

Social Media Guidance and the Capture of Social Media Records

ACA@UBC Seminar

“We shape our tools, and our tools shape us”

February 6, 2013

Bethany Cron

National Archives and Records Administration

Office of the Chief Records Officer

Overview

Background on social media in Government

Examples of agency use

Background on NARA

NARA Requirements in Bulletins

Best practices for records management

Next steps

Background on social media in Government



Timeline of US Government Use of Social Media



Social Media

Why you really should read those terms of service

By Frank Konkel Jan 10, 2013

When the General Services Administration on Jan. 8 announced a government-wide terms-of-service agreement with Pinterest, some agencies had been on the photo-sharing site for months. So what's wrong with federal offices simply agreeing to a site's standard terms?

Simply put, because most free

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FAILURE TO ADHERE TO THE CODE OF CONDUCT AND TERMS OF USE

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GSA ADDENDUM TO TERMS OF USE FOR GOOGLE+ PAGES

This addendum ("Addendum") to the Google+ Pages Additional Terms of Service ("Google+ Pages Terms"), the current version of which is attached as Exhibit A, (together, the "Agreement") for the Google+ Page services ("Google+ Pages" or "Services") is entered into by the U.S. General Services Administration ("GSA," "You," or "User") and Google Inc. ("Google"). For the purposes of this Addendum, the Google+ Pages Terms include the Google Terms of Service and all documents referenced therein. This Addendum will be effective as of the last date it is signed by Google and GSA (the "Addendum Effective Date").

BACKGROUND

The parties recognize that United States Federal Agencies (each, an "Agency"), as United States Government entities, are required, when entering into agreements with other parties, to follow applicable federal laws and regulations governing its agreements with other parties. Such laws and regulations include limitations on matters related to indemnification, fiscal law, advertising and endorsements, governing law and dispute resolution forum; and affirmative duties related to ethics, security, accessibility, and freedom of information. GSA and Google agree that modifications to the Google+ Pages Terms are appropriate to accommodate the legal status and public mission of each Agency. The free Services provided pursuant to this Addendum are commercial.

NOW, THEREFORE, in consideration of mutual covenants set forth herein, the parties hereby agree as follows:

1. Google agrees that it shall offer to each Agency that wishes to use the Services the terms of this Addendum as set forth below (the "Terms").
2. The GSA shall notify Google, via email to plus-pages-notifications@google.com, of each Agency that wishes to use the Services. Such notice shall include the name of the Agency, the name of authorized representative of the Agency and the email address for such representative. Google agrees that it shall send via email a form of this Addendum with the Terms to such Agency. The Agency may review and electronically accept the Addendum in order to enter into the Agreement with Google.
3. For each Agency that accepts the Addendum, the GSA agrees to provide Google with written notice of the URL for each Agency G+ Page (as defined below). The GSA shall provide such written notice via email to plus-pages-notifications@google.com. Google agrees that, following receipt of such notice, it shall comply with Section D of the Terms as specified below.

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A. **Precedence; Further Amendment; Termination:** This Addendum constitutes an amendment to the Google+ Pages Terms. Language in the Google+ Pages Terms indicating it alone is the entire agreement between the Parties is waived. If there is any conflict between this Addendum and the Google+ Pages Terms, or between this Addendum and other rules or policies on the Google site or services, this Addendum shall prevail. This Addendum may be further amended only upon written agreement





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My Administration is committed to creating an unprecedented level of openness in Government. We will work together to ensure the public trust and establish a system of transparency, public participation, and collaboration. Openness will strengthen our democracy and promote efficiency and effectiveness in Government.

- PRESIDENT OBAMA, 01/21/09



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Examples of agency use



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Social Media

Agencies getting better at social tools

By *Camille Tuutti* Jan 09, 2013

There is no shortage of social activity in government, but a new report finds that agencies are becoming increasingly familiar with the benefits of social platforms and discovering uses that further their missions.

The Partnership for Public Service and Booz Allen Hamilton's **new study** looks at how agencies use technology and social media. In interviews with 26 individuals from 12 agencies and offices, the report authors identified use cases



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Register Social Media Accounts

Information about [usnationalarchives on Facebook](#)

Organization or Program: National Archives and Records Administration
Program URL: <http://archives.gov/>
Sponsoring top-level Agency: National Archives and Records Administration (NARA)
Tags:
Language: English
Last updated by: admin
Last updated on: 11 April 2012

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Social Media at NARA

- Citizen Archivist Dashboard
- Facebook
- Foursquare
- Flickr
- Historypin
- Ideascale
- Storify
- Tumblr
- Twitter
- Ustream
- YouTube



Web 2.0 @ the National Archives

The U.S. National Archives



The Archivist of the United States



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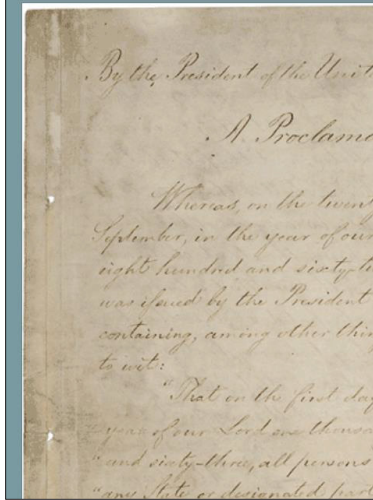
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ANNOUNCEMENT: ICN Weekly Webinar: 1/16 1:00 pm EST Show Details

The Internal Collaboration Network (ICN) is a cross-departmental tool for collaboration and knowledge sharing. Find out what's happening, right now, at NARA.

We want to make it easier than ever to share and connect with your colleagues. Here are three ways for you to get the most out of the ICN:

- Edit Your Profile**
Personalize your profile and help your colleagues recognize you.
- Find Colleagues**
Find people you know on the ICN using our simple tools.
- Explore Groups**
Find a group that suits your work, experience, and interests.

If you have any questions, check out our [New User Guide](#), or feel free to email us at icn@nara.gov.

Thanks,
The ICN Team

What people are commenting on

COLLABORATE

Browse Create

Content
People
Places
Bookmarks

Find Colleagues

Find people you know on the ICN using our simple tools.

Background on NARA

- NARA is responsible for ensuring the proper management of all government records



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Federal Records Act (FRA)

