

Retention Requirements for Social Media

Social media posts or comment interactions are considered public records. There is no separate schedule for social media. Social media is a delivery medium (like paper or microfilm), it is not a record type. Posts should be retained according to their content. Since these posts are often used by agencies to disseminate information to the public they are often duplicates of announcements or news releases; only the originals need be retained. If social media is used to have two-way communication it is considered correspondence and retained accordingly. If a record for public availability or promotion of information is required, social media may be retained as long as considered necessary.

Record types commonly associated with social media:

1. **Transitory Records ADM-GMT-26 OBS/SUP 3**
Retain 3 years after obsolete or superseded, then destroy.
2. **Publicity and Promotion ADM-COM-07 CR 5**
Press and News Releases ADM-COM-04 CR 5
Retain for 5 years after create date, then destroy
3. **Correspondence - Directors ADM-GMT-03 PERM**
Correspondence – Elected Officials ADM-GMT-04 PERM
PERMANENT
4. **Correspondence - General ADM-GMT-05 CR 3**
Retain 3 years after create date, then destroy

In the above list, CR stands for "from date created," and OBS/SUP means until Obsolete or Superseded.

A complete list of retention schedules can be found at the [Wyoming State Archives website](#). Click on the green button "For Government Staff" and then on "records retention schedules." Choose either local government or state agency schedules or crosswalks.

Ways to capture social media posts:

- Create PDF/A
- Use Webcrawling software - ArchiveSocial, Smarsh, Pagefreezer, etc
- Backup tools
- Ask vendor directly for content
- Copy and paste into a word document
- Export from social media platform in CSV format
- Print and file
- Application Programming Interfaces (APIs) to create a customized tool to download into a database



Image taken from:
<https://www.cioinsight.com/security/social-media-archiving-best->

However you choose to capture the posts be sure to keep them somewhere that you can manage them like you would any other record and keep them only as long as needed.

It is the responsibility of each agency to preserve social media posts as long as is necessary.

Last updated May 2022 For more information contact your [records analyst](#) or the Records Management Supervisor – Carmen Clayton at carmen.clayton@wyo.gov 777-5586