

Top Social Media Risks and Concerns for Educational Organizations

Students, teachers, professors, and other faculty members are using social media to communicate in new and innovative ways that can benefit your institution. However, with this communication comes new risks that can damage personal reputations and cast your school, college, or university in a negative light. Monitor and archive your school's social media accounts with Retain Social to prepare for information requests and enable easy-to-use eDiscovery.

Risks of Allowing Social Media in Schools Include:

- Bullying
- Sexual harassment
- Financial loss
- Data leakage
- Discrimination
- Loss of productivity
- Potential litigation
- Electronic records retention and production

Regulations

Educational institutions are subject to a myriad of standards that regulate confidentiality, ethics, and other rules of conduct. Full compliance is expected and often enforced. Compliance often requires that electronic communications, including social media, be monitored and preserved—and some of the important regulations and guidelines for archiving and retaining electronic communication are listed below. Compliance with these regulations will help your organization to avoid fines, sanctions, and other penalties, as well as avoiding the risks involved with email, mobile, and social media misuse:

Federal Regulations

- **Family Education Rights and Privacy Act (FERPA):** Federal law giving students and parents the right to inspect and review the student's education record, which can apply to messaging data in the form of email and social media messaging.
- **5 U.S.C. § 552, As Amended by Public Law No. 104- 231, 110 Stat. 3048 (The Freedom of Information Act):** Government agencies, such as public schools, colleges, and universities, shall make available copies of all records, regardless of form or format. This can include social media data. Unlike other regulations, the law doesn't specify how long organizations must retain messages. But agencies' IT departments must adhere to information requests within 10 days of receipt.

- **Protection of Pupil Rights Amendment (PPRA):** The Protection of Pupil Rights Amendment is a federal law protecting the rights of minor students with regard to surveys that ask questions of a personal nature. This law requires that schools obtain consent from parents before the students are required to participate in any US Department of Education-funded survey and any analysis or evaluation that reveals personal information.
- **Sunshine Laws:** Many states have "Sunshine Laws" or Freedom of Information Laws in addition to the Federal laws, requiring schools to produce relevant data when a request is made. This can apply to social media communication data.

The Solution: Retain Social Media Governance

Micro Focus® Retain™ Social Media Governance ensures that your social media communication data is compliant with archiving regulations. Retain Social Media Governance captures the entire social media history in its original context. This allows you to see message threads, view photos, and watch videos as they originally appeared. Retain Social Media Governance 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 school's 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.

Retain Social Media Governance archives:

Public Social Media Channels

- LinkedIn Pages & Accounts   
- Facebook Pages & Accounts   
- Twitter Accounts & Search   
- Flickr
- Instagram
- Google+ Accounts, Pages
- Google+ Tumblr
- Reddit
- YouTube Channels
- Pinterest
- Generic RSS Feeds

Enterprise Social Networks / CRM

- Microsoft Yammer
- IBM Connections
- Sales Force Chatter
- Sales Force Communities
- Salesforce CRM
- Slack
- Facebook Workplace

Social Mobile Hub

- WhatsApp
- WeChat

Enterprise Social Hub

- Cisco Jabber
- Salesforce CRM
- SharePoint (News Feeds)
- SharePoint—Office 365 (News Feeds, Blogs,
- Documents, Discussions)

- Skype for Business Office 365
- Skype for Business On-Prem
- Social Media Management Tools
- GrapeVine6
- Sprinklr
- Hootsuite
- Others accessing DS SMG API
- Brainshark
- Salesforce Marketing

Multi-Platform Unified Archiving: All messaging data, including email, mobile, and social media data is archived into one unified archive. This gives you the ability to search, publish, and perform eDiscovery from one central location. End users and administrators only have to search one database to find the messages they need.

Rich Social Media Data Capture: Capture full resolution pictures, videos, GIFs, and other data formats commonly used in social media. Retain Social Media Governance captures social media regardless of the device or network used to transmit communications.

