



The Wild West of communication: social media
prospects and perils for records management
SASA conference, East London, 3-5 July 2018

BY

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Outline



Introduction

Problem Statement

Conceptual Framework

Research questions

Research Methodology

Findings and Discussions

Recommendations

Conclusion

Introduction



RIM professionals grappling with new technologies to ensure records generated are managed properly

E-records, e-mail, now social media

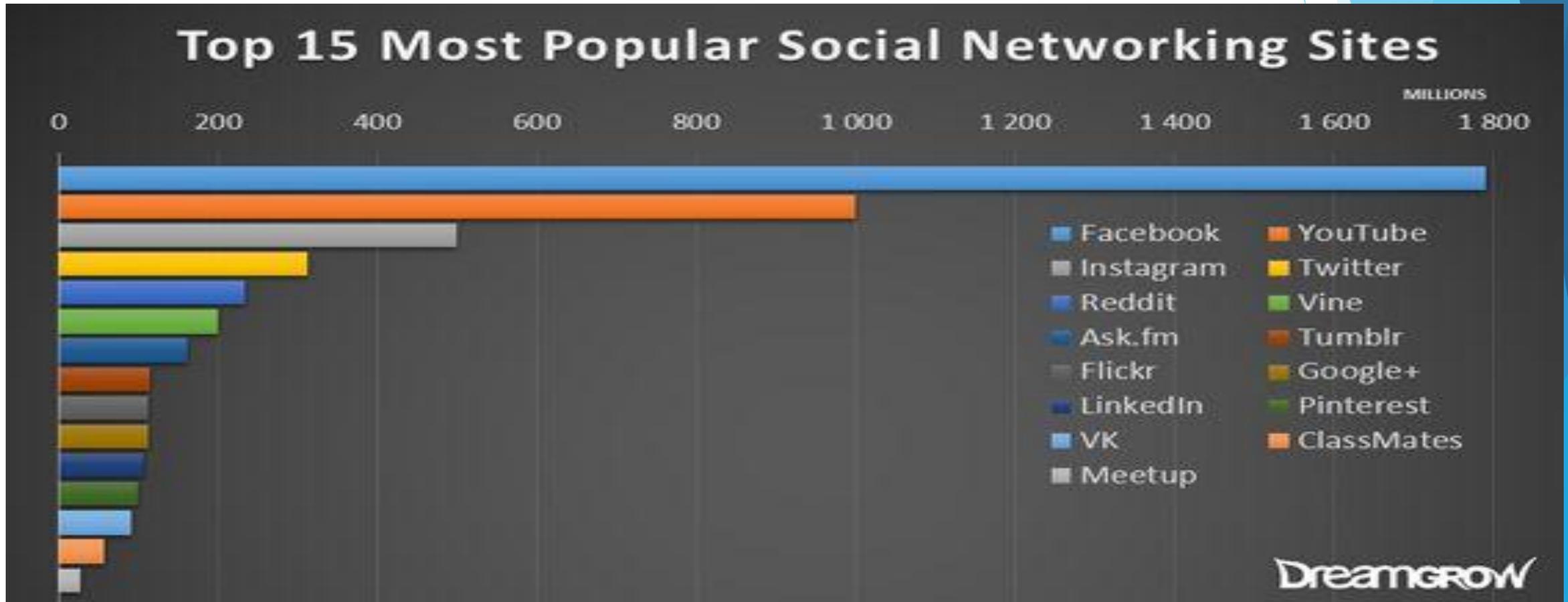
Social media- content is created, consumed, promoted, distributed, shared(Gartner 2016)

Social media issues- privacy, service agreements and standards are continually added and can change overnight.

