



**LUNDS**  
UNIVERSITET

Legal and Record Management  
*Head of Division Åsa Berglund*

## **Guidelines for the Preservation and Disposal of Information on Social Media**

### ***Introduction***

These guidelines are designed to provide guidance for members of staff who administer Lund University's social media accounts, as well as those with ultimate responsibility for the content published on these sites, as to the preservation and disposal of information on Lund University's social media.

Information on social media refers to posts and comments, including from the public, in the form of text, sound and images created on the social media accounts of Lund University or its subsidiary units. Social media is understood here as digital platforms where users can interact with each other and the sender. These include platforms such as Facebook, X (formerly Twitter), YouTube, Flickr, LinkedIn, Wikipedia, websites with the ability to receive comments, online forums, etc. It does not include, however, email, intranets, internal learning platforms or websites without clear interactive functions (e.g. lu.se).

Lund University's instructions on the preservation and disposal of public records can be found in the University's Records Management Plan. These guidelines constitute a specific decision on preservation and disposal, which modifies certain provisions found in the Records Management Plan. In the event that the provisions of this decision are in conflict with the Records Management Plan, this decision is to prevail.

### ***Decision***

The University hereby decides to establish guidelines for the preservation and disposal of information on social media as set out in the Appendix.

The decision on this matter was taken by Head of Division Åsa Berglund, following a presentation by archivists Madelene Svensson and Henrik Ullstad.

Åsa Berglund

Madelene Svensson

Henrik Ullstad

## Appendix: Guidelines for the Preservation and Disposal of Information on Social Media

Document	Management	Regulatory support for disposal	Recommended format for preservation	Comments
Documentation of parts or whole social media pages.	To be preserved if created. Stored on local server.	-	Screenshots in one of the following formats: <ul style="list-style-type: none"> <li>• PDF/A-1</li> <li>• PNG</li> <li>• JPEG</li> <li>• TIFF</li> </ul>	<p>An assessment regarding the need to document part or whole pages is, at the very least, to be made when the page is deleted. An assessment on whether to document parts of the page is also be made in the event that the content of the page or parts of it have attracted unusually significant public interest. The decision to preserve all or part of the page is taken by the head of division/head of department/equivalent. The assessment is to take into account whether the page, posts or comments have:</p> <ul style="list-style-type: none"> <li>• aroused unusually significant public interest</li> <li>• cultural and historical value</li> <li>• value for research</li> <li>• value for understanding the rest of the archive (especially when a presence on social media is central to the activities of the organisational unit)</li> </ul> <p>“Unusually significant public interest” does not mean a large number of comments, shares or reactions, but rather that the content represents or reflects an event that is controversial or otherwise particularly worthy of preservation.</p>

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				This does not include screenshots taken for purposes other than documenting a social media page.
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Document	Management	Regulatory support for disposal	Recommended format for preservation	Comments
Social media pages as a whole, including posts and comments.	To be disposed of when the page is deleted.	RA-FS 2021:7 (Amendment RA-FS 2022:2)	-	Disposal is subject to the completion of a document assessment and any necessary documentation.
Original text, images and audio, including moving images, uploaded to social media sites.	<p>Originals are to be preserved and stored on a local server. Moving images can also be added to the Studio system.</p> <p>The social media post or comment is to be disposed of when the page is deleted at the latest.</p>	RA-FS 2021:7 (Amendment RA-FS 2022:2)	<p>Text:</p> <ul style="list-style-type: none"> <li>• PDF/A-1</li> </ul> <p>Image:</p> <ul style="list-style-type: none"> <li>• PNG</li> <li>• JPEG</li> <li>• TIFF</li> </ul> <p>Audio:</p> <ul style="list-style-type: none"> <li>• Wav/Wave</li> <li>• Mp3</li> </ul> <p>Moving image:</p> <ul style="list-style-type: none"> <li>• MPEG-2,</li> <li>• MPEG-4 (with PAL colour coding)</li> <li>• Matroska</li> </ul>	<p>This could include longer texts, podcasts, images, advertising and information videos, etc.</p> <p>Please note that this does not apply to material that is of obviously low informational value or no importance. For examples of such material, see “Posts and comments of obviously low informational value or no importance”.</p>

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Document	Management	Regulatory support for disposal	Recommended format for preservation	Comments
Posts and comments of obviously low informational value or no importance.	To be disposed of when the page is deleted.	RA-FS 2021:6 (Amendments RA-FS 2021:8, RA-FS 2022:1)  RA-FS 2021:7 (Amendment RA-FS 2022:2)	-	Examples include: <ul style="list-style-type: none"> <li>• Simple questions and answers.</li> <li>• Short blurbs and pieces of marketing copy for the University or its events.</li> <li>• Short presentations of places, students or staff.</li> <li>• A very lightly edited image taken from the University's image bank or an external source.</li> <li>• Text that is a copy or merely a summary or paraphrase of text preserved elsewhere.</li> </ul>
Posts and comments relating to or initiating a case.	To be documented and passed on for case management according to Lund University's Records Management Plan.  The social media post or comment is to be disposed of when the page is deleted at the latest.	RA-FS 2021:7 (Amendment RA-FS 2022:2)	Screenshots in one of the following formats: <ul style="list-style-type: none"> <li>• PDF/A-1</li> <li>• PNG</li> <li>• JPEG</li> <li>• TIFF</li> </ul>	-
Posts and comments that constitute spam or external advertising.	To be disposed of immediately.	RA-FS 2021:6 (Amendments RA-FS 2021:8, RA-FS 2022:1)  RA-FS 2021:7 (Amendment RA-FS 2022:2)	-	-

Document	Management	Regulatory support for disposal	Recommended format for preservation	Comments
Posts and comments containing information subject to confidentiality.	<p>If they are not deemed to give rise to a case or a report to the police, they are to be disposed of immediately.</p> <p>Otherwise, they are to be handled according to “Posts and comments relating to or initiating a case” or “Posts and comments deemed to give rise to a report to the police”.</p>	RA-FS 2021:7 (Amendment RA-FS 2022:2)	<p>Screenshots in one of the following formats:</p> <ul style="list-style-type: none"> <li>• PDF/A-1</li> <li>• PNG</li> <li>• JPEG</li> <li>• TIFF</li> </ul>	-
Posts and comments containing copyrighted material, offensive or abusive language, offensive personal data, harassment and sexual harassment, or personal attacks.	<p>If they are not deemed to give rise to a case or a report to the police, they are to be disposed of immediately.</p> <p>Otherwise, they are to be handled according to “Posts and comments relating to or initiating a case” or “Posts and comments deemed to give rise to a report to the police”.</p>	RA-FS 2021:7 (Amendment RA-FS 2022:2)	<p>Screenshots in one of the following formats:</p> <ul style="list-style-type: none"> <li>• PDF/A-1</li> <li>• PNG</li> <li>• JPEG</li> <li>• TIFF</li> </ul>	-

<b>Document</b>	<b>Management</b>	<b>Regulatory support for disposal</b>	<b>Recommended format for preservation</b>	<b>Comments</b>
Posts and comments deemed to give rise to a report to the police.	To be documented and passed on for case management according to Lund University's Records Management Plan.  The social media post or comment is to be disposed of immediately once this has been done.	RA-FS 2021:7 (Amendment RA-FS 2022:2)	Screenshots in one of the following formats: <ul style="list-style-type: none"><li>• PDF/A-1</li><li>• PNG</li><li>• JPEG</li><li>• TIFF</li></ul>	Note that the assessment and referral for case management is the key issue, rather than whether an actual report is ultimately made to the police.