



Top 5 Reasons to Archive Social Media



Roughly 1 billion people access social media at work. With this increase in popularity of social media, organizations need to be prepared for the risks associated with social media misuse. To mitigate these risks, ensure proper use and protect from future litigation, organizations must archive social media communications.

Outlined below we explore further these top five reasons why organizations need to archive social media.

1. Duty To Preserve: Protect Your Personnel, Contractors & Your Organization

According to the “Federal Rules of Civil Procedure” (FRCP), organizations have a “Duty to Preserve” all Electronically Stored Information (ESI). “The amendments to the Federal Rules of Civil Procedure (FRCP) describe the duty to preserve potential evidence when litigation can be reasonably anticipated” This presents a unique set of issues for organizations that may become involved in litigation. The duty to preserve requires organizations to preserve email and other electronic communication. Thus, you will need to be able to quickly and easily access, search, place litigation holds and publish this information, otherwise, your organization could face fines, sanctions and other similar penalties.

2. Enterprise Collaboration Using Social Media Is Rising At An Ever-Increasing Rate

- ▶ Roughly one in every six people on earth has an account with Facebook
- ▶ An estimated 1 billion people use social media at work
- ▶ In 2011, 48 hour’s worth of video were uploaded to YouTube each minute, up from eight hours per minute in 2007
- ▶ Facebook took 852 days to reach 10 million users, whereas Google+ took only 16 days to hit this user count

An Osterman Research survey conducted during the first quarter of 2012 found that the average employee spends 28 minutes per day using social media during work hours (not counting time spent away from work), or 2.9 work weeks annually.

With the shift in collaboration from email to social media, if an organization has a need to archive email, it must archive social media communications.

3. Inappropriate Use of Social Media By Employees

The 2012 survey found that 73% to 79% of organizations do not archive their users’ content posted to social media. 13% of organizations have terminated an employee because of something they posted on a social media site.

Here are some excellent examples of employee social media misuse:

Data Breach: Employees at the Tri-City Medical Center in Oceanside, California posted patient information on Facebook.

Posting While You’re Supposed To Be Working: A city clerk in California’s Bay area was asked to resign for allegedly tweeting during council meetings when she was supposed to be taking down meeting minutes.

Lying: A bank intern who asked to skip work because “something came up at home” became a victim of internet shaming after his boss saw a Facebook photo of him holding a beer & dressed in costume at what appeared to be a Halloween party.

Making Fun Of Your Boss / Team: An EMS employee was booted for badmouthing her boss on Facebook

Posting Something Embarrassing On The Corporate Feed: A contracted social media strategist was canned after accidentally posting a vulgar tweet on Chrysler’s company feed,

4. Organizational Data Leakage

The Osterman survey found that 13% of organizations have experienced sensitive or confidential information leakage through Facebook, 9% through Twitter and 10% through LinkedIn. This loss of data can lead to damaged reputation, potential litigation and loss of untold amounts of money.

5. Burden of Regulation Compliance

The majority of organizations do not archive social media content, despite regulations, court decisions and other guidance that strongly suggest this content should be archived.

The following examples highlight, by industry, a number of regulations and suggestions for social media archiving and usage:

1. Financial

- FINRA 10-06 states that firms must retain records of social media communications.
- SEC 17a-3 & 17a-4 spells out investment advisers' obligation related to the use of social media.
- NASD 3010/3110 requires that member firms implement a retention program for all correspondence involving registered representatives.

2. Government

- NARA October 2010 Bulletin explains that as government agencies adopt Web 2.0 tools, they must comply with all records management laws, regulations, and policies.
- US Department of Defense Web 2.0 guidance states that "all users of these Internet-based capabilities must be aware of the potential record value of their content, including content that may originate outside the agency."
- The US EPA's guide "Interim Guidance for EPA Employees who are Representing EPA Online Using Social Media" states that "agency records created or received using social media tools must be printed to paper and managed according to the applicable records schedule in a record-keeping system."

3. Commercial

- FRCP rules state that all employee-created social media content that is work related, regardless of whether or not it was created on a personal account, is discoverable. Not only should this be archived and supervised according to corporate policies, but archiving this data in a siloed bin may be required to address employee privacy issues.

4. Healthcare

- HIPAA or Federal Substance Abuse Confidentiality laws may apply in the context of receiving

The Solution: Retain Social

Monitor & Archive Social Media

Retain Social ensures that your social media communication data is compliant with archiving regulations. Retain Social archives all Facebook, Twitter, YouTube, LinkedIn, Instagram, Flickr, Vimeo, Pinterest and Google+ posts into one central repository. The entire social media history is captured in its original context. This allows you to see message threads, view photos, and watch videos as they originally appeared. Retain Social provides configurable rules that allow you to control the retention period of archived data. This solution gives you immediate and complete access to all your company social media communication data. Search, perform eDiscovery, and export social media communication data from the central archive, along with your employees' email, and mobile message data.