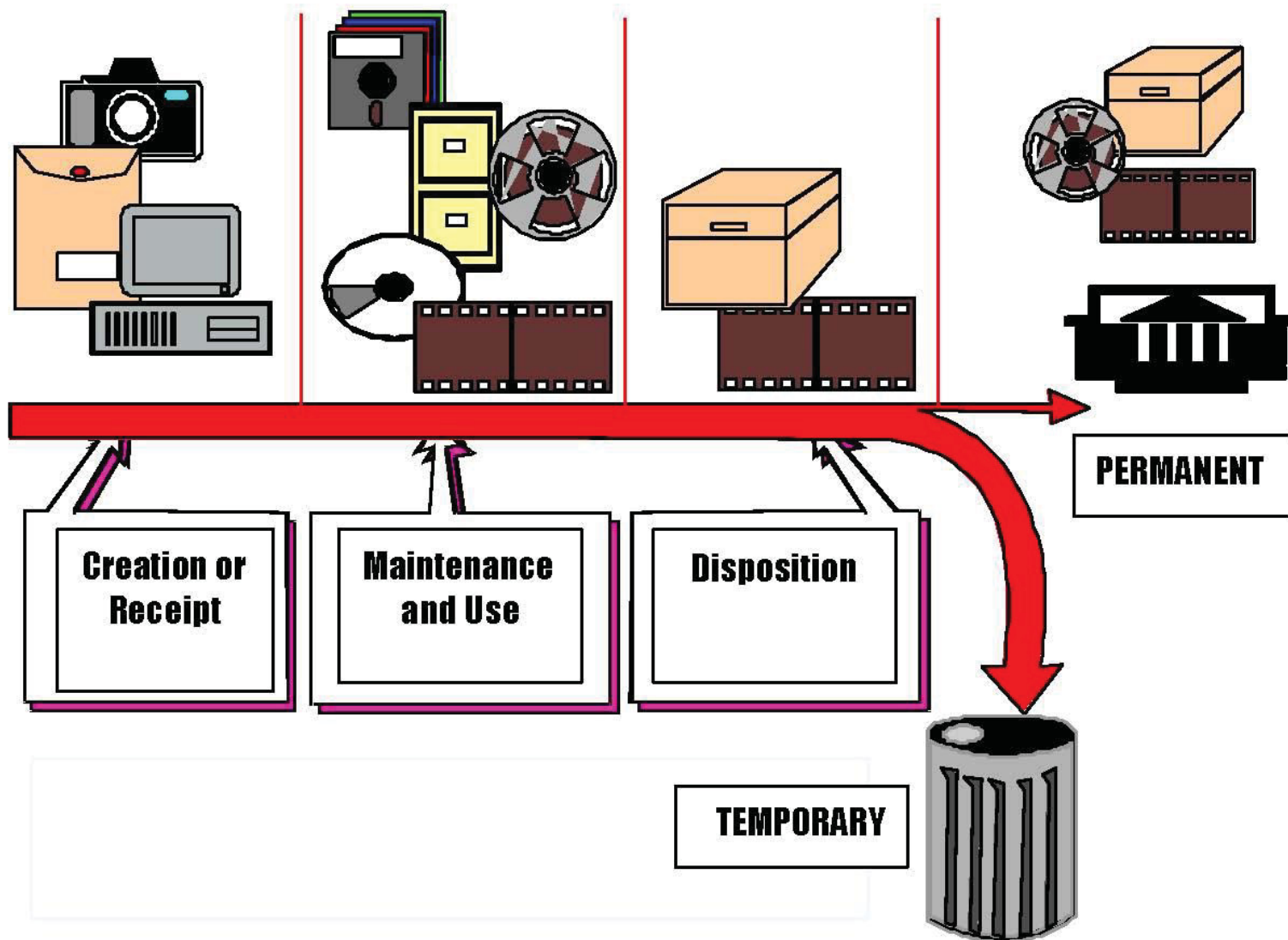
(44 U.S.C. Chapter 31)

- Gives the Archivist of the United States the authority to provide guidance and assistance on the management of records



Staff at the Lenexa, Kansas, Federal Records Center transport records for scheduled disposal.
(Photo by Darryl Herring)

Records Lifecycle



Office of Chief Records Officer



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Records Managers

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Records Management Resources

[Records Management FAQs](#)

[Federal Records Centers \(FRC\)](#)

[Guidance and Policy for Accessioning](#)

[Electronic Records Management \(ERM\)](#)

[Toolkit for Managing Electronic Records](#)

[Records Management Handbook](#)

[Records Management Policy and Guidance](#)

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Records Managers

If you are a Federal Government Employee, you have Federal records management responsibilities. Use this site to learn more!

Records Management Frequently Requested

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- Guidance and Regulations
- Featured Records Management Topics
- Records Control Schedules
- RM Certification
- Records Storage Standards Toolkit
- Training
- What's New!
- Frequently Asked Questions
- Federal Records Officers
- General Records Schedule
- RM Toolkit
- List of NARA Contacts for Your Agency
- Memos to Agency Records Officers
- Related Links
- More Resources

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RECORDS MANAGEMENT

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Federal Records Centers (FRC)



NARA's Federal Records Centers provide secure and cost-effective records storage, access, and disposition services for Federal agencies. [More](#)

Electronic Records Archives



ERA is NARA's investment in

Records Management Policy Section

records



NARA Requirements in Bulletins



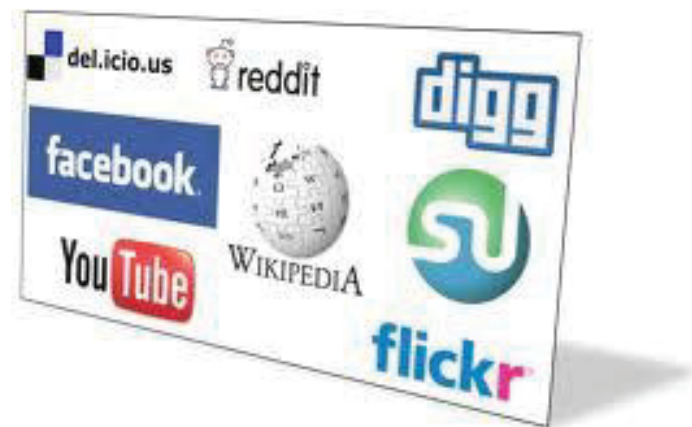
National Archives Building
Washington, DC



Archives II
College Park, MD

NARA Bulletin: Guidance on Managing Records in Web 2.0 & Social Media Platforms

- Expands on NARA's existing web guidance
 - Implications of Recent Web Technologies for NARA Web Guidance
 - NARA Guidance on Managing Web Records
- Not intended to provide agencies with model schedules or step-by-step guidance



Defining Federal records

The Federal Records Act (44 U.S.C. 3301) defines Federal records as any material that is recorded, made or received in the course of Federal business, regardless of its form or characteristics, and is worthy of preservation.

Defining social media records

If any answers are **YES**, then content is likely a record:

Is the information unique and not available anywhere else?

Does it contain evidence of an agency's policies, business, mission, etc.?

Is this tool being used in relation to the agency's work?

Is use of the tool authorized by the agency?

Is there a business need for the information?

Framing the issues

- Recordkeeping
- Identification of records
- Implementation of records schedules
- Capture
- Content management
- Personally identifiable information
- Public expectations
- Content in multiple places
- Ownership and control of data

Addressing Records Management Challenges



Policy

Records Scheduling

Preservation

Policy

- Areas to consider include:
 - Identifying records
 - Defining ownership
 - Terms of service (TOS)
 - Communicating policies
 - Monitoring use and value
 - Monitoring changes to TOS





CDC Twitter Profiles

Purpose

This document is designed to provide guidance (CDC) employees and contractors on the use of social media. CDC currently participates. CDC encourages the staff to use social media to disseminate information and engage with individuals and partners.

Background

Twitter is a real-time information network used by individuals, businesses to share information, commentary, and social media content. Launched in July 2006, Twitter is made up of 140 characters or less, called tweets. It is available via message, mobile websites, audio, Twitter's web application. Twitter has an estimated 200 million users a day, and the service handles over 1.6 billion tweets, a commonly used Twitter term.

CDC has a robust and growing Twitter presence. CDC uses [profiles](#) connecting followers with information on CDC's work.

Please refer to the [CDC Enterprise Social Media Guidelines](#) for guidance on use of social media for work-related requirements on use of social media in an official capacity.

Communications Strategy

Twitter and other social media tools are intended to support the health communications program or project development. The Director of Communication Science (ADCS) in the (HCSSO) of CDC's National Centers, Institutes, and Offices.

Clearance and Approval

1. **New Accounts:** As per the CDC Enterprise Social Media Guidelines:

- All new Twitter accounts must be approved by the Office of the Associate Director for Health Communication at least 5 days prior to the launch of the account to socialmedia@cdc.gov.
- Security approval is required from the Office of Information Security (OCISO). Please contact your OCISO for additional information on security requirements.
- A Privacy Impact Assessment must be completed by the Office of the Associate Director for Health Communication.

