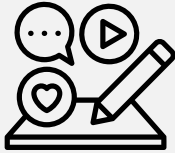# ✅ Social Media Retention Checklist

WebChick.com

Content to Archive

- ○ Posts from official accounts
- ○ Public comments and replies
- ○ Deleted or edited posts
- ○ Direct messages about public business
- ○ Media attachments (images/videos)

Backup Method

- ○ Use an automated archiving service (e.g., ArchiveSocial, PageFreezer)
- ○ Avoid screenshots or manual logs
- ○ Store archives in a searchable format
- ○ Ensure metadata is preserved

Retention Duration

- ○ Follow state public records laws (typically 2-3 years)
- ○ Align with local government retention policies
- ○ Update retention policies annually

Best Practices

- ○ Assign a social media records manager
- ○ Avoid deleting posts before archiving
- ○ Document all active social accounts
- ○ Train staff on public record compliance
- ○ Include social archiving in policy documents