

## Social Networks and their impact on Records and Information Management

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### Session Agenda Topics

- ▶ Overview & Background of Social Networks
- ▶ Issues influenced by the Generation Gap
- ▶ Areas of impact to Records & Information Management
- ▶ eDiscovery issues arising with Social Networks

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### What are Social Networks?

Social Network is defined as an internet-based service that allows individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.

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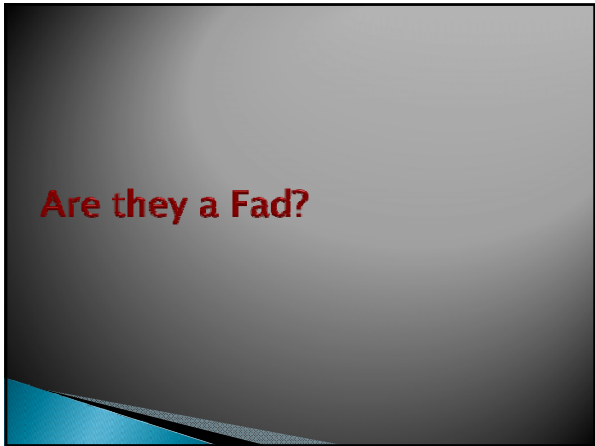
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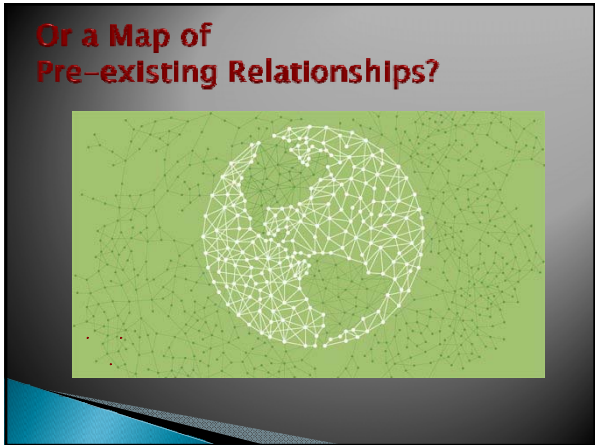
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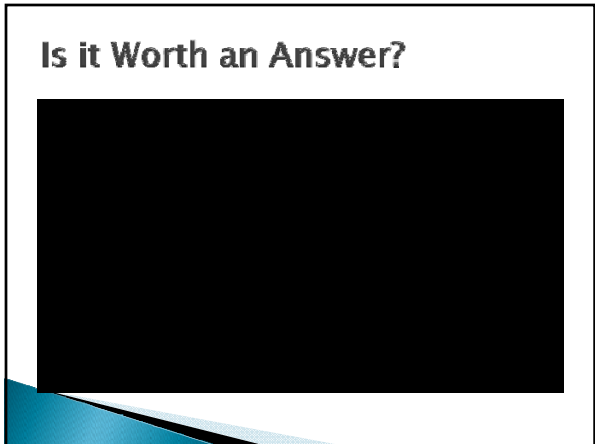
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# Yes, it is!



- > 184 Different Social Networks worldwide
- See themselves as a communication vehicle
- Average user on Facebook has 125 friends
- 51% of SN users have 2 or more online profiles

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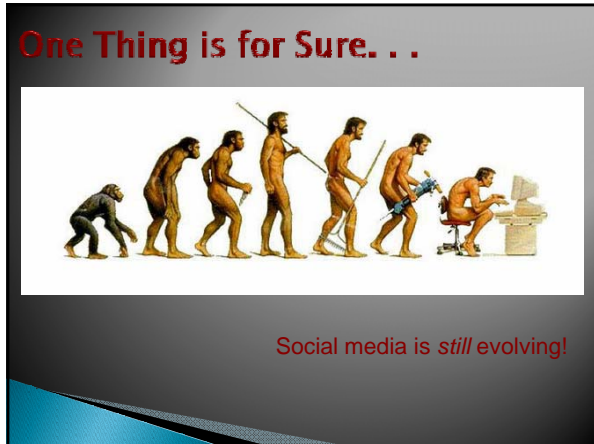
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**social-networking traffic**

Global\* Social Network Traffic / Feb 2010

Web Site	% Reach of Active Social Users	Sessions per Person	Time per Person (hh:mm:ss)
Facebook	52%	19.16	5:52:00
Myspace.com	15%	6.66	0:59:33
Twitter.com	10%	5.81	0:36:43
LinkedIn	6%	3.15	0:12:47
Classmates Online	5%	3.29	0:13:55

Source: The Nielsen Company  
 \*United States, Brazil, Australia, Japan, France, Germany, Italy, Spain, Switzerland, United Kingdom  
 Unique audience represents active usage, not overall membership of social networks

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**Is there a Generation Gap?**

- ▶ Women aged 55–65 are fastest the growing population on Facebook
- ▶ Baby boomers prefer “face-to-face”
- ▶ Gen X prefer email
- ▶ Gen Y prefer texting

Yes, there is a difference in how we communicate!

