

Using Social Media in Organizations



A Technical Report
prepared by
ARMA International
and registered
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August 2012

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ARMA TR 21-2012

Consulting Editor: Cynthia A. Hodgson
Composition: Cole Design & Production
Cover Art: Cole Design & Production

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ISBN: 978-1-936654-09-3
ISBN: 978-1-936654-10-9 (PDF version)

A4934
V4934 (PDF version)

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FOREWORD

Publication of this Technical Report that has been registered with ANSI has been approved by ARMA International. This document is registered as a Technical Report according to the *Procedures for the Registration of Technical Reports* with ANSI. This document is not an American National Standard and the material contained herein is not normative in nature.

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Rationale

Social media is reshaping the way organizations conduct business. Getting ahead of this juggernaut of technological change is no small task. While it is impossible to predict how social media will affect organizations in the coming decades, its impact over the past several years is significant.

Organizations use social media for far-ranging purposes—from conducting sweepstakes to enacting sales transactions of products and services to managing various facets of customer relationships. For example, research conducted by the University of Massachusetts-Dartmouth indicates that among Fortune 500 corporations, more than 60% of them engage in “tweeting” as an organizationally sanctioned activity¹. And for non-profit organizations (i.e., charitable and educational entities), the rate of engagement rises to more than 90% and 80%, respectively.

For security and compliance purposes, social media deployment by an organization requires careful integration between records and information management and information technology personnel. ARMA International’s Generally Accepted Recordkeeping Principles® (GAR Principles) offer a baseline framework from which to build this integration.

This technical report complements the GAR Principles as well as *ANSI/ARMA 18-2011, Implications of Web-Based, Collaborative Technologies in Records Management*.

¹ Barnes, Nora Ganim, and Justina Andonian. *The 2011 Fortune 500 and Social Media Adoption: Have America’s Largest Companies Reached A Social Media Plateau?* North Dartmouth, MA: University of Massachusetts Dartmouth, 2012. Available at: <http://www.umassd.edu/cmr/studiesandresearch/2011fortune500/>

ACKNOWLEDGMENTS

ARMA International gratefully acknowledges the generous contributions provided by the following individuals and groups, without whose time, effort, and expertise this publication would not have been possible. Affiliations listed are those on record with ARMA International at the time of printing.

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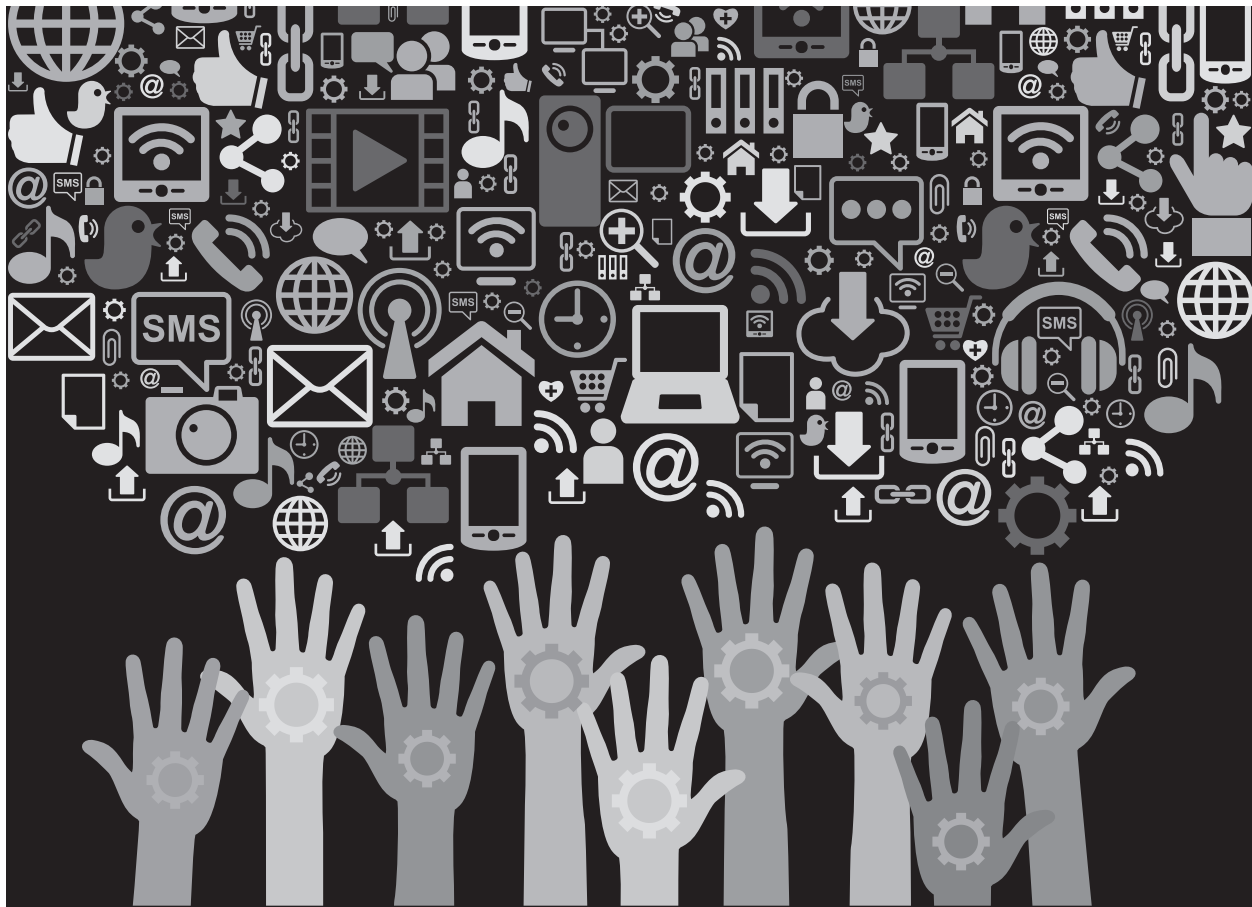
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Special Contributors:

Thank you to the members of the ARMA International RIM Review Group who, at the request of ARMA International Publications, graciously contributed to the vetting and review of this technical report.

Thanks also to the ARMA International Standards Development Program standards consultant, Nancy D. Barnes, Ph.D., CRM, CA, who served as project manager for the development of this publication, and to Vicki Wiler, Director of Publications, ARMA International.



► 1 Scope

Social media-related topics included in this publication are: governance, infrastructure/technology, policies, controls, change management, training, and audit/evaluation. This document does not provide best practices advice unique to e-commerce settings or consumers/private individuals. Without focusing on specific industries or sectors, it offers guidance on a general level for implementation in the organizational setting.

► 2 Purpose

This technical report offers implementation advice on social media use within the context of accepted records and information management best practices and effective governance policy. Records and information management practitioners and educators will find this publication useful, as will archivists and information technology professionals.

► 3 Definitions

Readers are encouraged to consult the ARMA International *Glossary of Records and Information Management Terms*, 3rd edition, for terms mentioned in this technical report. A select subset of terms related to social media and not included in the aforementioned glossary is defined below.

blog – An online journal with regular chronological entries written by one or more individuals that may provide readers with the ability to comment on postings. Derived from the phrase “web log.” [Source: ANSI/ARMA 18-2011]