# SOLUTION OVERVIEW

# ArchiveSocial

Social media archiving for government
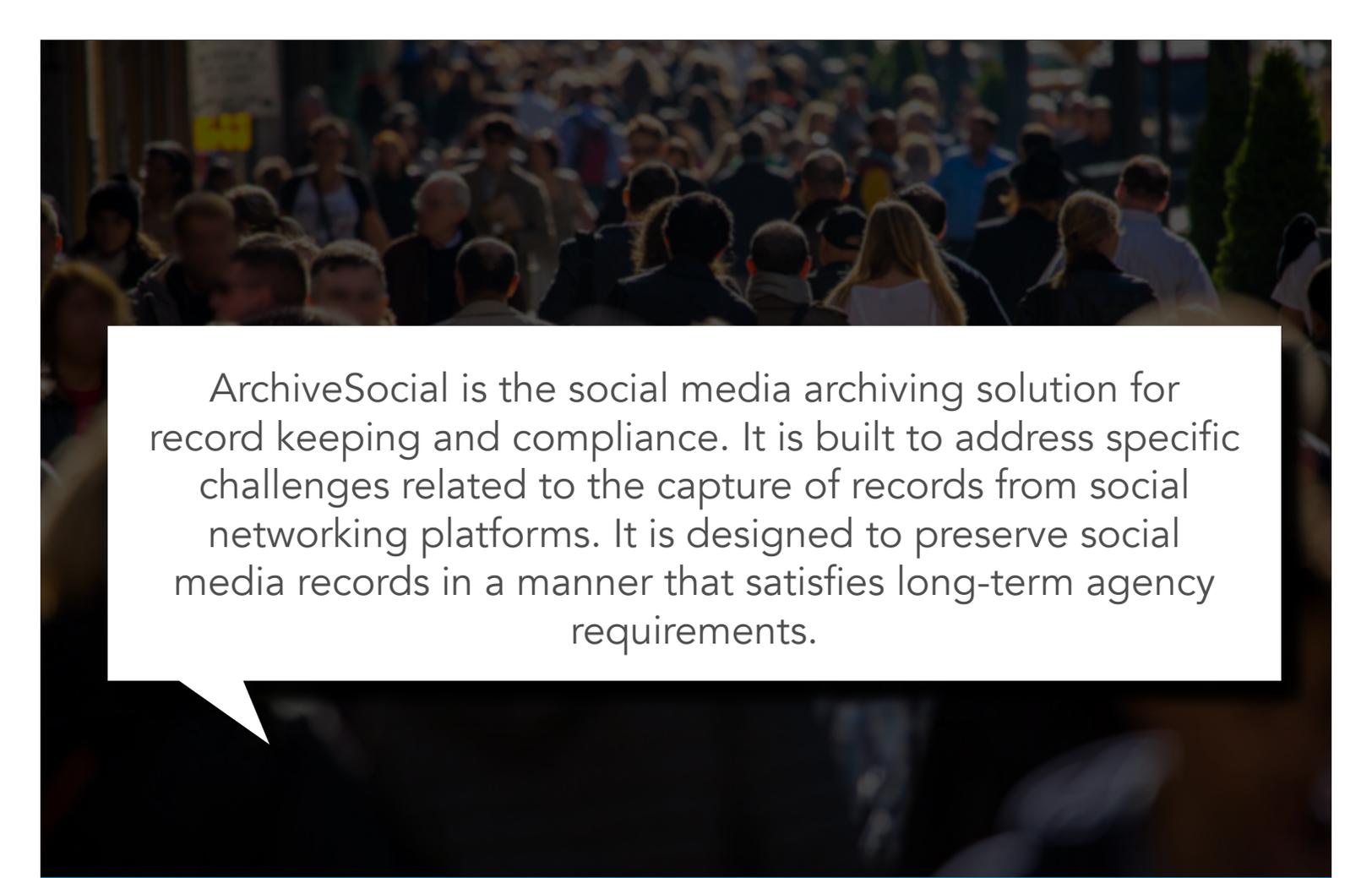
ArchiveSocial is the social media archiving solution for record keeping and compliance. It is built to address specific challenges related to the capture of records from social networking platforms. It is designed to preserve social media records in a manner that satisfies long-term agency requirements.