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### The Generation of Today

- › Don't understand the need for 8 to 5
- › Expect organizations to be flat
- › Mobility based on work product vs. who you know
- › Don't like working through hierarchy
- › Expect that if you are in the job, you are competent
- › Keenly aware of technology and its reach
- › More about transparency

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*“Children today have more in common with other races, ethnicities, and cultures than their parents, because of generational diversity.”*

*Ron Harris  
Manager, Workforce Diversity  
Blue Cross Blue Shield of Tennessee*

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*“Facebook involves lots of young persons who either are not old enough to give meaningful consent or have not had enough life experience to know the consequences.”*

*Robert Ellis Smith, Publisher  
Privacy Journal*

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### Generation Issues

- ▶ The newest generation knows how to use the tools, access resources, but do not know the rules
- ▶ They only know their portion of the answer of the situation and may not “see” all sides
- ▶ Take a position very quickly
- ▶ Most mobile generation, and want to take their information with them

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### Study Conclusions

- ▶ Young do care about privacy the same as older adults
- ▶ Lack of education about what is appropriate and data ownership affects the rate at which business data and personal data are released
- ▶ Youth are more likely to believe that the law protects them
- ▶ Multiple resources will be needed to help youth reach aspirational levels of privacy

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**And Businesses are using  
Social Networks too!**

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### What Types of Organizations?

- ▶ Public Agencies
- ▶ Private Companies
- ▶ Non-profit Organizations
- ▶ Community Organizations
- ▶ Professional Organizations
- ▶ Corporations around the world

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*“The first step organizations need to take is they need a reality check. They need to take ownership of what’s going on in social networking. Just blocking sites doesn’t work. Employees always find a way around it. And letting everything through is too risky.”*

*Ted Ritter, Analyst  
Nemertes Research*

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### Business Uses

- ▶ Gathering business intelligence on customer preferences
- ▶ HR background checks
- ▶ Sales generation
- ▶ Marketing-Advertising
- ▶ Communication
- ▶ Correspondence with clients
- ▶ Fundraising

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### Controlling Content

- ▶ Records vs. non-records
- ▶ Opinions vs. facts
- ▶ Speaking/posting on behalf of an organization – is a record
- ▶ Right or wrong – discoverable

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### Survey Regarding SNs

- ▶ RIM and non-RIM Professionals
- ▶ 12 vertical industries
- ▶ United States – primary target
- ▶ Company size from small to large
- ▶ 93% of responders had a RIM Program
- ▶ 51.2% said that their company uses SN to do business
- ▶ 55.1% of companies allow employees to access personal accounts
- ▶ 85% say rules for use of SN are same as other internet usage

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### Findings

- ▶ SN don't cause bad policy
- ▶ SN don't make companies lack controls
- ▶ SN don't cause poor writing practices
- ▶ SN are not designed to teach employees rules of intellectual property and company ownership

*It is a communication tool!*

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## Policy Decisions

- ▶ Policy content scope
- ▶ Policy ownership
- ▶ Monitoring
- ▶ Compliance enforcement

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## Policy Content

### Internal to external postings

- ▶ Defining terms
- ▶ Scope - employees, contractors, or third parties
- ▶ Ownership
- ▶ Compliance with other policies
- ▶ Information sensitivity classification
- ▶ Approval process

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## Postings

- ▶ Individual postings to Social Networks
  - Using own computer
  - Personal time
  - Opinions
- ▶ Postings for the company
- ▶ Unscheduled communication using Social Networks

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## Collecting & Using Information

### External to Internal

- ▶ Ownership of "other's" data
- ▶ Use in decision making
- ▶ Company record and retention issue
- ▶ Discovery implications

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## Monitoring & Enforcement

- ▶ Good cop vs. spy
- ▶ Compliance with policies
- ▶ Consistency of enforcement
- ▶ Consequences
- ▶ Company due diligence



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## Well Stated!

"The bottom line is that just like any other type of format or media, whether a Tweet or a blog or a post is a record or not will depend on what it is and its context. Organizations should put a policy in place that outlines how Twitter and other social media will be used and then follow that policy."

Jesse Wilkins  
AIIM/ERM Community  
July 6, 2010

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**Companies cannot legislate morality. It is not legal nor will it work, but Companies can educate their employees to what is business appropriate and acceptable in communication.**

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**RIM Issues and Impacts?**

- ▶ Updating RIM policies
- ▶ Addressing electronic records and electronic communication in the policy
- ▶ Increasing and updating RIM training to address more than retention or storage
- ▶ Applying access controls to proprietary or restricted information
- ▶ Developing and implementing retention plans
- ▶ Impacting the speed of distribution

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**The Question of Retention**

- ▶ Once posted – does it ever go away?
- ▶ Will retention be a dying element
  
- ▶ I think companies will always need to address retention
  - Prove due diligence
  - Demonstrate reasonableness
  - Control costs of electronic storage and DR

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## Key is Classification

### Nothing new

- ▶ Record vs. non-record
- ▶ Information sensitivity classes
  - Restricted
  - Confidential
  - Public
- ▶ Access rights

