MirrorWeb

Social Media Archiving

mirrorweb.com

Introduction

As more and more business activity takes place online, social media has come to play a vital role in the way organisations communicate with prospects, customers and other members of the public.

Even in industries like financial services, where the adoption of new digital channels can be fraught with compliance challenges, the use of platforms like Twitter, Facebook and LinkedIn is becoming essential to maintaining a competitive advantage.

One study, for example, found 80% of financial advisors have won new clients on social media. [1]

For many industries, however, this increase in the use of social media means a corresponding increase in the amount of data organisations need to collect and store for future reference. This could be to meet a compliance requirement, to ensure they can present all records of customer communications as legally admissible evidence in court, or to ensure the completeness of brand or historical archives.

This can be a challenge, as keeping accurate and complete records of social media communications is different to archiving other web content such as website pages and emails. For one thing, organisations are not in control of the integrity of data on a third-party platform as it may be removed or modified by an individual or the platform owner at any time. In the same way, there's no way to ensure any mandatory data retention periods will be observed.

What's more, social media content exists in complex, interactive, non-standardised formats that multiply across platforms at pace, which can make it difficult to retrieve data without specialist tools.

Using a third-party archiving solution to create secure, time-stamped and legally admissible records of social media communications can help. However, there are still a number of challenges to overcome: will the solution be able to archive the full spectrum of possible interactions, from direct messages to external links, and do so with the maximum possible accuracy and completeness?

In this guide, we look at some of the specific opportunities and challenges around social media and social media archiving in three different sectors - financial services, the public sector and brands - and how the MirrorWeb solution can help.

[1] "Advisors ARE Social | The Putnam Social Advisor Survey 2016." https://www.putnam.com/advisor/business-building/social/. Accessed 7 Mar. 2018.

Common Social Media Archiving Barriers

Tools that archive websites and website pages have been around for some time, but social media introduces significant new challenges to the web archiving proposition:

1   Social media exists outside the control of an organisation - and, even when access to real-time data is possible, there are barriers around the fact social media content exists in complex, interactive, non-standardised formats.

2   Social media content can be deleted in an instant. Even if an organisation is careful about protecting its own content, nothing prevents others from editing or deleting messages or comments. And, once deleted, that data is gone forever.

3   Social media content multiples across platforms at pace, so it can be difficult to maintain visibility of all the places an organisation's content has been published - as well as resource-intensive to build an archive to house this sheer volume of data.

Financial Services

Today, more and more financial services firms - from high-street banks to investment funds - are now veteran users of social media for activities such as sales, marketing and customer service.

However, this comes with a growing compliance burden. From the beginning of 2018, for example, it's been mandatory for firms to keep records of all electronic communications with clients that either conclude in a trade or confirm a transaction, or are expected to lead to a trade in the future, as one of their new obligations under the MiFID II rules.

The directive states:

"Records shall include the recording of telephone conversations or electronic communications relating to, at least, transactions concluded when dealing on own account and the provision of client order services that relate to the reception, transmission and execution of client orders." [2]

[2] "Directive 2014/65/EU of the European Parliament and of the Council of 15 May 2014 on markets in financial instruments and amending Directive 2002/92/EC and Directive 2011/61/EU (recast) (Text with EEA relevance)", 15 May 2014, http://eur-lex.europa.eu/eli/dir/2014/65/2016-07-01. Accessed 7 Mar. 2018

This means social media communications now need to be recorded, retained and made available to auditors in an unaltered format just like phone calls and other customer communications [3].

These records need to be:

- Complete - the firm should have complete visibility of all social media channels used and by whom, with all messages captured and retained for the correct period.

- Quality - The firm should be able to reproduce records of social media communications in as close to their "original form" as possible.

- Accurate - Firms should be fully confident their records provide accurate information on what communications took place and when.

Public sector

The use of social media is now prevalent among public-sector organisations such as national and local governments, national libraries and research institutions.

According to a 2015 study from BDO, for example, 100% of UK local governments have a public-facing Twitter account, 90% are on Facebook and 68% share content on YouTube [4].

[3]"A Guide to Electronic Communications in MiFID II, Article 16 - MirrorWeb." 22 Dec. 2017, https://www.mirrorweb.com/blog/mifid-ii-electronic-communications-recording-article-16. Accessed 7 Mar. 2018.

As such, there's a growing need to ensure this data is preserved in the long term - whether for reasons of its historical significance or as a matter of public record.

Many government digital archiving projects already exist worldwide. However, their focus has historically been on website content - not the rich seam of cultural and historical data found in social media which is growing every day.

Public-sector archivists therefore need to evolve their archiving provision to ensure social media records (alongside other website content and traditional media) are preserved for future generations - as well as indexed, searchable and readily accessible to researchers and other members of the public.

Brands

Today's retail, hospitality and fast-moving consumer goods brands use social media to produce marketing content at an unprecedented rate and volume of output.