CDC Twitter Guidelines and Best Practices



DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION
DIVISION OF NEWS

U.S. Department of State Foreign Affairs Manual Volume 5—Information Management

**5 FAM 790
USING SOCIAL MEDIA**

(CT:IM-110; 06-10-2010)
(Office of Origin: IRM/BMP/GRP)

5 FAM 791 SCOPE

(CT:IM-110; 06-10-2010)

- a. Social media consist of a variety of digital technologies that facilitate interaction among individuals who use the tools. Social media allow individuals to post their own content to Web sites accessible to other individuals; comment on, rate and/or tag content that others have posted; upload and distribute media files; dynamically develop software applications; interact in simulated learning, gaming and trading environments; participate in online conversations; and observe the interactions of other individuals.
- b. Social media provide an important means for the Department to play a lead role in conduct of U.S. foreign policy. This subchapter provides guidance for accessing and using social media to:
 - (1) Conduct internal and external collaboration within the Department and other Federal Government agencies;
 - (2) Conduct diplomatic activities with non-U.S. Government organizations and individuals on controlled-access Web sites that are not available to the general public;
 - (3) Use for official consular, public affairs and public diplomacy activities on Web sites that are available to the general public;
 - (4) (Use for engaging in activities that are of official concern to the Department.

The provisions of this subchapter apply to all Department personnel, including users of Department systems, including Foreign Service (FS) and Civil Service (CS) employees, employees abroad including LE staff (LE staff), and contractors performing duties under the authority of the Department of State.

5 FAM 791.1 Authorities

(CT:IM-110; 06-10-2010)

The following authorities are in addition to those listed in 5 FAM 790.



EPA Classification No.: CIO 2184.0	CIO Approval Date: 06/20/2011
CIO Transmittal No.: 11-0006	Review Date: 6/2014

Issued by the EPA Chief Information Officer,
Pursuant to Delegation 1-19, dated 07/07/2005

SOCIAL MEDIA POLICY

1. PURPOSE

This policy establishes the principles for the use of social media at EPA. For purposes of this policy, "social media" is a term for a wide-spectrum of user-driven content technologies.

2. SCOPE AND APPLICABILITY

This policy applies to EPA employees, contractors, and other personnel acting in an official capacity on behalf of EPA when using social media for official EPA purposes on the Intranet and the Internet, whether such use occurs on the EPA Website or third-party sites.

This policy does not apply to EPA employees using social media tools for personal use while using government-owned office equipment; such use is covered by EPA Order 2100.3 A1, "Limited Personal Use of Government Office Equipment Policy."

This policy does not apply to EPA employees using social media in their personal capacities; however, employees are always required to follow the Standards of Ethical Conduct and the Hatch Act.

This policy does not supersede or replace existing legal responsibilities and policies in effect.

3. AUDIENCE

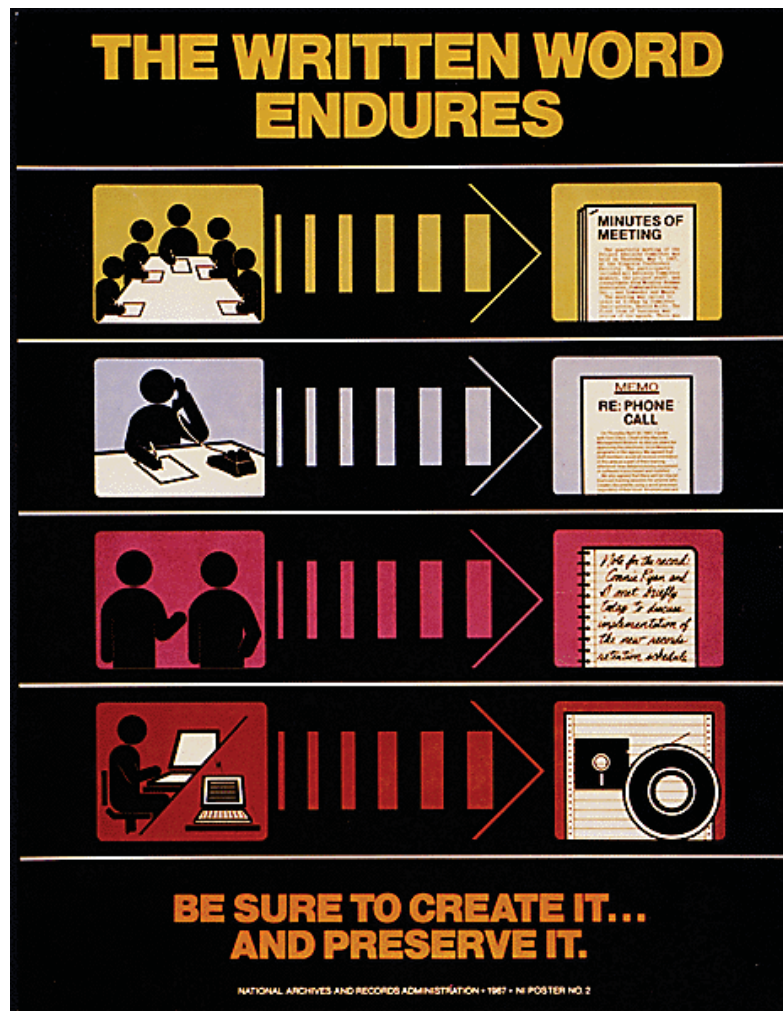
The audience for this policy includes any EPA employee, contractor, or other person who uses social media on behalf of EPA.

4. BACKGROUND

Much like the Internet transformed information during the 1990's, social media is a 21st century phenomenon that offers a new and constantly emerging range of opportunities for networking, collaborating, and information-sharing. EPA is using social media tools to create a more effective and transparent government, to engage the public and EPA's partners, and to facilitate internal collaboration. Social media provides another set of tools to help EPA accomplish its mission.

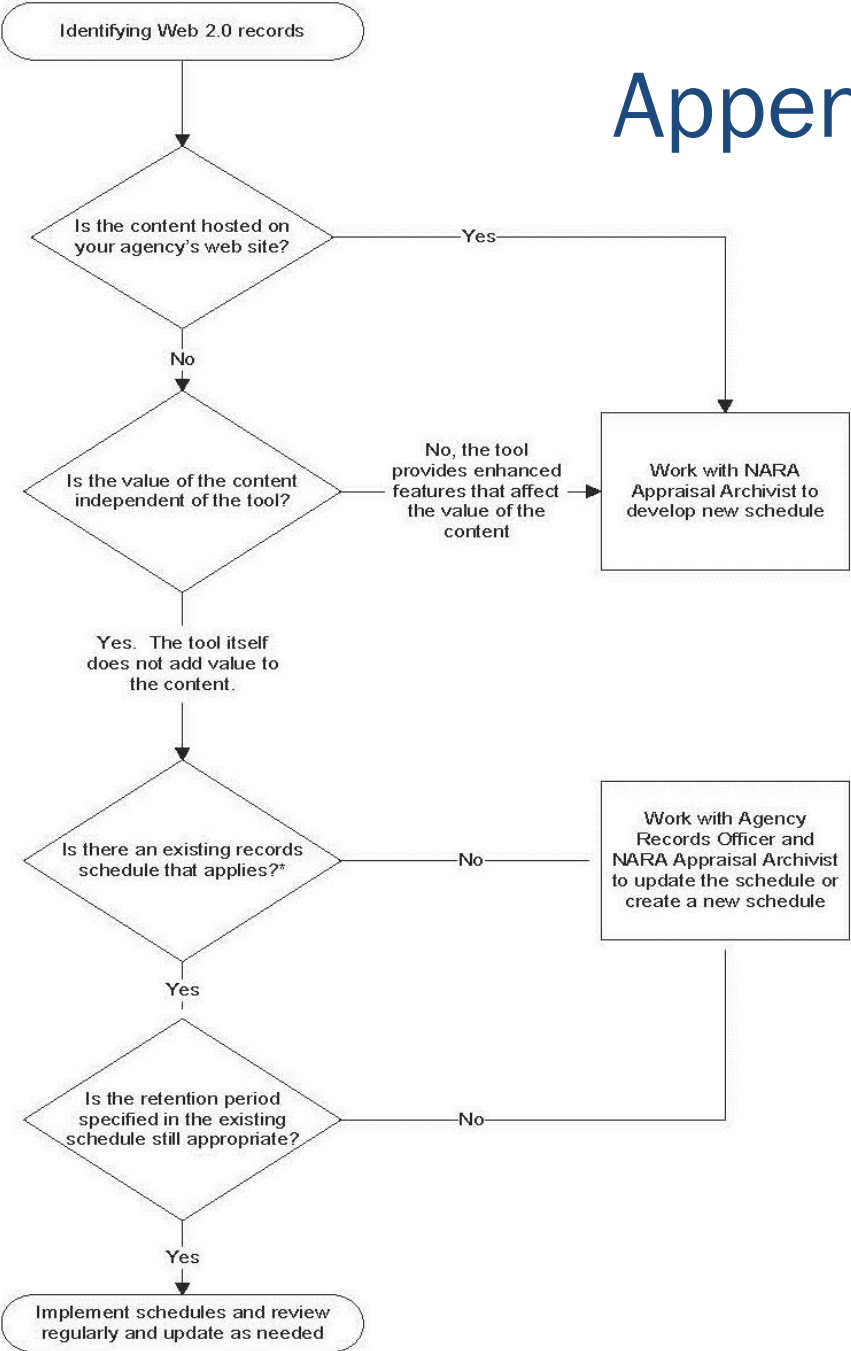
The benefits of using social media in support of EPA's mission include increased ability for the Agency to engage and collaborate with partners, notably the American public. With the benefits and opportunities of social media come risks for security and privacy. It is important that EPA weigh both the benefits and the risks before using social media tools. In addition, there are legal issues and federal requirements that are unique to the government, such as privacy, Section 508 compliance (accessibility), records management, procurement rules, and staff participation on external sites that directly impact EPA employees' use of social media tools. EPA will use these tools only in support of