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Information Sensitivity Classification Appropriate Use Guidelines DRAFT				
Sensitivity Classification and Appropriate Use Guideline				
This guideline was developed in support of the Records and Information Management Policy. Any questions regarding Health Net's sensitivity classification program may be addressed with your Records Coordinator.				
Label	Most Sensitive Confidential - Special Permission Required	Restricted Confidential	Business Confidential	Public -disclosed
<b>Test Version</b>	Most Sensitive Confidential	Restricted Confidential	Business Confidential	Public -disclosed
<b>Definition</b>	Misuse Of This Information Could Cause Major /Material Loss to Health Net  Absolute Control is Essential	Misuse Of This Information Could Result In Damage or Compromise Health Net  Information Should Be Secured.	Health Net Information is at Least Business Confidential and Must Be Labeled  Protect it as a Company Asset	Information Has Been Approved and Published or Disclosed Publicly
<b>Impact of Inappropriate Disclosure</b>	Inappropriate disclosure would severely impact the Company's ability to operate	Inappropriate disclosure could harm Company or that competitive advantage. Disclosure of personal information would violate Privacy Regulations	Inappropriate disclosure would not harm Company	None. This information has already been disclosed to the public
<b>Control Guidelines</b>	<ul style="list-style-type: none"> <li>Always label - request special permission to use</li> <li>Never copy or share without explicit permission</li> <li>Track all recipients and use according to approved protocols</li> <li>Encrypt when transmitting electronically</li> <li>Store in locked file</li> <li>Limit and password to control access to electronic files</li> <li>Don't discuss or hear in public places</li> <li>Don't use insecure communications (i.e. mail, car phones, cell phones, cordless phones)</li> </ul>	<ul style="list-style-type: none"> <li>Always label whenever possible</li> <li>Distribute on a "Need to Know" basis only</li> <li>Use locks and passwords to control access to electronic files</li> <li>Store in locked file</li> <li>Encrypt when possible if transmitting electronically</li> <li>Don't leave in public places</li> <li>Use caution when discussing in public places</li> <li>Be discreet when using cell phones</li> <li>Test all personally identifiable information as "Restricted Confidential"</li> </ul>	<ul style="list-style-type: none"> <li>Always label whenever possible</li> <li>Use the label to indicate that the information belongs to Health Net</li> <li>Share as appropriate</li> <li>Protect the information from external disclosure</li> </ul>	<ul style="list-style-type: none"> <li>Optional but recommended to identify information that has been explicitly disclosed to a public forum</li> <li>No information should be considered public until it has undergone appropriate internal review and actually been disclosed externally</li> <li>Remember: information published in journals, magazines, and newspapers is subject to the publisher's copyright</li> </ul>

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## Need for Constant Training

- ▶ Not just once a year
- ▶ Just-in-Time Training
- ▶ Level of Detail
- ▶ Programmatic vs. classroom
- ▶ Monitoring

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### Benefits to the RIM Professional

- ▶ A gathering of like-interested professionals to share information
- ▶ Post-conference contact
- ▶ Community – Commonality
- ▶ Job searches and sharing

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According to Patrick Cunningham,

*“Relationships centered around events and face-to-face meetings are now expanding and extending beyond once or twice per year. Social Networks strengthen relationships which can lead to a stronger association.”*

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### Social Networks Can't Make Bad Better

- ▶ Lack of governance
- ▶ Poor or inadequate policies and procedures
- ▶ Unclear guidance on appropriate writing
- ▶ Lack of classification
- ▶ Undefined Company ownership
- ▶ Lack of Training

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*But it can make it  
known  
much faster!*

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*“There are significant human impacts when dissemination of information on a Social Network outpaces traditional mechanisms.”*

*Patrick Cunningham, CRM FAI*

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**Discussions Among Attorneys**

- ▶ Privacy considerations
  - or myths!
- ▶ Lawyer advertising
- ▶ Client confidentiality
- ▶ Employment matters
- ▶ Advertising Claims
- ▶ Retention of SN ads

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### eDiscovery Challenges

- ▶ Associating information with owner
- ▶ Environment is dynamic
- ▶ Data can be dynamic
- ▶ Public-ness of the data
- ▶ Your profile can be used against you
- ▶ Attorneys use SN to verify claims
- ▶ Difficult to collect due to the rules of collection

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### A Word to the Wise

- ▶ Assume your mom (**or dad**) will read what you are writing - because we are
- ▶ Write professionally
- ▶ Be honest and stick to the facts
- ▶ What you say today may be repeated or found 20-30+ years from now

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### In Summary

- ▶ SNs are communication vehicles
- ▶ Content is dynamic
- ▶ Used by all ages around the world
- ▶ Validity of comments or postings is often hard to prove
- ▶ The impact to RIM is the speed of distribution and the need to have strong RIM Programs

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**If we don't set the rules,  
classify information, restrict  
access and train employees –  
we will find more and more of  
our corporate knowledge on  
Social networks.**

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**Thank you!**

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