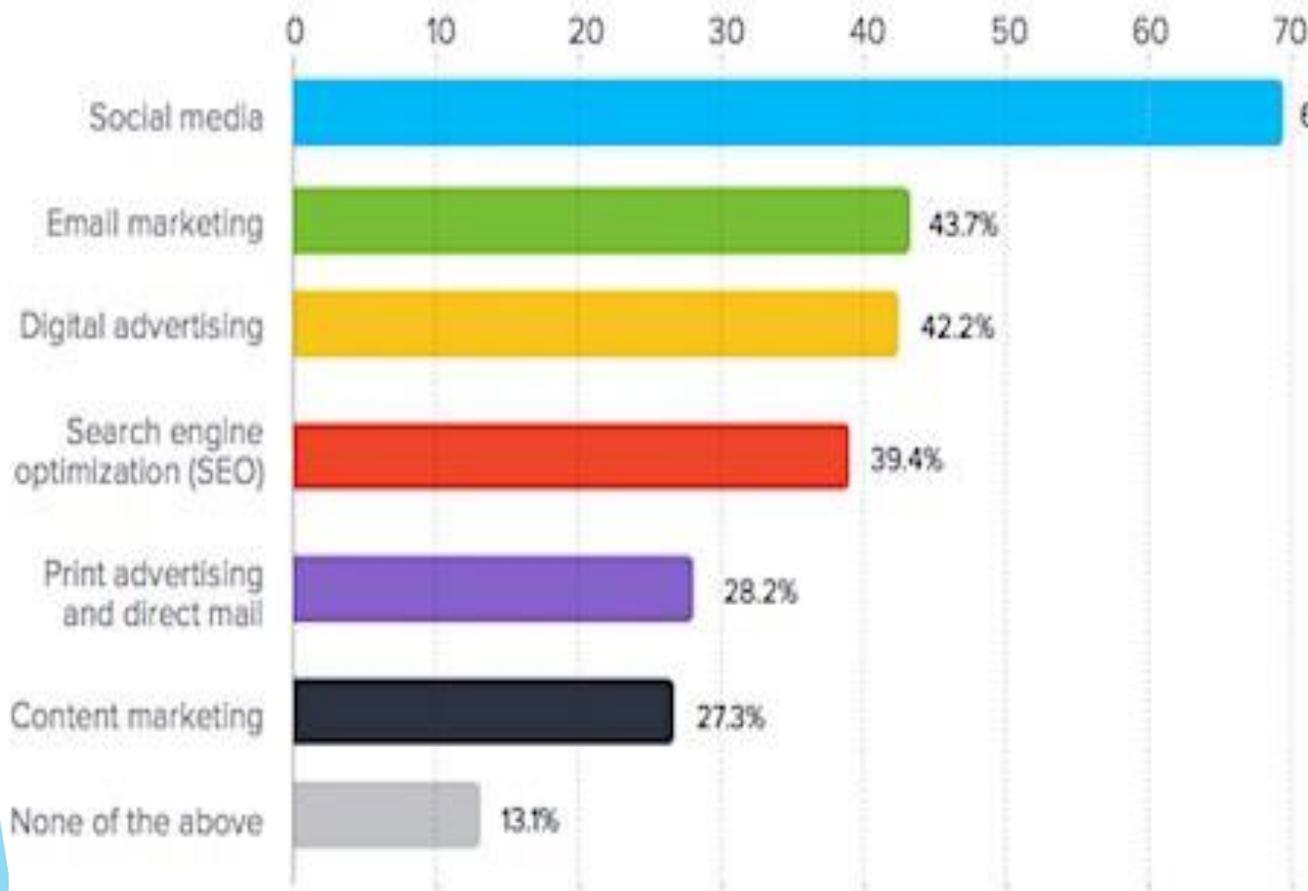
The frequent changes and unreliable environment calls for organizations adopting social media initiatives to be aware of the risks & opportunities involved

Resultant records should be controlled, monitored and preserved according to organisation's RM requirements or risk losing their digital information

Popular social media sites 2018



Social media use for marketing



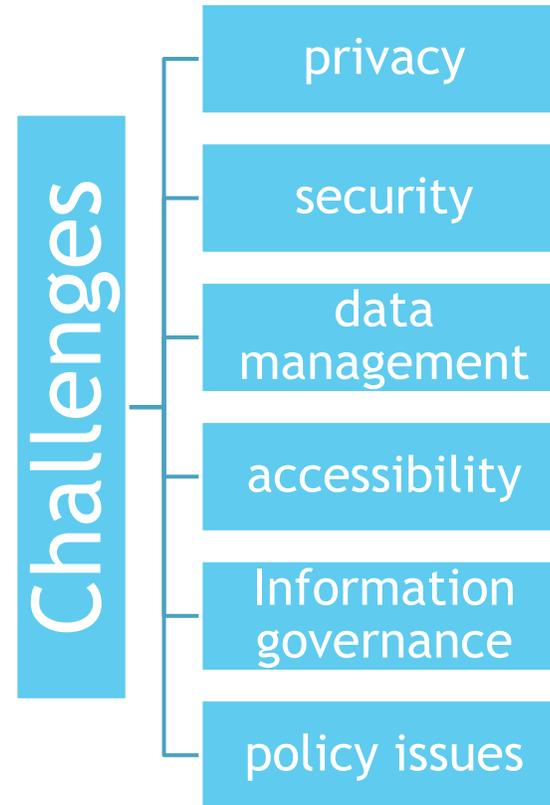
What kind of marketing tactics do you plan to use in 2017?