Records Scheduling



- Agencies must create new schedules or apply existing disposition authorities considering:
 - Use and functionality
 - Any enhanced processes, functionality, added metadata, or other features

Appendix A - Flowchart



*Note:
An existing records schedule may apply if:
a) You have a previously-approved, media-neutral schedule
or
b) The records are administrative records (not related to the program functions of the agency)

Department of State – DipNote Blog

DispAuthNo: New item.

b DipNote Blog Page. Contains information (textual, audio, video) intended to give the public a chance to become active participants in a community focused on world issues. It allows on-line questions and discussion, offers a behind the scene look at the Department, and an official forum for exchanging ideas. Department employees are also invited to tell their stories and share their experiences.

Disposition: PERMANENT. Cutoff and transfer to the National Archives at the end of each calendar year. Initial transfer in 2011 will include the 2010 postings and archived blog postings for 2007-2009. All subsequent yearly transfers will only include postings from the previous calendar year. Records to be transferred to NARA in accordance with the regulations relating to the transfer of electronic records and guidance for web records in effect at the time of transfer.

DispAuthNo: New item.

Preservation

- Capture strategies include:
 - Using web crawling software
 - Using web capture tools to create local versions of sites and migrate content to other formats
 - Using platform APIs
 - Using RSS Feeds, aggregators, or manual methods

