



Best Practices: A CivicPlus® Fact Sheet

At CivicPlus, we understand the crucial role that social media plays in facilitating communication and engagement between government agencies and their communities. As part of our commitment to helping you navigate the evolving landscape of digital interactions, we present key social media archiving best practices to ensure compliance with public records laws, enhance transparency, and streamline your agency's operations.



Archive Audits: Periodic Check-Ins for Compliance

Regular archive audits are the cornerstone of effective social media archiving. Conduct quarterly audits to assess which departments and employees are actively managing social media accounts within your agency. This practice not only helps you maintain control over your digital presence but also ensures compliance with public records laws. CivicPlus Social Media Archiving recommends these audits to stay up to date and organized.



Connecting All Accounts: Complete Compliance

To adhere to public records laws and ensure comprehensive archiving, it's essential to connect all your agency's social media accounts. Use CivicPlus Social Media Archiving's Errored and Connected Accounts Report to identify any accounts that are not actively archiving. Quick and easy account connection can be performed by any Account Owner, enhancing your compliance efforts.



Proper Archive User Management: A Recipe for Success

Success with your archive hinges on having the right users in place. Admin and account owner roles are pivotal to managing and overseeing your archiving process. You can manage these roles in the Configure tab of your archive. CivicPlus Social Media Archiving recommends having at least 3-4 system administrators. Multiple administrators can collaborate efficiently, handling tasks such as connecting accounts, expediting account reconnections, and fulfilling records requests through Search and Export.



Account Owner Updates: Ensuring Accuracy

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Elevating Efficiency: Sharing Responsibilities

Encourage collaboration among your system administrators and account owners. By distributing responsibilities, you can ensure that account connections, reconnections, and records requests are addressed promptly. This shared approach streamlines operations, promotes transparency, and minimizes the risk of oversight.

At CivicPlus, we're dedicated to supporting your agency's commitment to transparency, compliance, and efficient communication. By following these social media archiving best practices, you not only meet your legal obligations but also build a strong foundation for fostering community engagement and trust.

For more information on how CivicPlus can help you navigate the intricacies of social media archiving, feel free to reach out to our knowledgeable team. Together, we'll continue to empower your agency's digital communication strategies.