It is critical that a social media archiving solution captures records regardless of how or when content is posted. Such a solution must archive records in their native format and ensure authenticity of records to meet legal and compliance requirements.

ArchiveSocial is that solution.

# RICH SOCIAL MEDIA DATA CAPTURE

Social media communication involves a variety of rich data formats transmitted across many social networks outside the corporate entity. While this can make archiving complicated, a truly compliant solution must handle each of these formats correctly.

A photo, for example, should be preserved at full resolution rather than as just a link or thumbnail to ensure no data is lost.
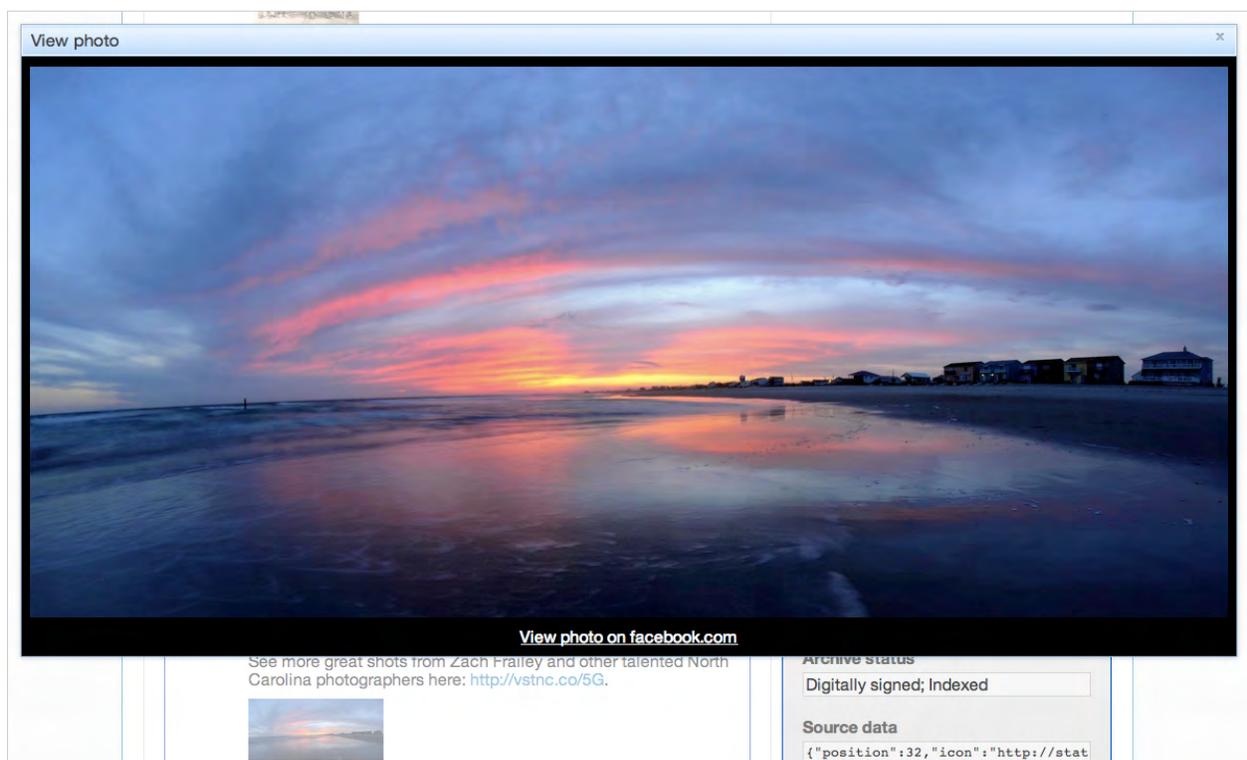


ArchiveSocial correctly captures each of the various data formats used in social media and presents the resulting records in an intuitive interface. ArchiveSocial also archives social media regardless of the device or network used to transmit communications.

# PRESERVATION IN NATIVE FORMAT

Social networking platforms are not just websites. Correctly capturing records of social media requires more than taking snapshots of HTML.

Like email, all social media communications have an underlying data format containing important metadata about the communication. This metadata includes user IDs, timestamps, and other information not displayed on a webpage.