Preservation in Native Format: Capture and preserve data in its pure native format. The underlying data format for a social media record can be accessed and downloaded from the archive at any time.

Continuous Archiving: Retain Social Media Governance automatically captures and preserves new content throughout the day, 24 hours a day 7 days a week

Advanced Search and Tagging: Search the archive by content type, date range, network, keywords, participants, or tags. Administrators and end users can create custom tags for messages within the archive. Custom tags for content make it easy to organize the archive and can be used as filters to quickly refine results.

eDiscovery Regulatory Search: Administrators, records management, and other authorized users can perform eDiscovery and can complete regulatory tasks such as placing litigation holds, printing, forwarding, saving, redacting, and exporting with the built-in tools.

Web Access Archive Viewer: Retain offers an easy-to-use browser-based interface with powerful search tools that let you quickly access, search and perform eDiscovery on the archive.

Data Export: Social media content can be exported to a variety of formats including PDF, HTML, PST, PDF, Excel, or the stand-alone archive viewer. The archive viewer is fully indexed, searchable, and includes a table of contents for quick browsing. Furthermore, it is possible to export everything in the archive at any time, including all of the rendered content, native formats, images, and digital signatures.

Quick and Seamless Deployment: Connect and archive social media accounts without collecting personal login information from multiple users and without granting all users access to all of the data in the archive.

Complete Historical Archive: Retain Social Media Governance collects all data, including posts, messages, likes, events, and comments, from social media accounts, including historical data. When social media accounts are retired online, the data remains fully exportable and searchable.

Retention and Disposition Rules: Control the retention period of records through customizable disposition rules. All records can be reviewed before deletion.

Litigation Hold: To protect social media posting that may potentially be involved in future litigation, Retain can flag an archived item to protect it from deletion or actions until the hold is removed.

Contact us at:
www.microfocus.com

Like what you read? Share it.



Redaction Control: Exported data can be redacted, ensuring that personal information, or other redacted items do not become part of the open records request.

Audit Trail: Retain creates a searchable audit trail of all administrators and users who have permission to search the archive, enabling you to have a record of all activity.

Compliance, Monitoring, and Supervision: Content captured by Retain Social Media Governance is subject to compliance analysis using a patented policy engine. This includes a variety of out-of-the-box policies ranging from general policies such as inappropriate conduct and PII to vertically-focused policies such as those required for FINRA, FFIEC, NFA, FCA, IIROC, and other financial services regulations. Within each policy, any risks identified can be prioritized according to your risk thresholds, and further action can be automatically triggered based upon policy configurations (email alert to specific individuals or groups, as well as optional 'quarantine'/take-down of the post from the social network). All risks are then subject to supervision within the moderator dashboard.

Reports: Retain Social Media Governance integrates with Social Media Management Tools to enable you to search your social media archive and auto-compose from historical content while maintaining compliant records.

Monitor Known and Unknown Social Media:

There is a potentially broad volume of social assets related to your organization or brand which you are not aware of—but should be. Retain Social Media Governance allows you to identify unknown social media assets related to your company or brand, ranging from malicious or non-malicious accounts and fake social media accounts (for example, fake customer service pages attempting to extract your customer's information, or accounts impersonating one of your c-level executives).

Configurable Permissions: Use the Access Control list to grant users, administrators, or others access to the features and functionality of the Retain system, based on the roles you set.

Retain Unified Archiving

In addition to social media archiving with Retain Social Media Governance, Retain provides unified archiving of all business communication including email, social media, and mobile communication data for case assessment, search, and eDiscovery. It can be deployed on-premises or in the cloud. This includes email archiving for Microsoft Exchange, Office 365, Gmail, Bloomberg Professional, and Micro Focus GroupWise® platforms. Plus, Retain Mobile archives mobile device communication data for Android, BlackBerry, and iOS, including SMS text messages, BBM Messages, BBM Protected, phone call logs, and PIN Messages.