



Using Records Retention Schedules: Examples of Retention for Common Types of Social Media Posts for State Agencies

Purpose: Provide examples of the minimum retention requirements for common types of social media posts for state government agencies.

Common Functions/Purposes for Social Media Posts	Minimum Retention Requirements
Advertising and Promotion (DAN GS 05006)	<i>Until no longer needed for agency business (Archival – Appraisal Required)</i>
Celebrations/Ceremonies/Events – Routine (DAN GS 05008)	<i>Until no longer needed for agency business (Non-Archival)</i>
Celebrations/Ceremonies/Events – Significant (DAN GS 05009)	<i>Until no longer needed for agency business (Archival – Appraisal Required)</i>
Client/Customer Feedback and Complaints (DAN GS 09016)	<i>3 years after feedback received/resolution of complaint (Non-Archival)</i>
Provision of Advice, Assistance or Information (DAN GS 09022)	<i>2 years after communication received or provided, whichever is later (Non-Archival)</i> <i><u>Note:</u> Information/advice published online by the agency continues to be “provided” until the date it is removed/withdrawn.</i>

Spam posts received by the agency only need to be retained until no longer needed for agency business in accordance with **General Information – External (DAN GS 50004)**.

Social media posts may also be subject to different retention requirements of more specific records series found in agency-specific and other applicable records retention schedules.

Further detailed descriptions of the examples provided above can be found in the *State Government General Records Retention Schedule* available on the Archives’ website.

**Additional advice regarding the management of public records is available from
Washington State Archives:**

**www.sos.wa.gov/archives
recordsmanagement@sos.wa.gov**