

Background - Legal mandate

▶ Archives & Library mandates

▶ NC State **Archives** is the **official archival agency** for **public records** of NC government. § 121.5 (a)

▶ **Public record** means “all **documents, papers, letters, maps, books, photographs, films, sound recordings**, magnetic or other tapes, electronic data-processing records, artifacts, or other documentary material, **regardless of physical form or characteristics, made or received** pursuant to law or ordinance **in connection with the transaction of public business** by any agency of North Carolina government or its subdivisions.” § 132-1

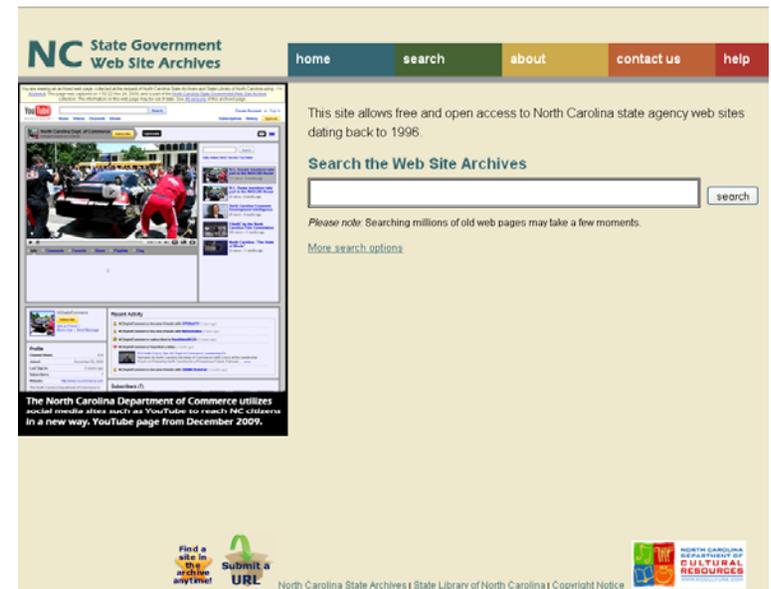
▶ State **Library** of NC is the **official depository** for all **State publications**. § 125-11.7

▶ **Overlap in responsibilities leads to collaboration**



Background - Archiving websites

- ▶ Submission of publications & other public records vs. web harvesting
 - ▶ Web content replacing publication/printing
 - ▶ Web content is often fleeting
 - ▶ May or may not be submitted by agency staff
 - ▶ Easy to harvest
- ▶ Began using Archive-It in 2005
 - ▶ Former Governor's speech writer
 - ▶ Executive Order declaring email as public record



Questions for discussion:

- ▶ Are others are harvesting the web?
 - ▶ What tools are you using?
 - ▶ How's it going?
- ▶ Any stories about usefulness of web archives?



Why Social Media Sites? – New Administration



- ▶ **2008 Elections**
 - ▶ Recognition of importance of Social Media
- ▶ **Governor's Office**
 - ▶ Push for state agency's to use social media
 - ▶ Concern that usage be appropriate
 - ▶ Create guidance document
 - Separate personal and professional accounts
 - Be clear as to identity on professional accounts
 - Be professional in posts and comments
 - Posts and comments are part of public record and a statement to that effect must be shared with all users of the site
 - All privacy settings should be set to public
 - All messages received through the private messaging services should be forwarded to and responded to from state email accounts
 - ▶ Request agency site listing



Questions for discussion:

- ▶ Have you have felt a similar shift towards transparency in government (or in whatever institution you work for)?
- ▶ If so, if you have seen a push for use of social media to accomplish this goal?



Why Social Media Sites? – Public Record

- ▶ Legislation doesn't mention websites as part of the public record

- ▶ Not excluded though

- ▶ Stresses content over form

- ▶ “all documents, papers, letters, maps, books, photographs, films, sound recordings, ...
regardless of physical form or characteristics,
made or received...in connection with the transaction of public business...”



<http://media.ebaumsworld.com>

- ▶ Already archiving some forms of social media (blogs)
- ▶ We decided not to take the “wait and see” approach



Why Social Media Sites? – Public Record

▶ Retention Schedule

- ▶ **ITEM G47. Web Site File.** Records created and/or maintained in paper and/or electronic formats concerning the creation and maintenance of the agency's presence on the World Wide Web (WWW). File includes correspondence, procedures, instructions, Web site designs; HTML/XHTML, or other Web based file formats, and other related records. (Copies of state agency Web sites will be cataloged by the Electronic Records Unit, which will make information about the Web sites available. All state agency Web sites are scheduled in the WEB SITE PRESERVATION FILE, Item 47744, in the schedule of the Electronic Records Unit, Department of Cultural Resources, Division of Historical Resources, Archives and Records Section, Government Records Branch.)

DISPOSITION INSTRUCTIONS: The Archives will periodically retrieve state agency Web sites from the Internet and transfer them to the custody of the Archives for permanent retention. Agencies which choose not to participate in the automatic retrieval of Web sites by contacting the Archives, or whose Web site cannot be captured for technical reasons, shall create Web site snapshots annually or whenever a major revision has taken place, whichever occurs first, and transfer them to the custody of the Archives for permanent retention. Contact the Electronic Records Unit of the Government Records Branch before the transfer of electronic records. Destroy in office remaining records when administrative value ends.