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twitter



iterasi

IFTTT



hootsuite™

ThinkUp

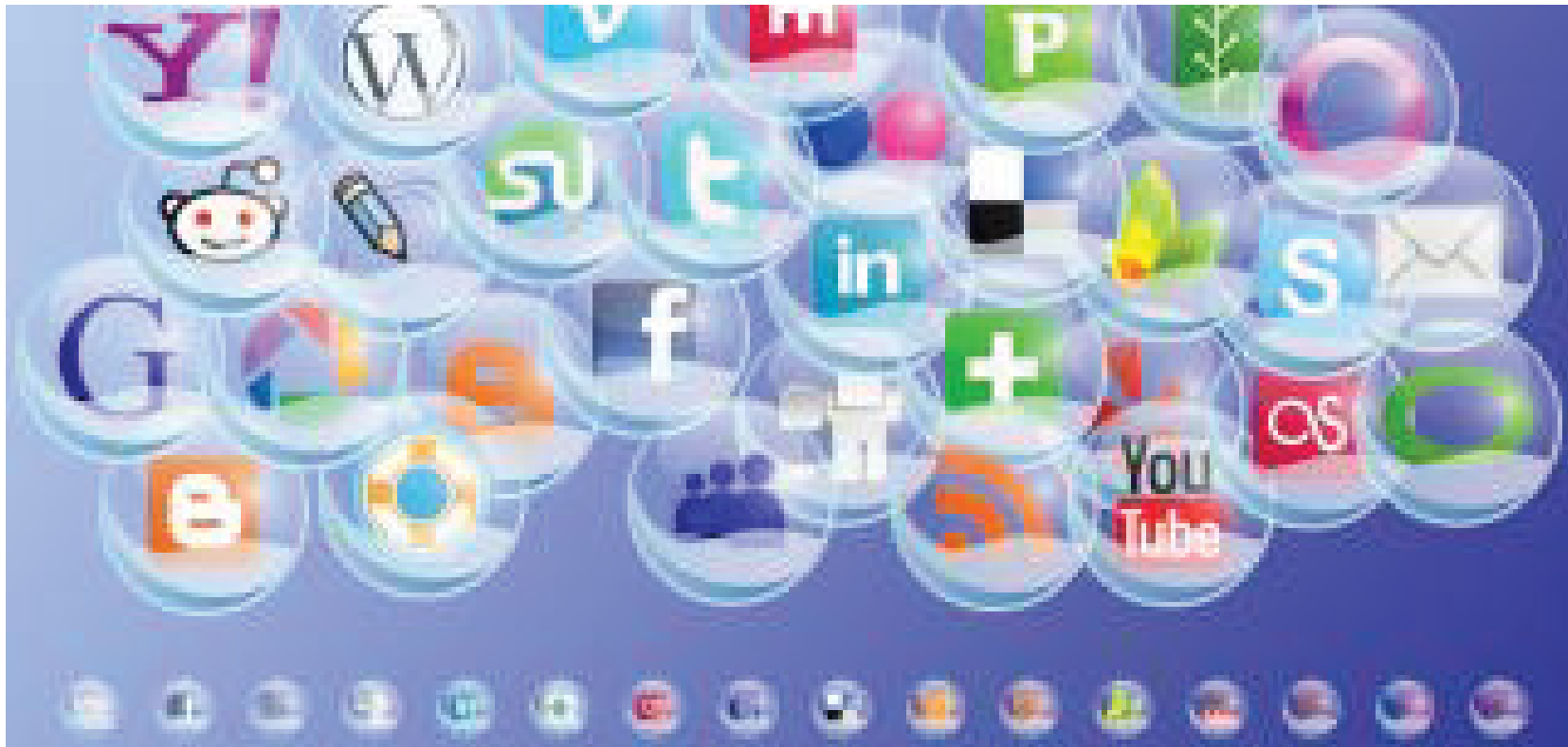
SocialSafe



Spredfast

HANZO
ARCHIVES

Agency responsibilities with contractors and third parties



Pinterest

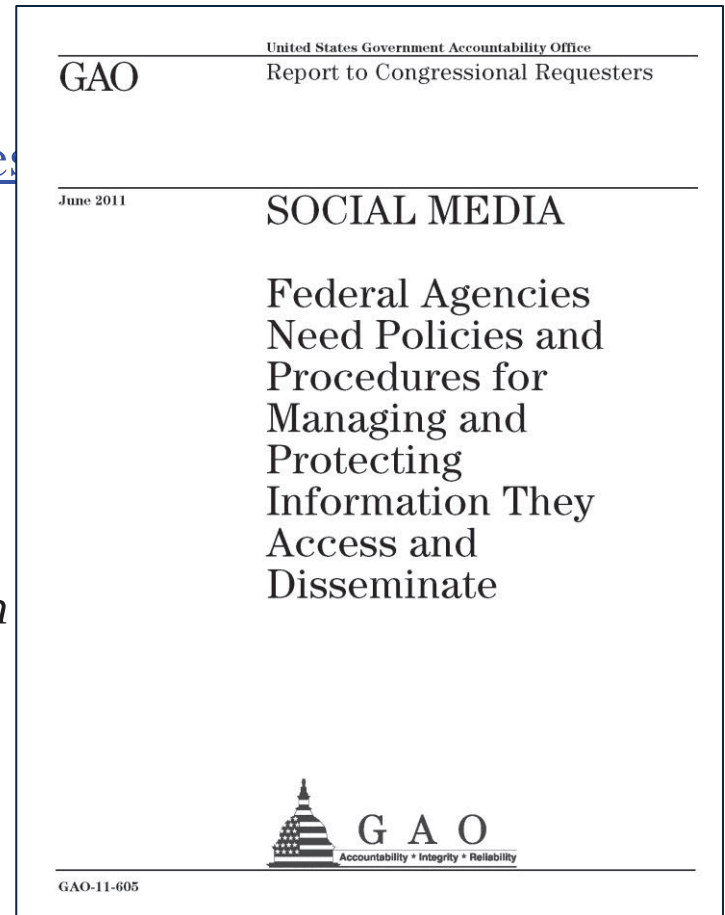
*Q. **Federal Records:** Agency acknowledges that use of Pinterest's Services may require management of Federal records. Agency and user-generated content may meet the definition of Federal records as determined by the agency. If Pinterest holds Federal records, the Agency must manage Federal records in accordance with all applicable records management laws and regulations, including but not limited to the Federal Records Act (44 U.S.C. chs. 21, 29, 31, 33), and regulations of the National Archives and Records Administration (NARA) at 36 CFR Chapter XII Subchapter B). Managing the records includes, but is not limited to, secure storage, retrievability, and proper disposition of all Federal records including transfer of permanently valuable records to NARA in a format and manner acceptable to NARA at the time of transfer. The Agency is responsible for ensuring that it is compliant with applicable records management laws and regulations through the life and termination of its use of the Services.*

December 20, 2012

Background

June 2011: GAO Audit 11-605, "Social Media: Federal Agencies Need Policies and Procedures for Managing and Protecting Information They Access and Disseminate"

Archivist: *NARA will develop "guidance on effectively capturing records from social media sites and ... best practices."*



Social media use in Federal agencies

- GAO 11-605 areas of concern:
 - Management of Federal records
 - Privacy
 - Security

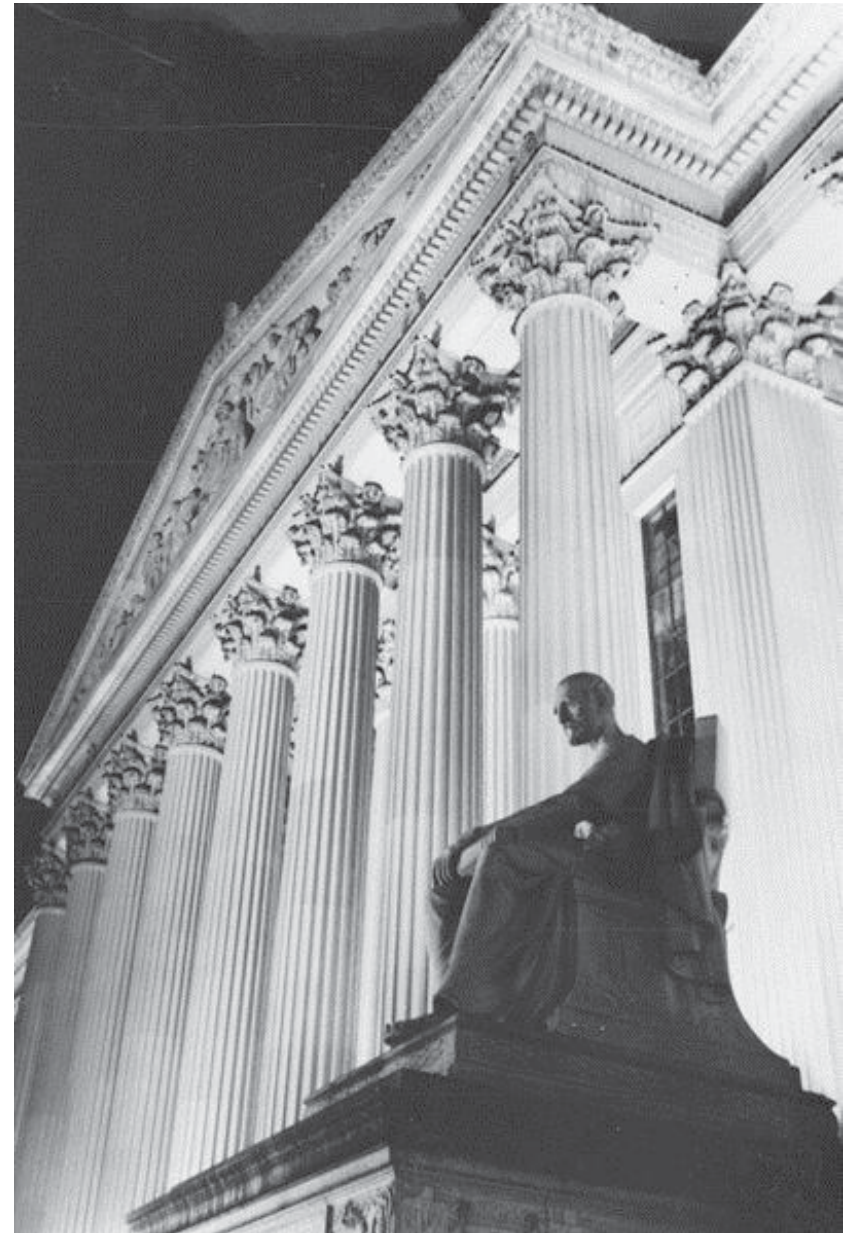
2011 RMSA reported only 50% of responding agencies had policies and procedures

Upcoming NARA Bulletin and White Paper

- Builds on NARA's Guidance on Managing Records in Web 2.0/Social Media Platforms
- Provides additional guidance and best practices for capturing records
- Serves as another step to address concerns raised in the GAO Audit

Agency Forum

- Attended by web managers and RM staff from selected agencies
- Three agencies presented
- Only a few examples could be classified as "best practices"



Photograph of the National Archives Building at Night at the Pennsylvania Avenue Entrance, 1972

