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 activity. 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.

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