ArchiveSocial interfaces directly with each social network in order to capture and preserve data in its pure native format. The underlying data format for a social media record can be accessed and downloaded from ArchiveSocial at any time.

# DIGITAL SIGNATURES FOR AUTHENTICITY

Proof of authenticity is a critical requirement when providing electronic records as evidence in regulatory and legal situations.

Investigators and courts must be assured that a social media record was not falsified using a web page editor, image manipulation software, or some other means.



**Visit North Carolina**
Do you have a favorite place on the North Carolina coast? Tell us what you love about it!
8 days ago

View previous comments

**Amy Harrington** Sunset beach! Closest thing to heaven on earth ;)
8 days ago

**Kirsten Barrington-Hughes** Bald Head Island--tranquil, quiet, no light pollution, turtles, no cars, low key
8 days ago

**Life Can Be Simple Blog** THE OUTER BANKS
8 days ago

**David Wayne Hager** Southport/Oak island. Southport is so old and pretty. The locals are great people. The water is beautiful and my brother and sis-in-law live there!
8 days ago

**Karen Osborne Le Lay** South Topsail Beach! My little piece of Heaven.
8 days ago

**Entry Details**

Original timestamp

2012-06-20T00:40:03Z

Archive status

Digitally signed; Indexed

Source data

{"message":"Do you have a favorite place on the North Carolina coast? Tell us what you love about it!","id":"44490119625_10150972913 {"id":"179013222204542","name":"Vi {"count":10."data":

Download data

ArchiveSocial applies a trusted timestamp to each individual record stored in the archive. This digital signature proves that the data existed at the specified time in history and has not been edited or falsified in any way.

# CONTINUOUS ARCHIVING

Because social media exists outside of an organization's network, content can be deleted at any time. Agencies need to minimize the risk of losing content that could be deleted between records collections.

A continuous archiving solution automatically preserves content throughout the day and minimizes the risk of losing deleted records.
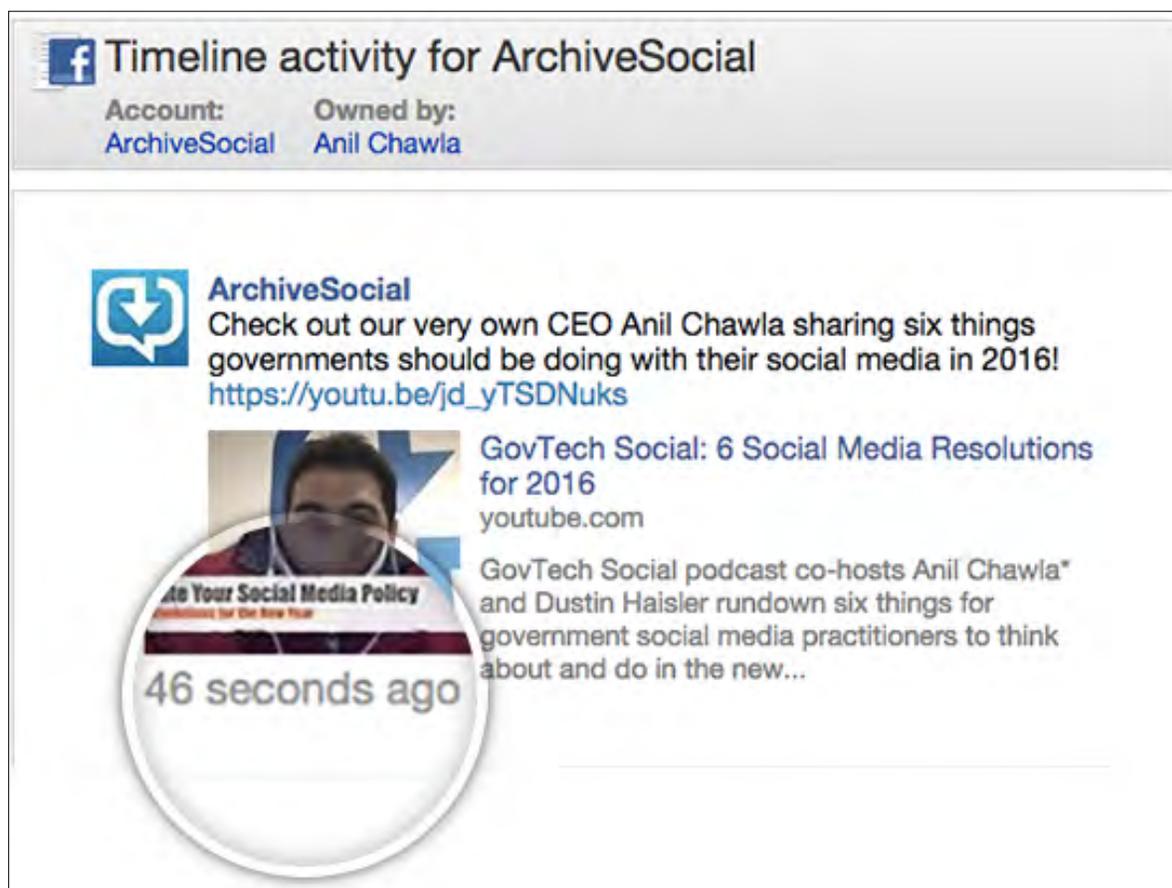


