



## **Electronic Records Management: How Long Do Social Media “Likes” Need to Be Kept?**

**Purpose:** Provide guidance to state and local government agencies regarding the retention requirements for social media “likes”.



“Likes”, “unlikes”, and other “emotional reactions” to social media posts are public records for the purposes of records retention because they are created/received in the transaction of public business.

“Likes” that are NOT used as the basis for an agency decision (such as voting on a topic) only need to be retained “until no longer needed for agency business” in accordance with:

**Informational Notifications/Communications (DAN GS50-02-05/GS 50001)**

*Local Government Common Records Retention Schedule (CORE)/*

*State Government General Records Retention Schedule*

Depending on the agency’s business need, the agency’s social media capture software/service may not need to even capture these “likes”.

Actual comments and feedback received or given via social media posts must be retained in accordance with:

**Citizen Complaints/Requests (DAN GS50-01-09)**

*(Local Government Common Records Retention Schedule (CORE))*

*or*

**Client/Customer Feedback and Complaints (DAN GS 09016)**

*(State Government General Records Retention Schedule)*

*or*

Another more specific records series.

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

**[www.sos.wa.gov/archives](http://www.sos.wa.gov/archives)  
[recordsmanagement@sos.wa.gov](mailto:recordsmanagement@sos.wa.gov)**