

ITS 833: Lecture 6

Week #6 Activities

- Learning Materials
 - 1- Read Ch. 12 and 13 in the textbook
 - 2- Check the additional information at the end of this lecture
 - 3- Check the follow up questions and resources that I will post in discussion forums
- Assignment
 - 1- Answer week 2 discussion questions 1 & 2
 - 2- Provide feedback to other students' answers
- Discussion Time requirements
 - 1- Answer Q1 by Wednesdays
 - 2- Answer Q2 by Fridays
 - 3- Response to at least two students' answers for question 1 by Saturdays
 - 4- Response to at least two students' answers for question 2 by Saturdays

Last Week- Chapter 10: Information Governance and

Information Technology Functions

- Discuss the steps of implementing an effective data governance program
- Define the information management components and master data management (MDM)
- Explain the Information lifecycle management
- Define the data modeling
- Explain the different approaches to data modeling
- Explain several IT governance frameworks
- Best practices for database security and compliance

Last Week-Chapter 11: Information Governance

Privacy and Security Functions

- Privacy Laws
- Insider attacks vs outsider attacks
- Limitations of traditional security
- Defense in depth concept
- Controlling Access Management (IAM)
- Challenges of security confidential e-documents
- Information Rights management (IRM) and its role in securing e-documents
- Data Loss Prevention (DLP) Technology

Lecture#6 Outline

- Chapter 12 key points
- Chapter 13 key points

Chapter 12: IG for e-mail and Instant Messaging

- Chapter 12 explains the e-mail and instant messaging (IM) functions of information governance (IG).
- E-mail is a major area of focus for information governance (IG) efforts as it is the most common business software application and the backbone of business communications today.
- E-mail systems can be hacked, monitored, and compromised and cause far-reaching damage to a victimized organization.
- E-mail policies
 - Preserving e-mail integrity with automatic archiving
 - E-Record Retention

Instant Messaging

- Instant messaging use in business and the public sector has become widespread, despite the fact that often few controls or security measures are in place.
- IM monitoring and management technology provide the crucial components that enable the organization to fully implement best practices for business IM.
- Regular analysis and modification of business IM policies and practices will help organizations leverage the maximum benefit from the technology.
- Records of IM use must be captured in real time and preserved to ensure they are reliable and accurate

Chapter 13: Information Governance for Social Media

- Chapter 13 discusses how organizations use social media to connect people to companies and government
- Defines Web 2 technology
- Introduces different Social Media Platforms
- Legal Risks of Social Media Posts
- Tools to Archive Social Media
- Key Social Media Policy Guidelines
- Best Practices for Managing Social Media Records
- Retention Guidelines for Social Media Records

How could Organizations use social media?

- Corporates could use social media to:
 - Strength relationships with clients
 - Attract new clients
 - Create visible branding
 - Strength existing branding
 - Advertise new products and services
 - Collect survey and clients' experience and suggestions for future decision making

How could organizations use social media?

- Government could use social media to:
 - Strengthen relationships with citizens
 - Create and provide new services
 - Boost productivity and efficiency
 - Improve employee engagement
 - Facilitate communication and collaboration

WEB 1.0 Technology

- Web 1.0 is referring to the first stage of the World Wide Web's evolution.
- A Web 1.0 website contains passive content (lists, tables)
- In Web 1.0, users simply acting as consumers of content
- WEB 1.0 is from writer to reader, like a book
- Static pages instead of dynamic HTML technology in WEB 2.0
- Content provided from the server's filesystem instead of a relational database management system (RDBMS)

WEB 2.0 Technology

- WEB 2.0 technology allows online users to participate, share, and collaborate information more efficiently
- WEB 2.0 use dynamic HTML technology, PHP, Java, and server side programming languages
- A Web 2.0 website allows users to create and share new content through
 - Social media
 - Wikis
 - Blogs
 - Podcasts

Social Media vs Email and IM

- Social media, email, and IM share same idea of sharing information, providing communications and collaboration
- Social media is different than email and IM:
 - Provides dynamic content
 - Policies, applications, and protocols are changed more often
 - Has more powerful technology
 - In-house implementation that provides more control
 - The platforms have better record management capabilities

Risks Associated with Social Media

- Privacy issues
- Phishing attacks
- Organizations could be impacted by negative employee behavior in social media
- Employees may post sensitive information
- Organization should implement social media policy and train its employee for best use of social media
- Create policies that explain when, who, and which accounts can post on behalf of the organization
- Create records management policy for social media posts

Key Social Media Policy Guidelines

- Explain who has the authority to create social media accounts for the organization
- Explain who represents the organization and can speak on behalf of the organization
- Defines the difference between personal and business use of the social media
- Describe the liability and negative impact for poor employee behavior in social media
- Specifies whether personal access to social media is allowed using company's internet access resources
- Explain that it is not allowed for employees to post company confidential information in social media
- Explain the rules of using the organization's name and its logo in social media
- Encourage employees to use professional tone and behavior when interacting with clients in the social media
- Outlines clear punishment for violating social media policy

IG Considerations for Social Media

- Operational Rules and Guidelines
- Rules of use
- Policies
- Violations consequences
- Personal and business boundaries for use
- Follow standards

Best Practices for Managing Social Media Records

- Establish clear rules and responsibilities for every user
- Promote cross-functional communications from different areas within the organization
- Get feedback, consultation, and recommendations from stakeholders
- Identify social media records the social media planning stage
- Implement RM functionality that includes establishing records retention and disposition policies
- Establish a monitoring mechanism to manage content before publishing it in the social media
- Capture content in real time
- Ensure that the capture technology has the search capability
- Train users and make sure they aware of the risks associated with social media

Archival Social Media Tools

- Jolicloud (file system approach for Facebook, Twitter, and Instagram)
- Jolidrive (ability to edit)
- SocialFolder (ability to save on computers)
- TwInbox (MS Outlook plugin for archiving Twitter)
- TweepTake (Archives Tweets)
- Slurps
- Tools used to convert to PDF format
 - PDF995
 - PrimoPDF
 - Nuance Software

Archival Social Media Tools

- Public Solutions for Facebook
 - Facebook page settings
 - Plug-in for Firefox browser
 - ArchiveFacebook (to your computer)
 - SocialSafe
 - PageFreezer
 - Wayback Machine
- Public Solutions for LinkedIn
 - SocialSafe
 - PageFreezer
 - Wayback Machine

Additional Resources

1- Requirements for Long Term Preservation or Archiving

https://www.youtube.com/watch?v=PMr3Z1_xevQ

2- How to archive emails on Outlook 2013 and 2016

<https://www.youtube.com/watch?v=CFmegBWHmXQ>

3- Information Archiving for Dummies

<https://www.youtube.com/watch?v=weeFyqou9FY>

4- What's New with the State Government General Records Retention Schedule v.6.0

<https://www.youtube.com/watch?v=DqUBWS9dcy4>

Additional Resources

5- EComms compliance: Not just about email and instant messaging anymore

<https://www.youtube.com/watch?v=3gUNRcRlcZ0>

6- The Social Media Up-Surge: Information Governance and Records Management Issues

https://www.youtube.com/watch?v=kV_4PVaN-EI

7- Monitoring social media for local governance of migrant integration

<https://www.youtube.com/watch?v=CXzZmxMu1yk>

8- Guidance on Managing Social Media Records

<https://www.youtube.com/watch?v=eUbVfSq52Js>

Questions

- Student questions/comments related to the course: Student Question Forum
- Student personal questions/comments: Emails
- Email: Mohamed.Meky@ucumberlands.edu
- Expect my feedback: 1-24 hours