ArchiveSocial's continuous archiving solution automatically captures and preserves new content throuhgout the day, 24/7. For Facebook content, ArchiveSocial even captures updates in real-time.

# ADVANCED SEARCH AND TAGGING

Combing through years worth of previous posts, tweets, and comments is a challenge without advanced search and tagging tools.

Organizations need an archiving solution with a sophisticated search engine and custom tagging system to organize and filter their archived content.
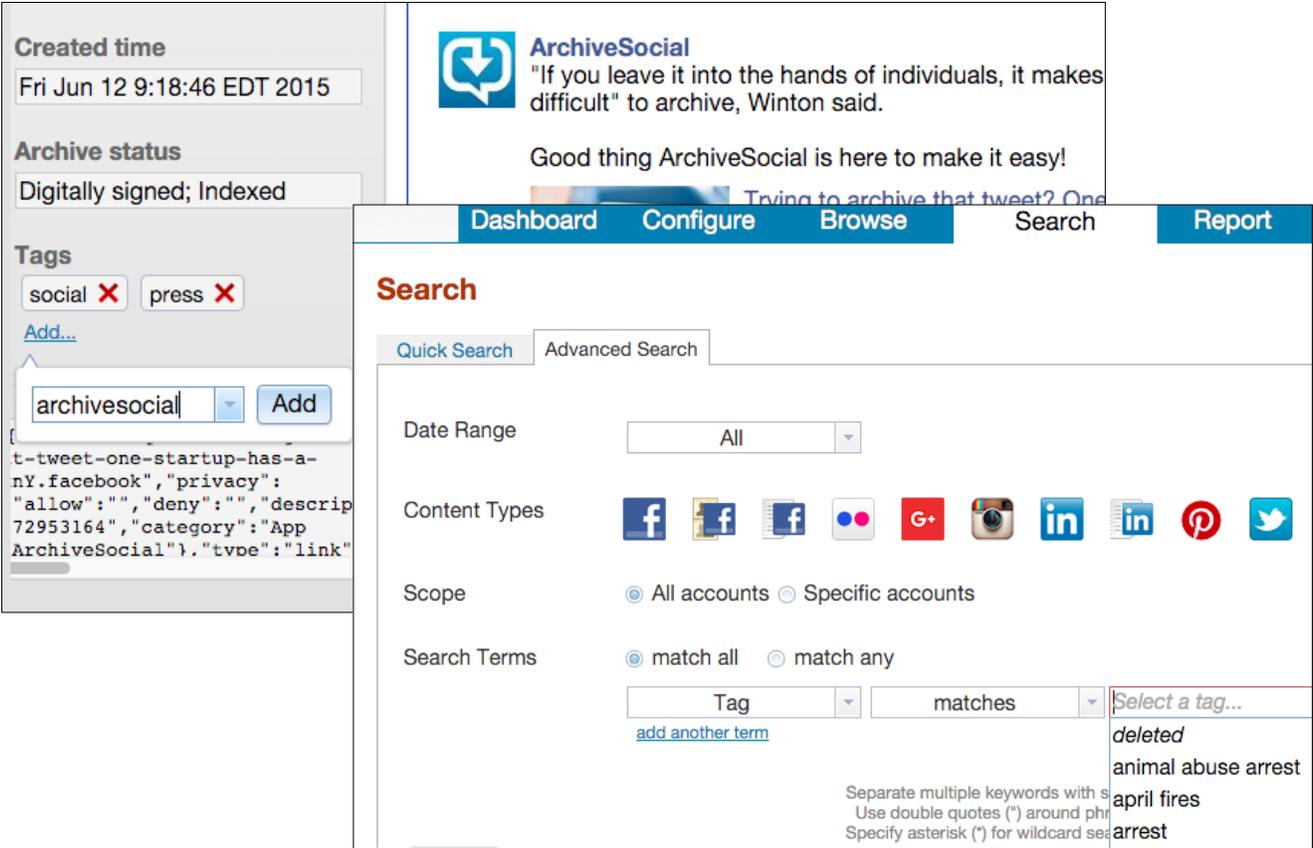


