SOCIAL MEDIA IN BUSINESS RECORDS

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EDITOR'S NOTE

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First and foremost it is never too late for me to wish everyone a happy and promising new year 2022. Although we are still being surrounded by Covid-19, we are still observing our SOPs and never take this virus for granted.

This chapters in book is mainly focusing on how business records management functions and the applications of social media in organizations. All articles that are included in this e-publication are taken from research papers that have been done from 2011 to 2022. All of these articles are in the scope of "Social Media Engagement: is it a Need or a Want in Business Records Management".

The importance of good review paper is it can refine the state of knowledge, describe clear contradictions, recognize needed research and even create an agreement where none existed before

The analyses of these articles are done by all of the team members thus I would like to express my gratitude and thank you to all of their support and commitment.

Last but not the least, strike for the best and strive for excellence throughout our most productive year in UiTM.

Have faith!

Lots of Love,

Suriani Jack
Chief Editor

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TABLE OF

CONTENTS

CHAPTER 7: THE WRONG ROAD TAKEN: SOCIAL MEDIA CONTENT, SELF-AUTHENTICATION AND MISAPPLICATION OF THE BUSINESS RECORDS RULE

FATIN ATIRAH SIMAN
MS Suriani Jack

INTRODUCTION

The reason why we choose this article is because this article shows a few set of rules of handling the business records in the social media. The article also explained on what contents that will violates the use of social media. Self-authentication and misapplication of business records rule were also mentioned in the article. It is also to show the truth of some contents in the social media.

STATEMENTS OF PROBLEM

Based on the article analysis, there are few problems mentioned in the article. Self-authentication under the business records rule for allowing computer-stored social media content is often a bad strategy, according to the author, because it misses the correlative link between relevance and authenticity. Next, it is also mentioned that social media communications and other content seem to create type of authentication problems.

OBJECTIVES

i. To investigate whether courts are accurately determining admissibility, with an emphasis on the correct and improper outcomes when computer-stored social network content is submitted as self-authenticating under the business records rule.

ii. To describe why applying that criterion incorrectly to computer-stored social media content frequently violates the underlying requirements required to maintain content's integrity and reliability.

iii. To show the truth of its contents and once user-generated social media content is supplied, the conclusion is reached.
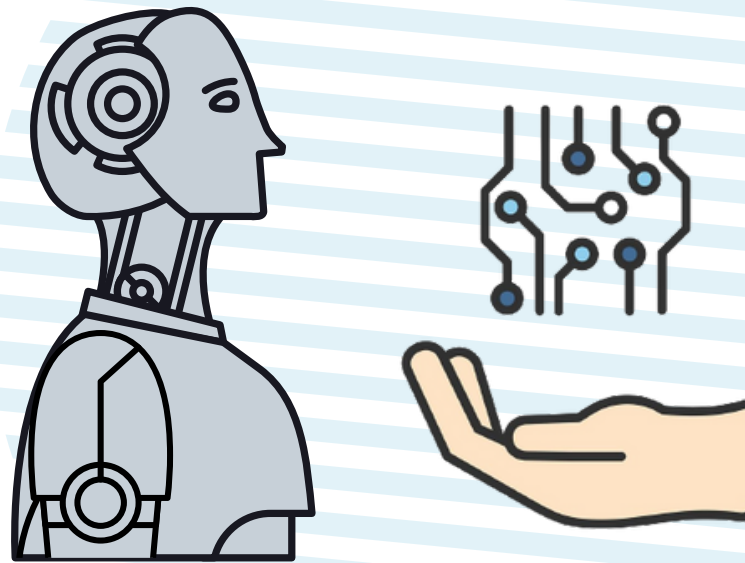
LITERATURE REVIEW

This research article's sources spanned the years of 1972 to 2021. Most of the references were based on the title of business records rule. The author used few journal articles to support their research. By first studying the basic requirements of Rules 901 and 902, and then by reviewing Laws 803(6) and 902 of the new business records rules, the author reviewed articles connected to social media and new business records rules (11).

FINDINGS

The findings in this article demonstrates that computer-stored social media content presented to establish the validity of a claim almost never qualifies as a business record when the content is provided by someone outside the company. This is valid because the social media user or imposter has no obligation to report or record properly, and the social media platform does not depend on the veracity of the information in its usual business operations. As a result, applying the business record rule to user-generated social media content misses the crucial relationship between applicability and authentication, and abandons our objective of ensuring trustworthy and true evidence.

RECOMMENDATIONS

The author recommendations in this article are mostly about the relevancy and the authenticity of postings in the social media. The author then says that the acceptance of ESI has been defined as requiring the resolution of five evidential "hurdles." The two most important evidential hurdles or standards in this piece are relevance and authenticity. Making admissibility findings for social media content requires careful consideration of their intimate link, as well as effective application of the business record rule. According to the author, however, if the information provided is important, the evidence must also be proven to be authentic before it can be admitted. Also, the author recommended about authenticity, because the actual tendency of an item of evidence to show or refute a truth of relevance depends on the evidence being what it is stated to be, authenticity is intimately linked to relevancy.

CONCLUSION

To conclude, computer-stored social media content submitted to demonstrate the veracity of the claim almost never qualifies as a business record when the content is provided by someone outside the company. This claim is correct because it is the responsibility of the social media user (or imposter) to publish or record accurate information, and the social media platform does not rely on the accuracy of the information when conducting its routine commercial operations.

CONTRIBUTION TO RECORDS MANAGEMENT

By applying to the business record rules that have been mentioned, self-authentication makes attaining admissibility easier and less expensive, but it does not lessen the criterion for admissibility. At the end of the day, a "proponent must show sufficient evidence to support a conclusion that the item is what the proponent asserts it is. Only if the proponent provides adequate foundation to support a reasonable conclusion that the evidence given is authentic is it properly authenticated. The rules applied for these records also can be evidence in the future as it contains information and particular details. As a result, applying the business record rule to consumer social media activity overlooks the crucial relationship between relevancy and authentication, and abandons the objective of ensuring reliable and true data.