Managing Social Media Records

**What is Social Media?**

Social Media, Web 2.0, and Gov 2.0 bring together technology, social interaction, and content creation (from USA.gov).

**DOE uses social media** both internally and externally as a way to share information, keep people informed, and gather input.

In using social media, **RECORDS** are created or received.

**What are Records?**

**RECORDS** are any recorded information relating to the work of your office -- regardless of who created it or how the information was recorded.

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**Your Responsibilities**

As a DOE federal or contractor Employee your basic records obligations are to:

- Create or receive official records needed to do business
- Ensure that your records are maintained so that they are accessible and easy to retrieve.

**These responsibilities apply to social media records**

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**Follow the Lifecycle**

**Records Management Lifecycle**

Planning for the use of Social Media should address records management requirements.

- Create or Receive Records
- Maintain and Use Records and Manage Information
- Disposition Records
- Preserve Permanent Records
- Destroy Temporary Records

Follow disposition schedules to reduce risk

Capture records you post or that are posted to your Social Media platform

Insure record integrity by managing content

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Social Media Records and You

DOE organizations use social media to inform, educate, and engage the public to promote open government.

These include, but are not limited to:

**Facebook**
Create and update your own personal profile, add friends, exchange messages, join networks.

**Twitter**
Send and receive short messages known as *tweets*.

**YouTube**
Upload and share videos.

**Flickr**
Share photos and create photo blogs.

**LinkedIn**
Join business-oriented social and professional networking.

**Blogs**
Post information and receive comments.

**Wikis**
Create, edit, and share information.

If your organization is using social media

- Be aware that the information provided and received may contain records.
- Capture records electronically if at all possible.
- Follow the records management lifecycle to ensure disposal of records.
- Ensure the integrity of records via version control and content management.
- Work with IT Staff to explore “harvesting” external records in their proper context.

If you are using social media

- If you tweet, blog, social network, or use other social media to conduct DOE business – you must manage the resulting records.
- Posts you receive regarding DOE business are records.
- If you collect information from the public, you must comply with the Paperwork Reduction Act (PRA). Contact the DOE PRA Officer via the Records Management Division.
- If DOE business takes place via your personal social media tools or email – you must manage the resulting records.
- Not sure? The Records Management Division can help.

Questions? Need Help?

Records Management Division
Office of the ACIO for IT Planning, Architecture, and E-Government
Office of the Chief Information Officer
Phone: 301-903-3455;
Email: doerm@hq.doe.gov
Website: [http://cio.energy.gov/records-management.htm](http://cio.energy.gov/records-management.htm)

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