ArchiveSocial's advanced search allows you to scope by a variety of options to find the needle in the haystack. Search by content type, date range, network, keywords, participants, or tags. Custom tags for content make it easy to organize any archive and filters can quickly refine results.

# DATA EXPORT TO A VARIETY OF FORMATS

Storing data is only half the equation. A complete records management solution must provide the ability to easily locate and produce records in a usable format.

Because social media content is rich and dynamic, it is important that records can be exported in a variety of static formats based on how the data will be used. Furthermore, it is critical that all data – including metadata and images – can be included in the export.



ArchiveSocial can export social media content to a variety formats including PDF, HTML, and Excel. 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

Whether an organization's social media portfolio is managed by a single individual or distributed across several departments, a centralized social media records archive is the key to efficient and cost effective compliance.

Organizations need to be able to connect accounts quickly and easily without collecting personal login information from multiple users or granting blanket access to all of the data in the archive.

## CONNECT SOCIAL MEDIA ACCOUNTS

### Welcome, Jane Govvie

ArchiveSocial is using ArchiveSocial to automatically archive your social media activity. Please connect each of your social media accounts below in order to allow ArchiveSocial to access your accounts and archive your activity.

*Please note: Sites such as Facebook and LinkedIn often associate business profiles with a personal login. If you are connecting an account using your personal login, you will need to first accept all permissions when prompted. You will then be able to select the exact profiles to archive, and can choose to omit your personal profile.*

- Connect a Facebook Account
- Connect a Flickr Account
- Connect a Google+ Account
- Connect a Instagram Account
- Connect a LinkedIn Account
- Connect a Pinterest Account
- Connect a Twitter Account
- Connect a YouTube Account

ArchiveSocial is a pure cloud-based solution that requires no software installation or IT expertise. It simplifies deployment across the organization and enables your business to automate social media record keeping in a matter of minutes.

# COMPLETE HISTORICAL ARCHIVE

For organizations that have not been maintaining records of social media, it is important for existing account history to be included in a complete archive.

A social media portfolio can change over time, with accounts falling in and out of relevancy. Even if a profile is removed, records of that content must continue to be stored and maintained for organizations to stay compliant

## Sorry, this page isn't available

The link you followed may be broken, or the page may have been removed.

ArchiveSocial collects a full archive of existing social media accounts from the start, ensuring a complete archive. When social media accounts are retired, they can be set to historical status. The data remains in the archive and is fully exportable and searchable.

# RETENTION AND DISPOSITION RULES

Organizations following retention and disposition rules need a customizable solution for their social media archive. If certain kinds of content need special consideration, flexible retention rules are key.



ArchiveSocial allows organizations to control the retention period of records through customizable disposition rules. All records can be reviewed before deletion.

# HOOTSUITE
# APP

When organizations leverage Hootsuite to streamline their social media efforts, they still need to maintain compliant records.

