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Records Governance in Enterprise 2.0: Toward an Archival Understanding of Social Media (Poster)

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Organizations and governments are adopting new ways of engaging with users and increasing the accessibility and usability of public and private sector information through the use of social media. These technologies afford greater connection, collaboration and knowledge creation in interactions amongst citizens, organizations, and governments. Their adoption is fundamentally altering how records resulting from those interactions are created, (re)used, managed and eventually preserved.

**what are Social Media?**
Social media comprises a variety of applications and services such as blogs and microblogs, wikis, RSS feeds, podcasts, multimedia sharing, tagging and social bookmarking, and social networking services.

**Problem**
Social media are consistently evolving with the ever-increasing ability to combine tools and information to create new forms of documents that can pose challenges to traditional paradigms and raise questions of intellectual property, privacy and confidentiality, authorship and ownership.

**Objectives**
- Identify the issues raised by records created using social media;
- Identify the policy implications for these records;
- Identify the policy requirements necessary to manage these records

**Methods**
- Content analysis;
- Diplomatic analysis;
- Policy analysis

**Policy implications**
Records management and social media policies (or a combination of them) can aid in addressing the records issues organizational social media use raises.

**Next steps**
Creation of a policy development framework to support organizations in creating policies capable of addressing their own specific needs.

**selected Bibliography**