



INSIDE THIS ISSUE

Upcoming Programming 1
 White House Social Media Archives..... 1
 Historical Records and Social Media..... 2
 Challenges of Social Media Records Management 2

HELPFUL LINKS

- [Edmonton Chapter](#)
- [ARMA International](#)
- [ARMA International Education Foundation](#)
- [Journal of Canadian Records & Information Management](#)
- [AIIM](#)
- Governance & Record Keeping Around the World [English](#) | [Français](#)

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The ARMA Yeg Connector

UPCOMING PROGRAMMING

I think it's safe to say programming today looks a lot different than it did in the past! With more virtual options flooding our inboxes we wanted to focus on bringing valuable content to our membership. As we've mentioned a few times in the past we've partnered with ARMA Calgary to share the workload of program planning and delivery. To provide both our memberships with timely and relevant content we will be utilizing Calgary's Eventbrite site for communication of upcoming programming initiatives. Should you choose not to have your membership contact information shared (name and email) please notify me by email at communications@armaedmonton.org

A recent invite would have been delivered to you from the ARMA Calgary's Eventbrite site about our upcoming event:

The impact of the past year on the information professional has been substantial. How we work, communicate our profession, and learn to work in the digital space has dramatically changed. In this presentation, we will hear from leaders in IM, Virtual Office, and Social Media to gain insight on how to virtualize our careers. As leaders in information, we must put ourselves ahead of the curve continually as professional digital transformation surfers.

In case you missed the invite and/or wanted more information all current event links are up on our [website](#). This event is available for a number of different learning credits. If you need more information let us know.

WHITE HOUSE SOCIAL MEDIA ARCHIVES

In 2016, the White House digital team worked with [ArchiveSocial](#) to create the first White House social media archive. This archive is an interactive and open platform that contains more than 100 social media profiles and over 250,000 social media posts from President Obama's administration. Records in the archive include President Obama's @POTUS Twitter timeline, the official White House Facebook page, and First Lady Michelle Obama's Instagram feed.

According to ArchiveSocial, President Obama has been referred to as the first "social media president" because of the way his administration used various social media tools to communicate with the American people and the world. Therefore, the social media content produced by the administration qualified as official government communications, which meant that they needed to be preserved under the same legislation as public records. In addition, the Obama administration used social media to illustrate the importance of government transparency to the public. By creating the open archive, the White House ensured that this transparency will be preserved for years to come.

To read about how the archive was created, check out the article, "[The First White House Social Media Archive](#)". Also, be sure to check out [The Obama White House Social Media Archive](#).

DID YOU KNOW?

...there are some amazing records and information management podcasts out there? Podcasts have been a popular way of gaining knowledge on any topic. I listen to mine on the go or in place of the radio while I'm doing chores around the house.

If you're interested in a few of my favorites check out the links below.

- [AIIM On Air](#)
- [SJSU iSchool Audio/Video](#)
- [IRMS Podcast Series](#)
- [Wired In Podcast](#)

If you're interested in finding more a simple browser search will bring back results from numerous vendors or on different topics like privacy and compliance. Happy listening!

CALL FOR ARTICLES

We would like to thank Andrew Chernevych for his contribution to this issue of *The ARMAyeg Connector*. He wrote the article, "Historical Records and Social Media." Thank you Andrew, and congratulations on you and your team's success with the Galt Museum & Archives Facebook page!

As always, remember that we are always looking for article submissions for future newsletter issues. The next issue's theme will be email management. If you would like to submit an article on that topic, please reach out to the Newsletter Editor:

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HISTORICAL RECORDS AND SOCIAL MEDIA

Historical records are excellent material for social media engagement. It is particularly true about images and videos. After all, most social media are driven by visual communication. Think about the fastest growing platforms such as Instagram, Snapchat, Tiktok – they all run on multi-media content. At the Galt Museum & Archives in Lethbridge, we started capitalizing on this potential a decade ago with Facebook as our flagship platform.

From the beginning, we had three goals in mind: 1) creating engagement with the community through discussions and sharing, 2) promoting services and events, and 3) generating the online search traffic, archival requests, and donations. We have had considerable success in all three areas, with the outcomes that could be easily measured through the Facebook Analytics tool. In addition, we ended up with a considerable follower base of over 6000 people!

The Galt Archives has been a prime contributor throughout the journey. Historical photographs have been a bonanza. It can hardly be overemphasized – people love photos reflecting local history. Prominent landmarks, such as the Canadian Pacific Railway (CPR) Bridge, are celebrated in Lethbridge as much as the Calgary Tower or the Fairmont Hotel MacDonald in Edmonton. Pictures of local sports celebrities, community leaders, and Indigenous elders generate discussions and memories.

Local or corporate video footage can be a treasure too. At the Galt, we are fortunate to house a number of recordings produced by CISA Television (Global TV, Shaw Media). As we digitize these local programs, we occasionally post brief segments on Facebook. The humorous corporate video clip by Time Air from the 1980s – airport staff dancing and prancing around – has gone warp speed with over 13,000 views. Local contests, bizarre news, and street view footage of the old days is always popular.

While many old records can attract a degree of interest, audio-visual records are certainly in a league of their own. This is why records custodians should think twice before disposing of obscure stacks of photo prints or antiquated Betamax tapes hiding in the corporate headquarters. If in doubt, your colleagues in the archives field can usually provide good guidance.

Be sure to check out the [Galt Museum & Archives Facebook page](#). Also, when the COVID-19 restrictions are lifted, we would love to have you visit the Galt. Stop by and see what we have to offer!

CHALLENGES OF SOCIAL MEDIA RECORDS MANAGEMENT

In recent years, social media platforms have become effective tools for organizations to connect with their customers and partners and market their products and services. However, the use of social media can be risky from a records management standpoint. While some social media records are transitory, others must be retained for legal and regulatory purposes. Therefore, social media records must be managed effectively.

However, the process of managing social media records is not straightforward. Some challenges faced by organizations include:

- **Real-time activity:** with social media, posts are constantly being updated, edited, or replied to in real time, easily resulting in thousands of records over a short period of time. As well, social media often consists of a mix of content (timelines, pages, images, comments etc.) Therefore, capturing and maintaining the integrity of the record can be challenging, especially when we consider that parts of the records, such as comments, can be edited or deleted before the capture process takes place.
- **Information is held in third-party apps:** data in social media apps is subject to the app's terms and conditions. Therefore, the retention period of your data in the app may not be the same as the retention period in your records retention schedule. This can result in data loss.
- **Maintaining records for e-Discovery:** even if social media records are captured, it can be difficult to search and retrieve them in a timely manner for legal purposes.

Fortunately, cloud-based social media archiving services exist. One such service is provided by a Canadian-based company, [PageFreezer](#). PageFreezer provides software solutions that archive social media platforms in real-time and generate archives with searching capabilities. In addition, the software also produces social media records with a timestamp and digital signature; these give the records evidentiary quality for legal purposes.

For more information on the challenges of social media records management as well as tips and business strategies for managing social media records, check out the following resources:

- [What are Social Media Records? The Challenges of Social Media Recordkeeping](#)
- [Strategies for Managing Social Media Records \(Government of New South Wales State Archives and Records\)](#)