

Wyoming Chapter of ARMA
General Meeting Minutes
Tuesday, March 8, 2011, 8:30 a.m.
Kiwanis Community House, Lions Park, Cheyenne, WY

Please note: these minutes are abridged.

Pat Newbern, President of the Wyoming Chapter of ARMA welcomed all the attendees and made the announcements and introduced the Wyoming Chapter of ARMA Board Members.

Rich Wilson with SHRAB, the State Historic Records Advisory Board, gave a brief overview of what SHRAB is and the grants that are available for training/education in historical records.

Pat Newbern thanked the sponsors and introduced Helen Streck the first of four speakers.

Helen is President/CEO of Kaizen InforSource LCC, Palo Alto, CA. She is an active member in ARMA International, where she currently serves as the Pacific Region Manager. She has served as a Trustee on the ARMA Educational Foundation Board and is a past member of the Board of Directors for ARMA International. Helen leads and applies unique industry resources to guide clients in all aspects of records and information management consistent with good corporate practices, ARMA's Generally Accepted Recordkeeping Principles (GARP), RIM compliance programs, program strategy development, development and implementation of litigation hold protocols, electronic discovery response plans and data privacy initiatives, and selection and implementation technologies to support these services.

Ms. Streck's presentation, "Impacts of Social Networking on RIM in the Professional Environment", stressed that Social Networks are just a communication tool and thus must be treated as tool that must have on-going training, policies, controls, monitoring and enforcement. Social Networks are communication vehicles where content is dynamic, it is used by all ages around the world, the validity of comments or postings are often hard to prove. The impact to RIM is the speed of distribution and the need to have strong RIM Programs. And then, as a RIM professional, policies must be updated and consistent across the board, leaving no loopholes, you must have increasing and updated training for electronic records, apply controls to proprietary or restricted information, develop and implement retention plans but the same question must be addressed, "What is a record?"

Our second speaker was Mike Crouch. He is the State of Wyoming Enterprise IT Security Coordinator, Office of the Chief Information Officer. Mike has been in the computer security field for ten years. He has a vast pool of knowledge, experience and expertise to deliver in the areas of vulnerability, penetration testing, information assurance and risk assessment. Mike spoke on the risks associated with Social Media and how it might affect your network. Is ignorance an option...what can and should you do?

There are many questions that need to be asked and answered, such as What is the business requirement for using social networks? Who will be using it, what information will be distributed, how will information be distributed and why use a social network? Policies must be well thought out to ensure communications are tracked and to address perceived risks to businesses and employees such as viruses and malware, brand hijacking that could damage reputation, lack of control over corporate content (what can and cannot be shared), unrealistic expectation of customer service at “Internet Speed”, mismanagement of election communications, using personal accounts to communicate work related information, excessive use in the work place, mobile access which may lead to data theft or leakage and scams. Unfortunately, the biggest threat to an organization is a “clueless” employee, which can be managed by training, training, and more training. The Seven Deadly Sins of Network Security are: 1. Not measuring risk. 2. Thinking compliance equals security. 3. Overlooking the people. 4. Lax patching procedures. 5. Lax logging and monitoring. 6. Spurning the K.I.S.S. (Keep It Simple Stupid). 7. Too much access for too many. The Seven Deadly Sins of Social Media are: 1. Over sharing activities. 2. Mixing personal with professional. 3. Social media rage. 4. The one with the most connections – wins. 5. Password sloth, using the same password for everything. 6. Trigger finger; 7. Endangering yourself and others. We must maintain due diligence. What can we do? Conduct a risk assessment that analyzes proposed access to social media to include: 1. Proposed access, itself. 2. Employee productivity. 3. Bandwidth requirements and impact. 4. Reputational risks. 5. Potential for exposure of data. 6. Potential for introduction of Malware. 7. Risk mitigation strategies – do they address risks? Ready to write a social media policy? socialmediagovernance.com is a website that has a database of policies and procedures. We don’t have to reinvent the wheel to make a new policy, research to see what is out there and borrow from other policies. So what can we do? We can develop guidelines and processes that can answer these questions. 1. Who can/should represent us? 2. What information will be posted? 3. How do we post information? 4. How do we retract information? 5. How do we archive social media content? 6. Do our retention rules address social media content? 7. How do we respond to a request for social media content? A Public Records Request. 8. How do we stop using social media? A tidbit to remember...any data that you put out through a social network not only belongs to you but also to the social network and even though you may close and delete your account if someone else has downloaded any of your postings, it is still out there and can come back to haunt you.

Kim Sears is from the Wyoming Business Council with the State of Wyoming. Kim is the Senior Public Relations and Marketing Specialist. She gave us a brief overview of the social networking the Business Council does to promote Wyoming and events taking place. Employees at the Business Council wanted to start using social networking to get the word out quickly about events, without having to pay a fee and having content dictated by traditional media, so what did they do. They talked about it; discussing the risks and having a plan in place were one of their first steps. They have put a “Brand” on each of their pages to identify that they are the Wyoming Business Council and they have everything interrelated by having links to each social network that they use. Some of their concerns when starting out were: Who are the clients? Where are the clients? Who was to be the spokesperson? Who has access? What do we talk about? Kim also spoke

on working with the Cheyenne Frontiers Days social network sites and getting that program off the ground and running. She also said that negative comments can be addressed immediately on social networks and not necessarily by the original poster but by other followers, but that negative comments can be addressed by asking that the poster to contact the organization in a different format.

Sara Needles, the Administrator for the Cultural Resources Division of the Department of State Parks and Cultural Resources gave a brief overview of the legislation session and how it pertains to RIM. The legislature has approved \$200,000 for and Archives Study and address electronic records.

Sue Castaneda is a Public Relations and Marketing Specialist with the Wyoming Department of State Parks and Cultural Resources. Ms Castaneda uses “Social Media” daily as a means to publicize the many events and activities of her Agency’s diversified divisions. Sue related the many social networks that she uses to get the word out. She also uses social media to fundraise. On a personal note she uses social networking to keep in touch with her son who is deployed, in fact did you know that you could have an argument with someone half a world away on a social network? Sue does.

And finally Helen Streck summed up the day with this: Social networks were started by a generation behind us as a new way to communicate. They started out to just be social- to keep in touch. Then, to reach the 18 to 30 age group, social media was used as a marketing tool by businesses to promote products and services. In business today, you have to rely on more than one communication device. But we still have to keep records – still have to retain electronic records.

What drives you out there to use social media? Why are you using it? Information needs to be fresh and new. There is a need to create a brand that carries through all social networks. The message needs to be crisp, clean and fresh. What do you do with the feedback? Remove, leave, leave for a period of time? Research other sites to see what they can do and what options there are, as there are 1000’s of social networks around the world. Remember that you are sharing your rights to the information you are posting. Be judicious about what you post. Know the risks. Know that you are giving up some of your rights. Read the social network terms of use, you may be surprised.

When writing a policy, make is plain and simple. Write out the rules- write them straight forward. Write out the consequences and stick by them. Determine who is going to share, what information can be shared, when will the information be shared, how will it be shared and where will it be shared. Set the security and train, train, train. Everyone should be on the same page and have the same answers. Business and our customers are driving information. We need to educate businesses and customers.

Information on a social network is still passive, meaning you have to be on a social media or your not going to get the information. Social media has brought up a lot of relationship questions. It is O.K. not to have everyone as a “friend”. The older workforce is more costly if we do not know or learn the important skills of social networking.

Make sure you have a way of archiving everything. We must manage the environment of social media, the who, what, when, why and how of information is being created, shared, and stored.

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Respectfully submitted by:
Lisa Lane, Secretary