A solution that connects seamlessly with Hootsuite can provide organizations with flexible new tools for creating new content and managing history.
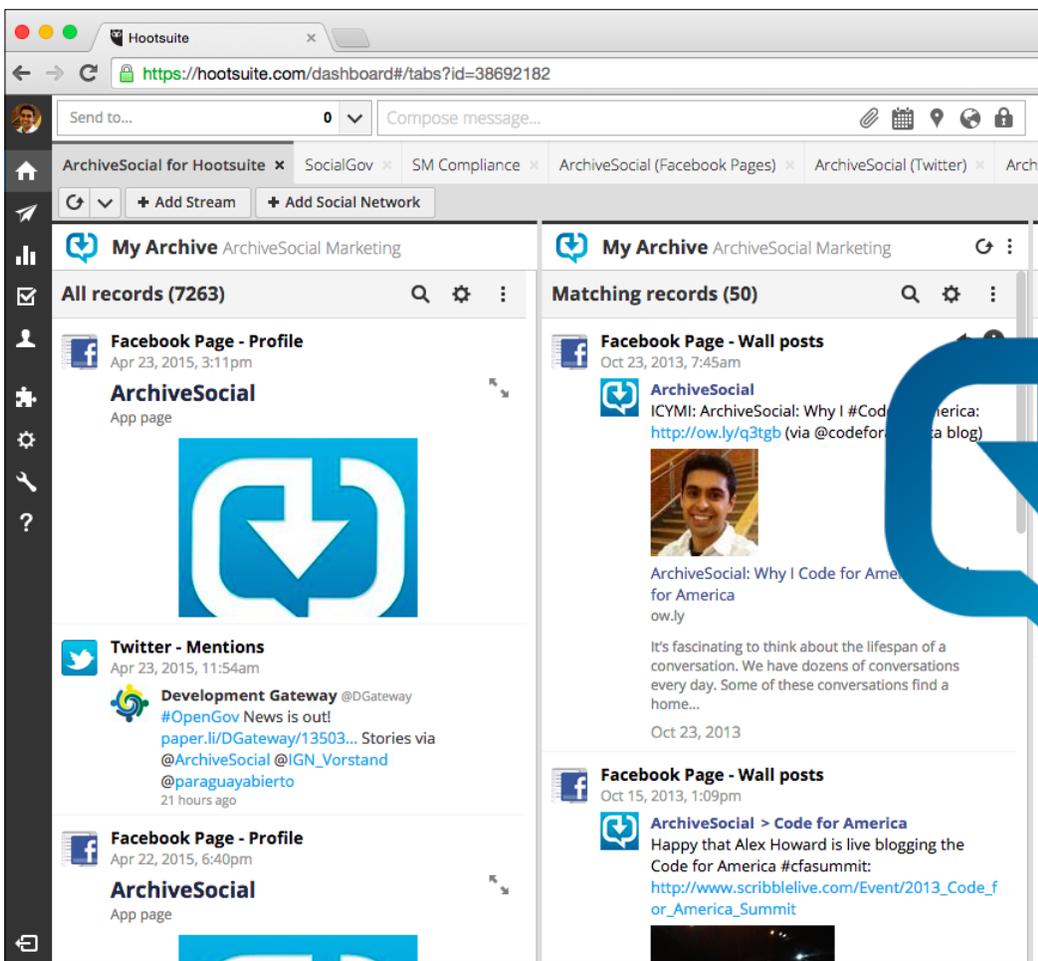


The ArchiveSocial Hootsuite app makes it possible to search your social media archive and auto-compose from historical content while maintaining compliant records, all within the Hootsuite dashboard.

# RISK MANAGMENT AND ANALYTICS

Consistently enforcing social media policies and responding quickly to community interaction can be tough for busy social media managers.

Questions or comments can appear at any time, and a quick response can be the difference between a positive or negative interaction. Tracking how effective an interaction was can be a challenge too.

A solution with robust reporting and alerting systems can increase control, responsiveness, and insight across a social media portfolio.



ArchiveSocial uses captured data to help organizations enforce their social media policy and respond quickly to questions. Gain insight on what's working, and get alerts about what matters most. Learn more about how the Risk Management and Analytics (RMA) suite can enhance your archive **here**, or contact our team.

# SOCIAL NETWORKS WE ARCHIVE

Organizations engage across the web and need an archiving solution that works with all of their social media networks. Preserving all social media records in one archive makes it easy to access content.

ArchiveSocial currently supports Facebook, Twitter, Youtube, LInkedin, Instagram, Flickr, Pinterest, and Google Plus, all within one platform.

ArchiveSocial is the social media archiving solution for government and regulated industries.

Sign up today and take control of your social media data.

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