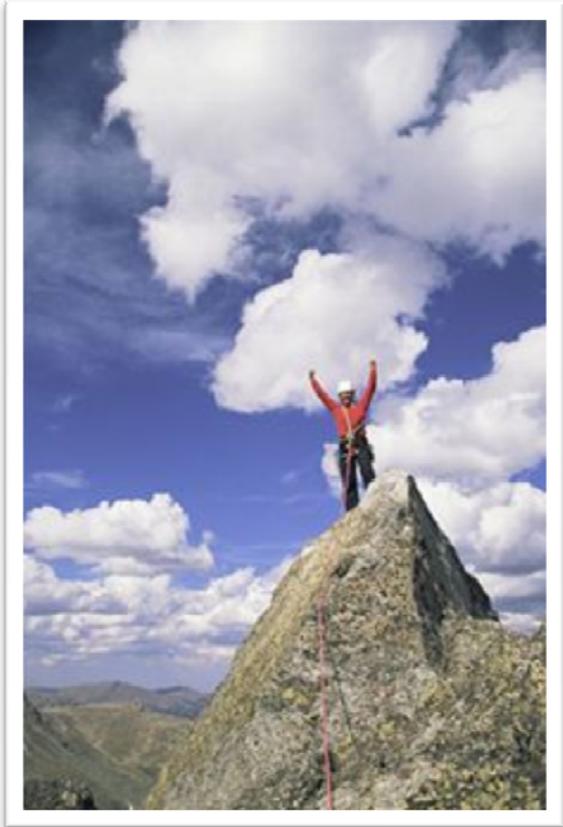


Questions for discussion:

- ▶ For those of you that have seen a rise in the use of social media, I'd be interested in hearing whether or not you consider it a public record?
- ▶ And if you do, how you are addressing it?



Results – Administrative Perspective



- ▶ **Definitely challenging**

- ▶ Scoping

- ▶ Technological variability

- Initial setup

- Ongoing monitoring

- ▶ Identifying seeds

- ▶ Budget

- ▶ More of a commitment from management

- ▶ **Benefits**

- ▶ Archived

- ▶ Accessible

- ▶ Context retained



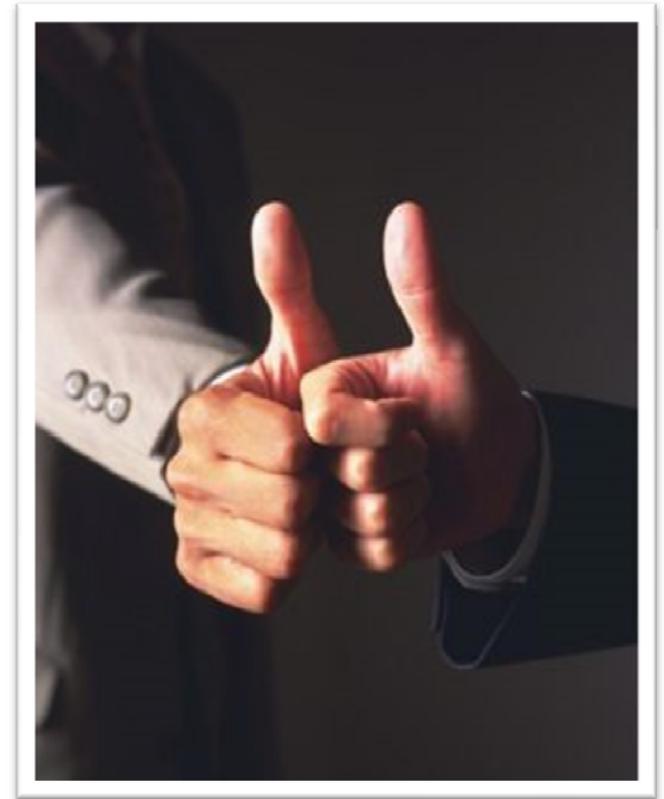
Questions for discussion:

- ▶ I'd be interested to hear from anyone else who is harvesting social media what their experience has been?
- ▶ Any other challenges or benefits?



Results – State Agency Perspective

- ▶ **Broad usage of social media sites**
 - ▶ Current list has over 150 sites
- ▶ **Feedback**
 - ▶ Excited not to have to figure out how to keep context themselves
 - ▶ Relieved that are able to remove spam comments on live web
 - ▶ Appreciate guidance on usage and how to alert public to fact that their posts/comments will be archived



Discussion

- ▶ Are others harvesting websites? If so, any stories about usefulness?
- ▶ Has anyone else felt a major shift towards transparency in gov. (or other organization)? If so, have you seen a push for use of social media to further this goal?
- ▶ Do you consider communications via social media in furtherance of government business a public record? If not, why not? If so, how are you addressing the need to manage it?
- ▶ Does anyone else who is harvesting social media want to share their experiences? Any challenges or benefits I didn't address?
- ▶ Anyone else getting feedback on their social media archiving efforts?
- ▶ Any other comments?



Thanks for your time

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North Carolina State Government Web Site Archives

<http://webarchives.ncdcr.gov>

