

Social Media Risk Mitigation

Understand your current social media landscape

- **Conduct** a social media inventory of each social media account your agency is using
- **Identify** who is responsible for each account and identify a backup person in the event the primary contact is out-of-office
- **Identify** any existing policies or internal procedures that have been adopted to cover social media usage

Implement or revise records management procedures

- **Educate** staff regarding public records requirements
- **Evaluate** and implement social media archiving technologies
- **Require** archiving of all social networking profiles that communicate in business related to the agency
- **Develop** a protocol for integrating social media content in response to records requests and legal discovery requests

Implement or revise your external social media policy

- **Define** comment moderation guidelines
- **Provide** an easily accessible link to the full policy on all social networking profiles
- **Ensure** a public records disclaimer is prominently displayed on all social networking profiles

Implement or revise your internal social media policy

- **Clarify** personal vs. professional usage
- **Avoid** collecting personal login credentials for social networking profiles
- **Ensure** the agency maintains ownership and access to all social networking profiles
- **Pursue** verified status indicators where possible for each social networking profile
- **Require** records management and retention of social media content in accordance with public records requirements
- **Conduct** staff training

To learn more about mitigating your risk online and how to archive your social media, visit us at [ArchiveSocial.com](https://www.ArchiveSocial.com)

