

Top Five Reasons to Archive Social Media

A large portion of people access social media at work. With this increase in popularity of social media, your organization needs to be prepared for the risks associated with social media misuse.

To mitigate these risks, ensure proper use, and gain protection from future litigation, organizations must archive social media communications.

Outlined below, we explore the top five reasons why organizations need to archive social media:

1. Duty to Preserve: Protect Your Personnel, Contractors, and 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 mandate 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 one billion people use social media at work
- In 2011, 48 hours’ 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. Also, 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:

Retain Social Media Governance monitors and archives the following social media platforms:

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

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Retain Social Media Governance ensures that your social media communication data is compliant with archiving regulations.

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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 and dressed in costume at what appeared to be a Halloween party.

Making Fun of Your Boss or 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 suggests archiving this content.

The Solution: Retain Social Media Governance

Monitor and Retain Social Media Governance

Micro Focus Retain Social Media Governance ensures that your social media communication data is compliant with archiving regulations. Retain archives social media communication data into one central repository. The entire social media history is captured in its original context. This capability allows you to see message threads, view photos, and watch videos as they originally appeared. Retain 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.

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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
- Brainspark
- Salesforce Marketing

In addition to social media archiving, Retain Social Media Governance archives multi-platform email, and mobile communication data in one central unified archive.