Current tools and methods for capture

Backupify

Hootsuite

ThinkUp

Ohmygov.com

Ask vendor
directly for
content

PDF/A

Print and file

Export in CSV
format

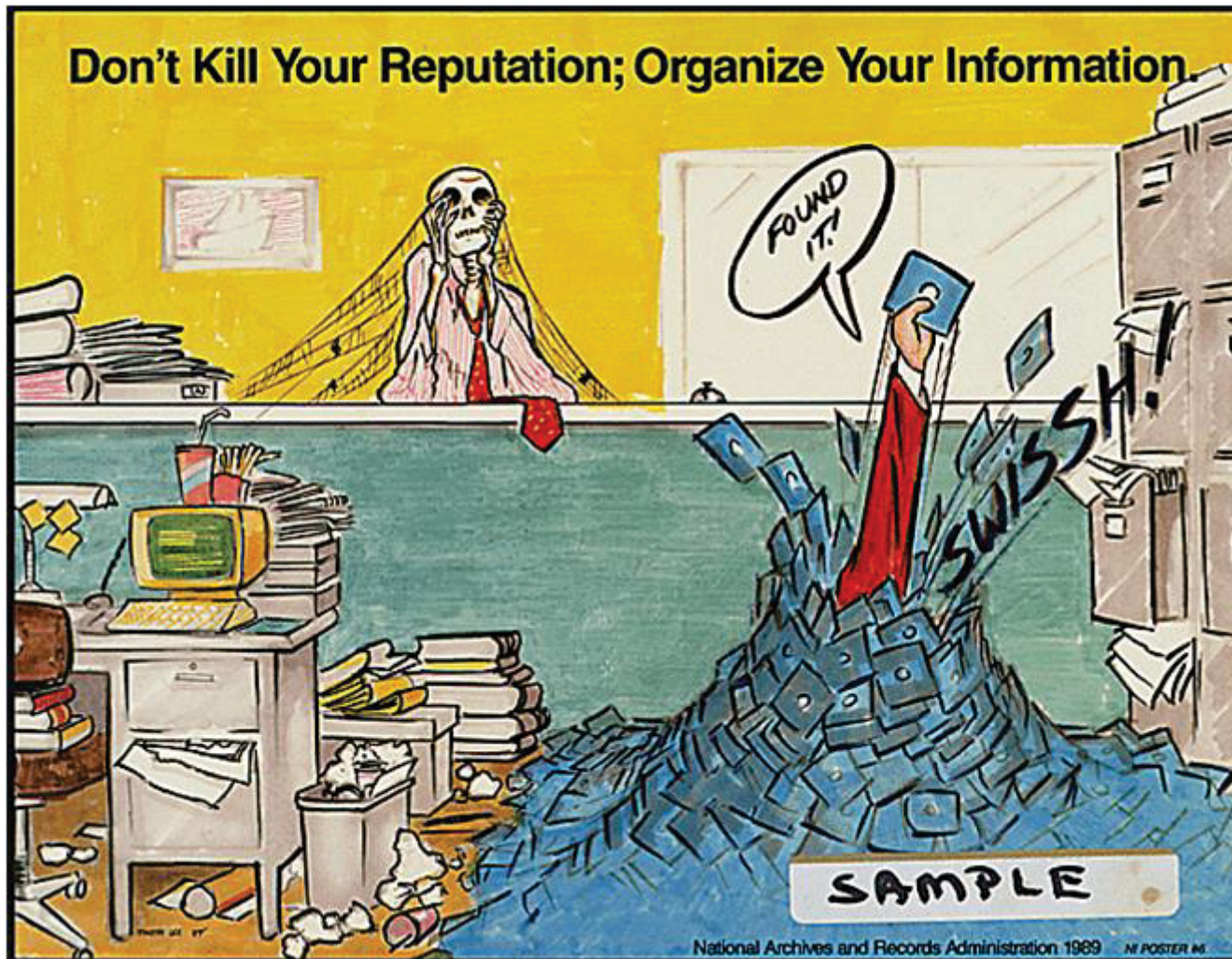
Copy and paste
into a word doc

Flickr API

Examples of Agency Policies

Agency	Social Media Policies	Social Media in Use	Excerpts from Social Media Policies
Centers for Disease Control	CDC Social Media Tools, Guidelines and Best Practices Twitter Guidelines and Best Practices Facebook Guidelines and Best Practices	Facebook, Twitter, YouTube, LinkedIn	<p>"9. Establish a Records Management System: Set-up a system to keep track of your Twitter posts, @replies, retweets and mentions to comply with Federal guidelines for records management and archiving." (Twitter Guidelines p.4)</p> <p>"Records Management. All Facebook page administrators must establish a system to collect all Facebook posts, comments, fan posts, events, and hidden posts (spam) to comply with Federal guidelines for records management and archiving. Any comment removed for violating the CDC commenting policy must be recorded and archived prior to deleting." (Facebook Guidelines p.2)</p>
Department of State	Using Social Media	Facebook, Twitter, YouTube, Flickr, Tumblr, blog, Google+, RSS feeds	<p>"(9) Records in social media sites must be copied or otherwise captured and maintained with related records, unless the site has a record management application that can manage the records throughout its lifecycle. Nonrecord content consisting of duplicate information which is maintained in other department recordkeeping systems (original recordkeeping copy is maintained in accordance with its records disposition schedule), and transitory records do not need to be archived and may be deleted when no longer needed." (p.11)</p>
Smithsonian Institution	Electronic Records: Recommendation for Preservation Formats The Smithsonian: Using and Archiving Facebook	Facebook, Twitter, YouTube, Flickr, Pinterest, Virtual World, blog	<p>For text, video, audio, and other files: "In accordance with best practices, SI Archives prefers to preserve transferred electronic records in the formats described in the table below." (Electronic Records p.5)</p> <p>"We created PDF/A capture of Facebook pages." (The Smithsonian: Using and Archiving Facebook)</p>

Best practices for records management



Building a Foundation

- Institute a working group
- Apply the definition of a Federal record
- Review existing records retention schedules



Construction of the Foundation for the National Archives Building, September 1, 1932

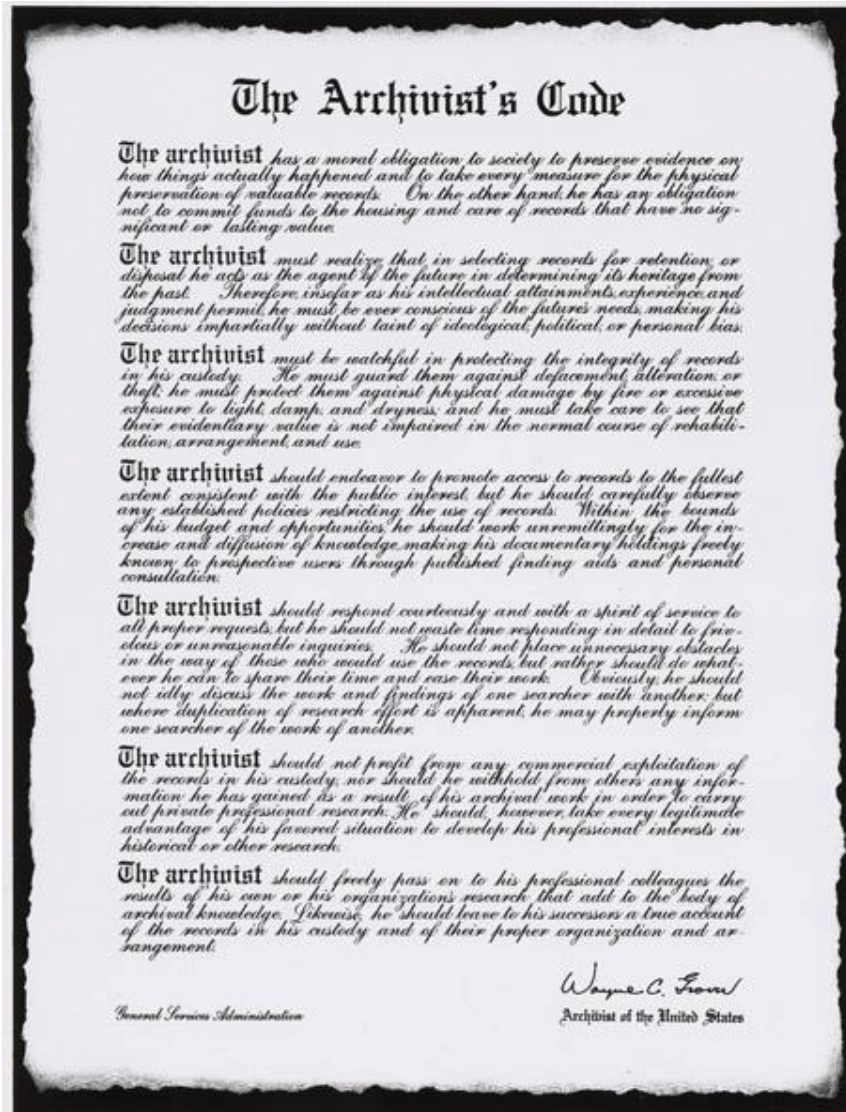
Tools and Methods

- Evaluate and test available tools
- Consider using tools with transparent processes
- Use built-in export capabilities
- Use APIs to create customized tools
- Ask the platform provider for social media content



yammer
twitter

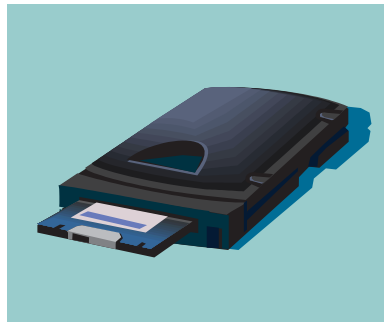
Implementation



- Incorporate specific language into TOS
- Delegate roles and responsibilities for capture
- Provide training for staff
- Provide centralized guidance
- Share your lessons learned

Examples of social media capture tools and methods

- Backup products
- Web crawlers




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WEBSITE COPIER

It is the agency's responsibility to determine if the tools and methods are adequate for preservation purposes.

