

FOCUS:

PUBLIC RECORDS & SOCIAL MEDIA

1. **Monitoring.** Ensuring that individual agency employees comply with public records is a must. Often the agency, the individual, and/or both are responsible for meeting record requirements regardless of whether those records are online or offline. BurrellesLuce Social Media Monitoring (Engage121) allows agencies to connect directly with their communities online and collaborate with employees on campaigns.
2. **Compliance.** States, including Florida, have laws specifying the use of public records and how documents or materials connected to official agency business must be handled. This is in addition to the Freedom of Information Act. In many instances, failure to disclose public records upon request or improper maintenance of records can result in litigation and punishment.
3. **Engagement.** Government and public agencies in the United States, like many other PR and communications organizations, increasingly turn to social media to connect with constituents. In doing so, they must still comply with both the Freedom of Information Act, as well as local and state public records laws. To do this, many have started to only post content that is theirs or that has been previously released in emails or press releases and saved to their in-house records.
4. **Privacy.** Not all content is subject to public record law, as some applicants (such as those for marriage licenses) can limit who has access to their application by selecting whether the filing will be public or private. Personal email created on government-owned devices may also be exempt from public records. However, material created by public officials on their personal electronic devices (e.g., computer, cell phone, etc.) for the purposes of agency business is not exempt.
5. **Archive.** Social networking sites cannot guarantee the retention of material posted to an agency's profile or page and may remove it at anytime, causing the agency and individuals to inadvertently violate public records law. Subscribers to BurrellesLuce WorkFlow, via the Media Content and Engage121 modules, can create reports for easy distribution and maintenance of all content.



BOTTOM LINE: Agencies across the nation are using the BurrellesLuce WorkFlow to help them build and manage their communities of interest across a variety of media types, connect with constituents, and record and report on activities and collaboration. Within their agencies, users are finding this solution is helping them remain consistent and on target, as well as compliant with public records laws.

For a free consultation call 866.330.2768 or visit burrellesluce.com/publicrecordtp