Platforms such as Facebook and Twitter have also become key channels for customer service. According to one study, simply getting a response from a brand on Twitter can make a consumer willing to pay up to 20% more for their products. [5]

[4] "A review of social media usage in local government - BDO", Dec.2015, https://www.bdo.co.uk/getmedia/4c1a0e9a-4765-42f7-95ba-fa6348e1a26e/social-media-report-2015.pdf.aspx. Accessed 7 Mar. 2018.
[5] "Study: Twitter customer care increases willingness to pay" https://blog.twitter.com/marketing/en_us/topics/research/2016/study-twitter-customer-care-increases-willingness-to-pay-across-industries.html. Accessed 7 Mar. 2018.

Keeping a long-term record of this activity offers brands a wealth of insight into customer engagement, new development opportunities, and marketing ROI - all of which can help inform their future brand direction.

It can also help ensure they have at their disposal legally admissible, date and time-stamped records of all communications in this key customer service channel, and are therefore able to resolve disputes with minimal damage to their brand and cost to their business.

About Social Media Archiving from MirrorWeb

With social media archiving from MirrorWeb, organisations have a single, powerful and user-friendly solution at their fingertips to solve the common challenges around recording social media communications and to make the most of the new opportunities presented by this transformative medium.

Delivered as a cloud service and with a proven track record in meeting the requirements of the financial services industry, public sector and brand archivists, our platform is capable of capturing data from the following social media channels:

facebook   **Linked** in

twitter   *Instagram*

▶ YouTube   *vimeo*

In addition, our solution is built from the ground up to boost efficiency, ensure compliance and add value in the following ways:

- Archive everything - we archive not only public-facing content, but all social media interactions including direct messages, retweets, external links, images and metadata.

- A cloud-native solution - we partner with AWS to deliver a scalable, future-proof, cloud-native archiving solution that opens up a world of opportunity. Archives are updated in near-real time and all records are indexed and searchable.

- Built for compliance - all our records are stored in ISO-compliant, date and time-stamped formats as per the requirements of rules such as MiFID II, and can provide monitoring tools for real-time oversight of compliance risks. All data is stored to local territories and we are ISO9001 and ISO27001-certified and GDPR compliant.

Case Study:
The National Archives

The National Archives' UK Government Website Archive project is one of the world's largest web archiving initiatives. Today, the archive - which contains all UK central government data published on the web from 1996 to present - is over 150TB in size and made up of billions of documents, as well as posts from hundreds of social media accounts representing all government departments.

In 2016, MirrorWeb was awarded the contract to provide the National Archives' web archiving service and set about moving this vast amount of data from over 70 hard drives in a Paris data centre to a scalable, future-proof AWS S3 environment. Using two AWS Snowballs and two custom-built machines capable of connecting eight hard drives at once, this large-scale migration project was completed in just two weeks.

The second stage of the project was to build a public-facing website capable of serving over 70 million visitors a month with full replay of all the archives and full text search functionality. Using Elasticsearch and a custom application called WarpPipe, MirrorWeb was able to index some 1.4 billion documents in just ten hours - an average of 146 million documents per hour.

Now, website visitors can search the entire contents of the UK Government Website Archive - including archived tweets from government departments, agencies and officials - and have at their fingertips a permanent, unaltered record of all website and social media communications published by the UK central government from 1996 to present.

Share this guide: 🐦 in f g+

About MirrorWeb

MirrorWeb delivers cloud-based archiving and monitoring solutions for the information-driven enterprise. Trusted by the UK government, our website and social media archiving platform allows organisations to create permanent, unalterable records of all online communications, meeting compliance obligations and ensuring information of commercial, cultural or historical value is never lost. Our robust web content monitoring tools also allow organisations to ensure content created by their representatives and partners remains compliant at all times.

The MirrorWeb platform is:

- **State-of-the-art** - offering support for web and social media data at large scale, as well as indexing for search and big data initiatives.

- **Cloud-native** - as an AWS partner, we offer near-unlimited capacity and scalability with complete control over data storage.

- **ISO-compliant** - we are ISO9001 and ISO27001-certified and archive our data in the secure, date and time-stamped ISO28500 standard WARC file (WORM) format.

- **UK-based** - we offer UK-based support 24/7/365. All archives are stored in local territories to meet data protection and compliance requirements.

- **User-friendly** - our best-in-class client portal puts you in control of your archives, allowing you to control archiving frequency, search and replay content, and view reports and notifications.

- **Cost-competitive** - we give you and your team full access to the MirrorWeb portal at all times, with no seat fee and no setup and maintenance fees.

To find out more about what MirrorWeb could do for you, get a free consultation and talk to us about your digital archiving project today.

FREE CONSULTATION

e: info@mirrorweb.com
t: 0800 222 9200

MirrorWeb

Find us on

e: info@mirrorweb.com
t: 0800 222 9200
www.mirrorweb.com

Find us on