Table of available tools and software

Provider	Paid Service	Product Description & Use Cases	Platforms Able to Capture	Method of Capture	Notes	Examples
Hootsuite	Free--up to 5 accounts Pro--\$9.99/month	Provides a social media dashboard for managing multiple accounts. Users can spread messages across networks, monitor keyword mentions in streams, and track results with built-in click-through stats and integrated Google Analytics.	Twitter	Archived Messages is an optional add-on for the HootSuite Pro Plan . Twapperkeeper , now part of Hootsuite , archives tweets.	First 100 messages are archived for free and starting at \$10/month for additional levels. Available from GSA's Apps.gov	
if this, than that	--	Users give ifttt tasks by putting one channel's trigger together with another channel's action. Tasks are executed every 15 minutes and can be turned on or off and shared with others.	Twitter, Facebook , weather forecasts, email, etc.		Limited channels	
Iterasi	Contact provider	Subscription service to create web archives for the corporate, legal and government industries. It includes data available requiring authentication such as direct messages on Twitter and messages on Facebook .	Twitter, Facebook , LinkedIn	Web crawlers capture entire sites or individual pages on-demand or on a regular schedule. Can also capture contents of RSS feeds (e.g., blogfeeds, Twitter). The "Page Notary Tool" captures any webpage, even those password or firewall protected.		
LiveOffice	Contact provider	Social Archives service offered by Symantec is part of the larger LiveOffice software package.	Twitter, Facebook , LinkedIn	Captures social media content in a centralized repository	Only available with LiveOffice AdvisorMail .	
Memento	--	Memento, an LC-funded project run by Los Alamos National Laboratory and Old Dominion University, proposes a technical framework for integrating current and past Web.	Web sites	Firefox plug-in retrieves web captures from the Internet Archive from a specified date and time.		

 **Beth Cron**
Edit profile

Direct messages

Lists

Help

Keyboard shortcuts

Twitter Ads

Settings

Sign out

Delete all location information

This will delete all location information from your Tweets. This may take up to 30 minutes.

Tweet media Display media that may contain sensitive content
 Mark my media as containing sensitive content
If you tweet images or videos that may contain sensitive content, please check this box so that they can be seen by only those you follow. [Learn more.](#)

Tweet privacy Protect my Tweets
If selected, only those you approve will receive your Tweets. Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. [Learn more.](#)

Personalization Tailor Twitter based on my recent website visits
[Preview](#) suggestions tailored for you (not currently available to all users). [Learn more](#) about how this works and your additional privacy controls.

Password reset Require personal information to reset my password
By default, you can initiate a password reset by entering only your @username. If you check this box, you will be prompted to enter your email address or phone number if you forget your password.

Country
Select your country. This setting is saved to this browser.

Your Twitter archive
You recently requested a download. Please wait a little while before requesting another one.

Your Twitter archive

Keep in mind that this download may contain sensitive content, so use caution before sharing it.

Your Twitter archive

Your archive will be downloaded as a .zip file. Unzip the file, and open 'index.html' to view your information.

Download Your Information

Get a copy of what you've shared on Facebook.

Easily download and browse through a personal archive of your Facebook photos, posts and messages. [Learn more about downloading a copy of your information.](#)

[Start My Archive](#)

What's in your archive?

- Photos or videos you've shared on Facebook
- Your Wall posts, messages and chat conversations
- Your friends' names and some of their email addresses

(Note: We'll only include email addresses for friends who've allowed this in their account settings.)

What's not in your archive?

- Your friends' photos and status updates
- Other people's personal info
- Comments you've made on other people's posts

You can also download an [expanded archive](#) to see more about your account history. [Learn what's included.](#)

Caution: Protect your archive

Your Facebook archive includes sensitive info like your private Wall posts, photos and profile information. Please keep this in mind before storing or sending your archive.





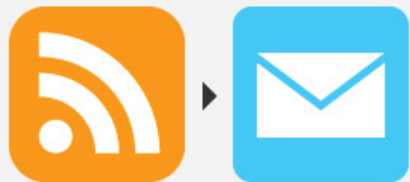
Browse Recipes

search

Search

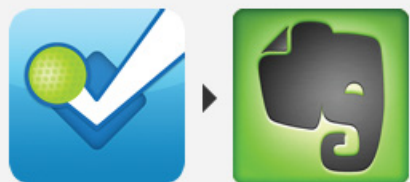
Filter

Sort what's hot



Email me the free App of the day

by ekiledjian on Oct 17, 2012
used 23 times



Archive my Foursquare check-ins in one Evernote note.

by michaelrperry6 on Jan 20, 2013
used 18 times



YTD Video Downloader

PRO YTD


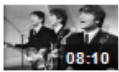
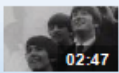
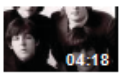
Download Convert **Activity** Play

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Video	Size	Progress	Speed	Status	ETA
Jim's Birthday Party 2011	46MB	76%	200.18 KB/s	Downloading	30s
My dog scared by a cat #1	53MB	100%		Completed	
Jim and Carla - The wedding 2009	42MB	100%		Completed	
Carla's First Cake	17MB	82%		Downloading	
My dog scared by a cat #2	28MB	100%		Completed	
Milo the dog is scared cuz the wind	31MB	89%		Downloading	
Carry's funny laugh	19MB	6%		Downloading	
Me decorating the child's room	23MB	5%		Downloading	

