://www.gutenberg.org/ebooks/833)

• i.e., digital communications in post industrial society (email messages, tweets, Facebook updates)
FOUR ESSENTIAL SOCIAL MEDIA FACTS

• Linked open data

• Everything is a relationship
  - RDF triples
  - Subject, object, predicate
  - Challenge to traditional archival arrangement and description: Giovanni Michetti

• Language-independent API’s (Application Programming Interfaces)
  - https://dev.twitter.com/terms/api-terms
More downloads for your app
with Twitter Cards

Twitter Cards offer a fast and easy way to grow your user base
for mobile apps. Simply add some new markup to your pages:
when users tweet links to your domain, Cards will let other
users viewing those Tweets to download and launch your app
across a number of mobile platforms.

Learn More
SOCIAL MEDIA CONTENT: TYPES

- Blogs and Similar
  - Wordpress
  - Blogger
  - Tumblr

- Photo Sharing
  - Flickr
  - Pinterest

- Video Sharing
  - You Tube
  - Vimeo
  - Vine

- Communications
  - Facebook
  - Twitter
  - Google Plus
UNINTENTIONAL, DISPERSED ARCHIVES

• Three basic three methods to capture social media:
  - Corporate Benevolence (twitter/LOC deal)
  - Reform Law/Govt. Policy
  - Be a Maverick (i.e. Brewster Kahle)

--Jamie Schleser, UNESCO Memory of World Conference, 2012.
TECHNICAL CHALLENGES

• Multiplicity of APIs
• Limits in API’s (flow control)
• Different formats
• Preservation of Harvested Data
• Decontextualization
## POTENTIAL APPROACHES

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<th>Pro</th>
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<tr>
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<td>Time/labor intensive</td>
<td>cheap., subject to legal challenge; authenticity?</td>
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<tr>
<td>Company-Supplied</td>
<td>Free</td>
<td>Limitations on amount, features, format, requires</td>
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<td>Tools “Download your</td>
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<td>Data”</td>
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<tr>
<td>Web Harvest</td>
<td>Uses technology that many</td>
<td>Non-native format</td>
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<td></td>
<td>repositories already use</td>
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<tr>
<td>Open Source Tools</td>
<td>Free, Open Source, visualization</td>
<td>Limited formats, incomplete data</td>
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<td></td>
<td>Tools</td>
<td></td>
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<tr>
<td>Commercial Approaches</td>
<td>Easy</td>
<td>Cost, long-term preservation?</td>
</tr>
</tbody>
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APPLICATIONS

• Open Source
  - ThinkUp
    • https://github.com/ginatrapani/ThinkUp
    • https://www.thinkup.com/join/
  - Social Feed Manager
    • http://gwu-libraries.github.io/social-feed-manager/

• Commercial
  - Archive Social
  - RegEd
    • https://www.arkovi.com/
RESOURCES

Social media: The next generation of archiving

CAPTURING SOCIAL MEDIA CONTENT USING ARCHIVE-IT

The experience of the Alabama Dept. of Archives & History
SOCIAL MEDIA COLLECTIONS

- The ADAH collects Facebook pages, twitter feeds and youtube videos to document the social side of Alabama government and Alabama politics.

- These collections blur the lines somewhat between appraisal and description, between public and private records, and between personal and institutional communication, reflecting the fact that the ADAH collects private records and museum artifacts as well as state government records.
COLLECTION LEVEL METADATA

• An important element in making collections accessible is metadata.

• The ADAH adds the following descriptive metadata to each collection

  • Title; Creator; Subject(s); Description (Scope and Content); Publisher; Creator; Format; Collector and Language
ALABAMA POLITICAL BLOGS A-C
COLLECTION METADATA EXAMPLE

Archived since: June 2009

Description: These sites are primarily political BLOG sites covering Alabama politics and government

Subject: **Government - US States, Politics & Elections, Blogs & Social Media, Alabama Politics and government, Campaigns and campaigning - Alabama**

Creator: **Alabama Dept. of Archives and History**

Format: **Website, BLOG**

Collector: **Alabama Dept. of Archives and History**

Language: **English**
SEED LEVEL METADATA

- The ADAH adds the following metadata to each seed:
- Title; Creator; Subject(s); Description; publisher; type; collector and language.
Here is a seed with most of the metadata displayed on the public site.