2,643 answers from 1,003 respondents

Infusionsoft, 2017

Problem Statement

- ▶ Social Media - Has become a primary conversational environment and a growing means of communicating for individuals and organisations in the process sharing data and storing electronic records thereby raising issues of their management (Streck 2011:11, Phillips 2015:5).
- ▶ Most organisations do not view social media as generating any records worth governing or preserving (Iron Mountain 2012; Franks 2010; Evans, Franks & Chen 2018).
- ▶ Hence the purpose of this study is to examine the risks inherent in the use of social media & opportunities for records management and suggest solutions.



Conceptual Framework



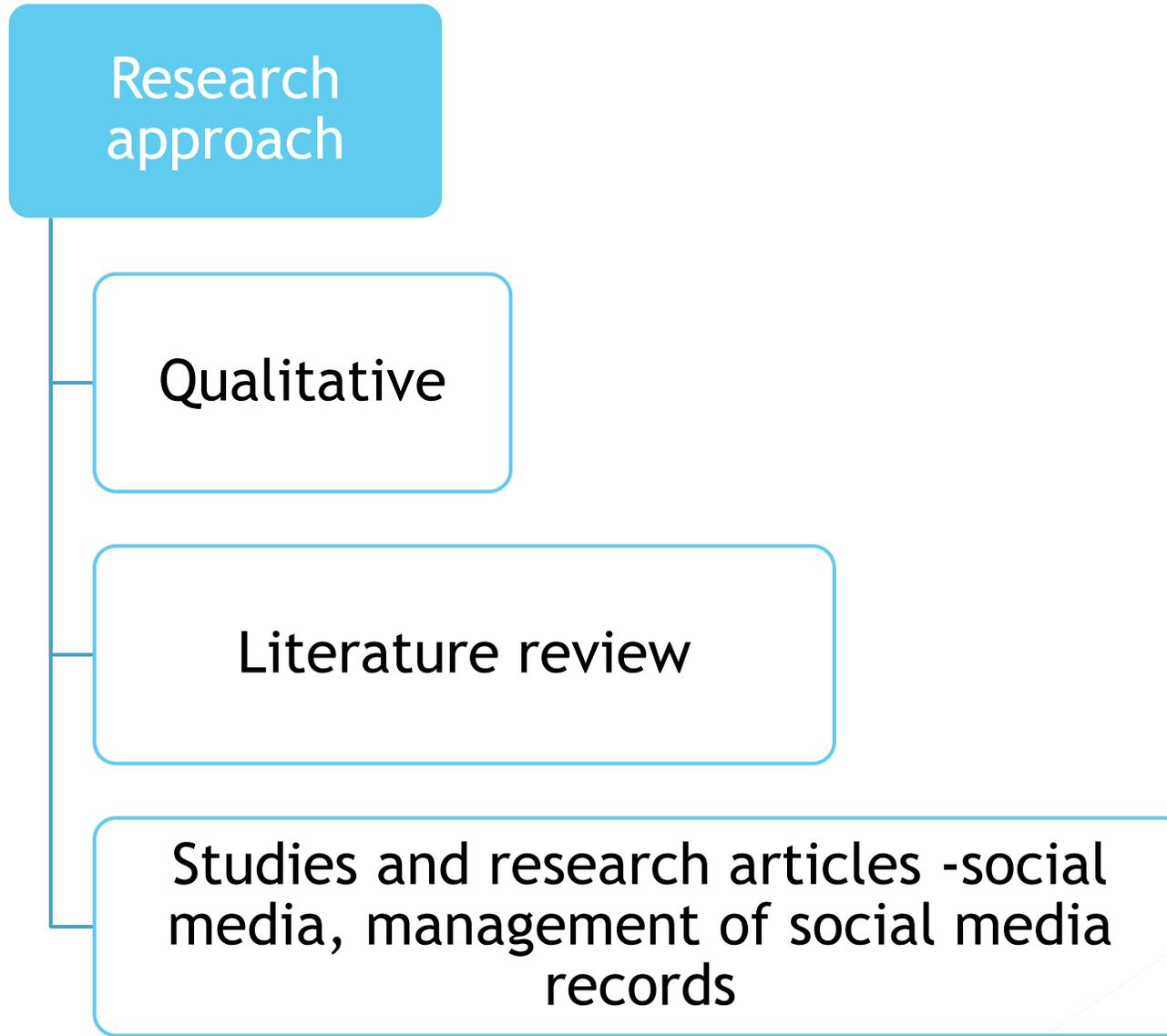
Research questions

What opportunities are brought by the advent of social media for records management?

What are the risks associated with social media use to records management?

What recommendations are there for the management of social media records?

Methodology



Findings and Discussions

Developed countries



- Efforts by governments to give guidance to organisation on how they may preserve social media records
- National archives leading with strategies and guidelines
- e.g Australia, Canada, USA

Developing countries



- Governments still view social media with hostility
- Literature on managing SM records limited/Unavailable

Findings and Discussions-RISKS

Privacy

- Cost to privacy and anonymity, due to a complex web of data collection and surveillance (Duranti & Rogers 2014)
- personal data is constantly being collected, stored and often distributed easily without owner's knowledge or consent
- Even in the presence of privacy policies, ensuring total privacy online has always proved to be difficult to achieve- (Zuckerberg 2018)

Security

- Records can be easily manipulated, overwritten, altered or deleted without the organisation's knowledge.
- Fraud, hacking (Wanna cry)
- Implementing tight security on these types of mass networks would likely slow response time and inhibit user experience(Franks & Smallwood (2014)

Findings and Discussions-RISKS

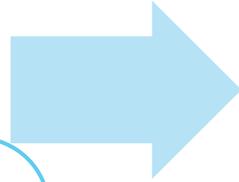
Legal

- From a RM perspective, social media posts may serve the legal and compliance purposes as they include metadata and hyperlinks to content that must be preserved and produced during e-discovery, audit purposes as evidence.