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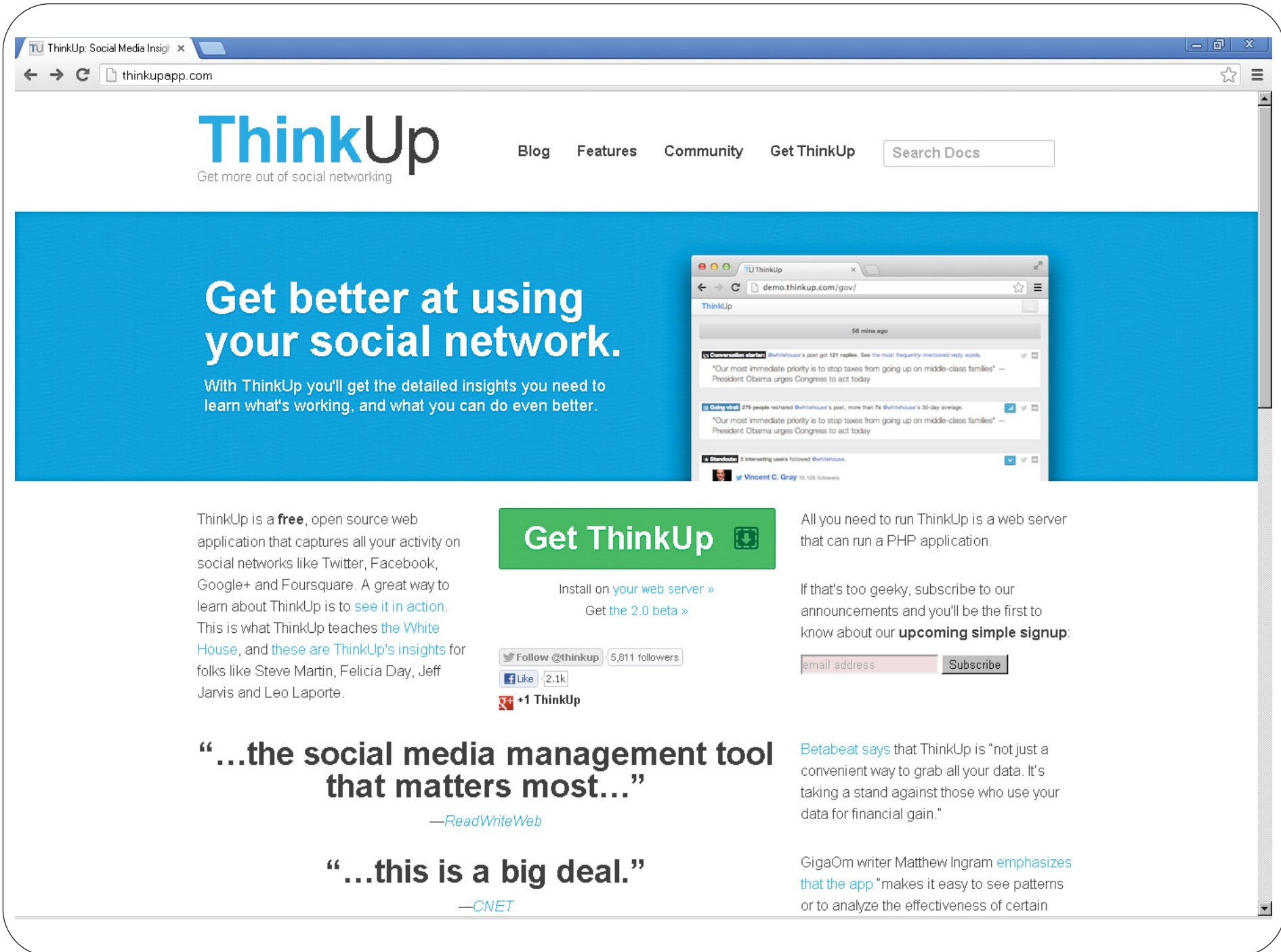
10.32% completed - Free YouTube Download v. 3.0.10 build 722

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Quality MP4 360p | 14.7 Mb
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OVDVIDEO SOFTWARE Like Options... Stop



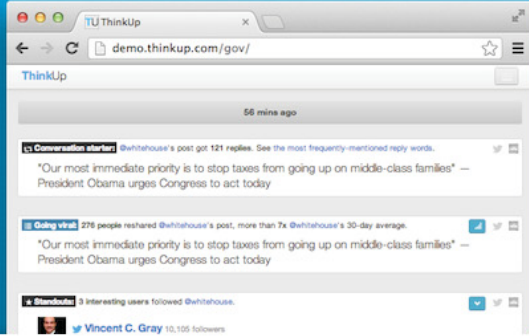
ThinkUp

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Get better at using your social network.

With ThinkUp you'll get the detailed insights you need to learn what's working, and what you can do even better.



ThinkUp is a **free**, open source web application that captures all your activity on social networks like Twitter, Facebook, Google+ and Foursquare. A great way to learn about ThinkUp is to [see it in action](#). This is what ThinkUp teaches [the White House](#), and [these are ThinkUp's insights](#) for folks like Steve Martin, Felicia Day, Jeff Jarvis and Leo Laporte.

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All you need to run ThinkUp is a web server that can run a PHP application.

If that's too geeky, subscribe to our announcements and you'll be the first to know about our **upcoming simple signup**:

“...the social media management tool that matters most...”

—[ReadWriteWeb](#)

“...this is a big deal.”

—[CNET](#)

[Betabeat](#) says that ThinkUp is “not just a convenient way to grab all your data. It's taking a stand against those who use your data for financial gain.”

GigaOm writer Matthew Ingram [emphasizes that the app](#) “makes it easy to see patterns or to analyze the effectiveness of certain



You are viewing an archived web page, collected at the request of Arab American National Museum using Archive-It. This page was captured on 14:42:59 Dec 02, 2011, and is part of the Arab America on Social Media collection. The information on this web page may be out of date. See All versions of this archived page.

facebook

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Sign Up Facebook helps you connect and share with the people in your life.



Wall

- Info Photos Videos Events

About

The Arab American National Museum is a proud Affiliate of the Smithsonian I... More

2,066 like this

17 talking about this

8 were here

Likes See All



Arab American National Museum

Like

Create a Page

Museum · Dearborn, Michigan



Wall

Arab American National Mu... · Everyone (Top Posts)

Share: Post Photo Write something...



Arab American National Museum

We're very excited to have Mike Mosallam, producer of All American Muslim on TLC and Film Wayne County participating in a panel discussion after the film screening tomorrow night. Still some tickets available.

Like · Comment · 17 hours ago ·

Denise Debs Bird, Lindsay Robillard and 2 others like this.



Arab American National Museum

Are you an Arab American author or do you know one? Books by and about Arab Americans published in 2011 are eligible for submission to the 2012 Arab American Book Award competition. Click http://bit.ly/rwqKJu for details and submission forms. The submission deadline is February 1, 2012.



Arab American Book Award

www.arabamericanmuseum.org Arab American National Museum Book Award

Like · Comment · Wednesday at 11:14am ·

Fay Saad likes this.



Arab American National Museum

Arab Film Festival http://www.arabamericanmuseum.org/arab.film.festival



2011 Arab Film Festival www.arabamericanmuseum.org Arab Film Festival

Museums in Nearby Cities



Detroit Museums 45 near Detroit



Ypsilanti Museums 5 near Ypsilanti



Saint Clair Shores Museums 5 near Saint Clair Shores



Birmingham Museums 4 near Birmingham



Auburn Hills Museums 4 near Auburn Hills



Troy Museums 3 near Troy



Farmington Museums 3 near Farmington



Ferndale Museums 2 near Ferndale



Wyandotte Museums 2 near Wyandotte



Bloomfield Hills Museums 2 near Bloomfield Hills

Related activities at NARA

- Implementing the goals of the [Managing Government Records Directive](#)
- Updating the transfer guidance with additional acceptable formats
- Revising General Records Schedules to incorporate web records
- Working to investigate automated technologies to manage diverse collections of digital records

JPEG

HTML

XML

JSON

MP4

Next steps

- The Bulletin will be published soon
- Follow NARA's Records Express blog for updates
- @NARA_RecMgmt



The screenshot shows the Twitter profile for NARA Records Mgmt (@NARA_RecMgmt). The profile includes the National Archives logo, the account name, a verified badge, and a bio: "The Official Twitter feed of NARA Records Management and the Office of the Chief Records Officer. Washington, DC · <http://blogs.archives.gov/records-express/>". The profile statistics are: 297 Tweets, 29 Following, and 2,900 Followers. A "Following" button is visible. The tweet history shows three tweets:

- Tweet 1:** NARA Records Mgmt @NARA_RecMgmt (8 Jan) - "Here's an update from the team working on revising the General Records Schedule. go.usa.gov/4qcw"
- Tweet 2:** NARA Records Mgmt @NARA_RecMgmt (17 Dec) - "We are hosting a webinar this Wednesday about our Records Scheduling Quality Control checklist. For more details: go.usa.gov/gp3T"
- Tweet 3:** NARA Records Mgmt @NARA_RecMgmt (6 Dec) - "Jay Trainer is up with an overview of key statistics on the #FRCP: holdings, performance measures, and finances #narabridg"

Questions?

Thank you.

Bethany.cron@nara.gov