Note the URL, the number of times captured and videos captured, which are generated by Archive-It

Title: Bessemer Opinions BLOG

URL: http://bessemeropinions.blogspot.com/

Description: Progressive voice of Bessemer, Alabama

Captured 14 times between Jul 31, 2009 and Sep 3, 2013

Videos: 294 Videos Captured

Subject: Alabama Politics and government, Blogging, Progressives - Alabama, Human rights - Alabama

Creator: Joe

Type: BLOG
The Supreme Court will not become more right-leaning over the next 4 years. This is huge!

Here is a video to remind you how crazy the Supreme Court makes people.

Advertisement

Follow me

And this is Bruce Springsteen from a few years ago, looking good. Springsteen brought some crowds to see the President during his campaign, so he gets a mention here.

Advertisement
Alabama Archival Institutions Facebook Pages

Archived since: Jan, 2013

Description:

This collection contains Facebook pages operated by archival institutions in Alabama, especially local government archives and university archives. The Alabama Dept. of Archives and History and the Birmingham (Ala.) Public Library are in the Alabama State Agencies Facebook Pages Collection.

Subject: Blogs & Social Media, Government - Counties, Politics & Elections, Archives - Alabama, University archives - Alabama, Local Government Archives - Alabama

Publisher: Alabama Dept. of Archives and History

Type: Social media

Language: English

Collector: Alabama Dept. of Archives and History
MILNER ARCHIVES & SPECIAL COLLECTIONS

Title: Milner Archives and Special Collections - Montevallo, AL - Education | Facebook, University of Montevallo Archives and Special Collections Facebook Page

URL: http://www.facebook.com/MilnerArchives/

Description: The official Facebook page of the Anna Crawford Milner Archives and Special Collections at the University of Montevallo

Captured 10 times between Jan 29, 2013 and Sep 3, 2013

Videos: 228 Videos Captured

Subject: Special Collections - Alabama, Archives - Alabama, Montevallo (Ala.)

Creator: University of Montevallo

Publisher: University of Montevallo

Language: English

Type: Social media, Website

Collector: Alabama Dept. of Archives and History
MILNER ARCHIVES EXAMPLE
ADAH TWITTER COLLECTIONS

Alabama History, Politics and Political Party Twitter Feeds, with 13 active seeds
   available at http://www.archive-it.org/collections/2953

Alabama Representatives and Senators in the US Congress Twitter Feeds, with 9 active seeds available at http://www.archive-it.org/collections/2951

Alabama State Agency Twitter Feeds, 31 active seeds
   available at http://www.archive-it.org/collections/2948

Alabama State Representatives Twitter Feeds, with 28 active seeds
   available at http://www.archive-it.org/collections/3683

Alabama State senators Twitter Feeds, with 22 active seeds
   available at http://www.archive-it.org/collections/3680
ALABAMA POLITICS ON TWITTER

Title: Alabama Politics (AlabamaPolitics) on Twitter

URL: http://twitter.com/AlabamaPolitics/

Description: Twitter feed to supply up-to-the minute news, comprehensive political coverage, and interactive resources regarding the state of Alabama.

Captured 26 times between Dec 2, 2011 and Sep 11, 2013

Subject: Political Action Committees - Alabama, Political parties - Alabama, Politics - Alabama

Creator: RayCom News

Publisher: Raycom

Type: Website, Twitter feed
ALABAMA POLITICS ON TWITTER EXAMPLE
Title: Terri A. Sewell, Alabama Seventh District Representative to the US Congress on Twitter

URL: http://twitter.com/RepTerriSewell/

Description: Twitter feed of Terri A. Sewell, Alabama Seventh District Representative to the US Congress