Findings and Discussions- Opportunities

Web Publishing

- Process of publishing original content on the Internet
- Microblogging (Twitter, Plurk), Blogs (WordPress, Blogger), Wikis (Wikispaces, PBWiki) and Mashups (Google Maps, popurls)
- Allow users to create, publish, and reuse content to reach a large audience and gain feedback.



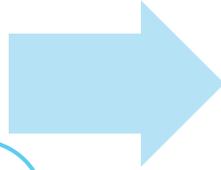
Social Networking

- Social networking platforms are used to provide interactions and collaboration among users.
- Eg, Facebook- Used to interact with users and potential customers
- Have export capabilities , can convert content into downloadable files

Findings and Discussions- Opportunities

File Sharing/Storage

- Social media platforms (YouTube, Google docs and SharePoint) are used to share files and host content.
- cloud storage has become an increasingly viable storage option for organisations that are unable to afford or maintain in-house, private digital infrastructure (Ngoepe 2017)



Promotion and Outreach

- Affords organisations to be widely known as they are able to market and reach out to potential customers effortlessly & cheaply.

Recommendations

Records capture and preservation

- Establishment of a Records Management System to be set-up to keep track of social media activities to comply with organisational guidelines for records management and archiving.

Privacy & Security

- Implementation of written policies and guidelines regarding;
 - what information can and cannot be shared, who is authorized to speak on behalf of the organization and what social media tools can be used.
- Putting measures in place such as;
 - access controls, monitoring, validation and authorized destruction to prevent unauthorized access, alteration, concealment or destruction of records

Recommendations

Policy requirements

- Amendment of relevant legal instruments to accommodate the management and preservation of social media records.

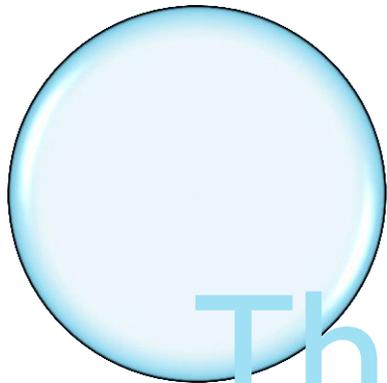
Training

- RM training to mitigate the risks (posting incorrect or confidential information on social media sites) associated with emerging technology should be developed

Conclusion



End of presentation



Thanks for listening