Captured 22 times between Dec 2, 2011 and Sep 12, 2013

Subject: US Congress, US Representative

Creator: Alabama Dept. of Archives and History

Publisher: Alabama Dept. of Archives and History

Type: Website, Twitter feed
US REPRESENTATIVE TERRI A. SEWELL TWITTER EXAMPLE
ALABAMA FORESTRY COMMISSION TWITTER

Title: Alabama Forestry Commission on Twitter
URL: http://twitter.com/ALForestryComm/
Description: Twitter feed of the Alabama Forestry Commission
Captured 24 times between Dec 1, 2011 and Sep 18, 2013
Videos: 12 Videos Captured
Subject: Forests - Alabama, Foresters - Alabama
Creator: Alabama Forestry Commission
Publisher: Alabama Forestry Commission
Language: English
Type: Website, Twitter feed, Website; Social Media
Collector: Alabama Dept. of Archives and History
ALABAMA FORESTRY COMMISSION TWITTER EXAMPLE
Title: AlabamaArchives - YouTube, Alabama Dept. of Archives and History YouTube Video Uploads

URL: http://www.youtube.com/user/AlabamaArchives/

Description: Alabama Dept. of Archives and History YouTube Video Uploads

Captured 4 times between Sep 25, 2012 and Aug 15, 2013


Creator: Alabama Dept. of Archives and History

Publisher: Alabama Dept. of Archives and History

Language: English

Format: Video

Type: Social media, Website
SUMMARY & CONCLUSIONS

- Partners create collections and add metadata to facilitate discovery of websites and the information on those websites.
- Archive-it does not crawl social media sites like facebook, twitter, and flickr unless a partner conducts the crawl as part of its budget.
- The truly unique collections created, selected, and cataloged by the ADAH on archive-it are the social media collections.
- Those social media collections insure access to public records that would otherwise be inaccessible.
- Unfortunately, while the contents almost invariably is collected, that same content often is not or can not be displayed using Archive-It.
CONTACT INFORMATION

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Government Services Division
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ArchiveSocial

Kathleen Kenney
State Library of North Carolina
ArchiveSocial

• Uses API to continuously capture social media in native format

• Applies a time-stamped digital signature to each individual record to provide authenticity

• Provides data export of entire record including content, images, metadata, and digital signature

• Able to archive Facebook, Twitter, LinkedIn, YouTube
PUBLIC ACCESS

State of North Carolina - Social Media Archive

This free and open archive provides access to more than 55,000 social media records from selected North Carolina state agencies. It is currently in beta. Social media activity from these agencies is continually being captured and indexed, and additional agencies will be included in the future. The content in this archive has been captured because it was made or received pursuant to law or ordinance in connection with the transaction of public business by an agency of North Carolina government or its subdivisions (G.S. § 132-1).

Enter a keyword to search across the entire archive of social media sites, or use the Advanced Search for more options.

Example Searches
- Quick Search: north carolina holidays
- Advanced Search for Facebook photos: mountains OR beach
- Advanced Search for Twitter content: history

Related Links
- NC State Government Web Site Archives
- State Archives of North Carolina
- State Library of North Carolina
- North Carolina Department of Cultural Resources
ArchiveSocial Record
ArchiveSocial Metadata
I've paid a total of $150 in fines. The first one is under (with two different vehicles) and I paid that invoice in July for $55.80 since she is my mother and I drove her car (with her permission).

I also just received a second invoice for my vehicle that I've never seen for $94.00 just last week for my own personal Toyota Camry which they say was incurred last year in September as well. The plate was changed since then, but I'm still not sure why I've never seen the invoice before; otherwise, I would've paid it in July with the other one. My full name is [Redacted]. I'll gladly pay the original fee that was less than $10 for the invoice in July and the one I just received for my old license plate, but this is outrageous. Like I said, I've already paid it so I wouldn't incur any more interest and I wouldn't risk my registration being placed on hold, but PLEASE someone get in touch with me. I prefer email: [Redacted] but my phone number is [Redacted].
RESOURCES

- Tools discussed in this webinar
  - Archive-It
    - http://archive-it.org
  - Archive Social
    - http://archivesocial.com/
RESOURCES

- Social media policies and advisories
  - Florida
  - Maine
    - *Social Media Policy* (undated)
  - Massachusetts
    - *Electronic Records Management Guidelines* (undated)
  - New York
    - *Records Advisory: Preliminary Guidance on Social Media* (May 2010)
  - North Carolina
RESOURCES

- Social media policies and advisories
  - Ohio
    - Social Media: The Records Management Challenge (July 2012)
  - Oregon
    - Social Networking Guide (undated)
  - Texas
    - Social Media Guidelines (undated)
  - Washington
  - U.S. National Archives and Records Administration
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