

MANAGEMENT OF BUSINESS RECORD

ARTICLE REVIEW

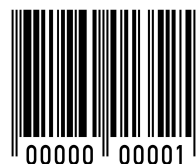


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**MANAGEMENT OF BUSINESS RECORDS
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CHAPTERS IN BOOK

ARTICLE REVIEW



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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!



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MANAGEMENT OF SOCIAL MEDIA RECORDS AT THE UNIVERSITY OF SCIENCE TECHNOLOGY IN ZIMBABWE

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INTRODUCTION

Recently, social media plays an important role in many universities around the world, especially for marketing strategies. The study has shown that the community utilizes the common social media such as Twitter, Instagram and Facebook to approach each other. The author also mentioned that individuals and governments are actively participating in social media records management in universities. According to Rastogi (2014), new alternatives have developed in social media platforms such as interacting, cooperation and commitment between diverse organizations, both within and multiple stakeholders for many years.

Based on the study of this article, Facebook is the social media platform that recorded the highest number of users by individuals and business entities. Chaffey 2019 also mentioned that Facebook has indicated that 65 million of businesses have created a Facebook page where 88 percent of this organization utilize Twitter for commercials and there are more than 18 to 49 years old that used Youtube in the United States of America.

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This study has proven that social media plays a vital role in digital marketing tools for business owners. The presence of social media platforms can translate a record of any texts, videos and photos just like email, social media also can produce business records or electronically stored information (ESI) as reported by Flynn (2012). International Standards Organisation defines that a record as an establishment, acceptance and maintained as evidence of information by any individual or an organization that complies with legal requirements or in business. NUST website also reveals a listing of social media structures such as Twitter, Facebook, Instagram and Flickr where the university maintains their existence. As a conclusion, these social media platforms are utilized by the Department of Communication and Marketing in order to enlighten people and advertise the university brand.

OBJECTIVES

To analyse how Zimbabwe's National University of Science and Technology (NUST) conduct its social media-generated records stated its existence on social media platforms and the rapid accumulation of such data as well as the instability of these platforms

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STATEMENT OF PROBLEMS

This article has revealed some obstacle which social media has created some issues of such records, issues of authenticity of social media-generated records, accessibility of content material and intellectual belongings, accuracy of information on social media platforms according to the NARA Bulletin 2014, Doran 2015, Kentucky Government 2015, Mosweu and Ngoepe 2019. Besides, Kentucky Government 2015, mentioned that the platforms for social media are continually evolving and some have totally vanished. Failure to conduct social media records at the NUST can lead to customer service issues and terrible service delivery as resulted in other studies. The records that are kept through electronics can be vanished if there is no one that is responsible to protect the record for the organization as reported by World Bank 2000. Another researcher, Nyathi and Dewah 2017 stated that the ongoing delay in implementing the National University of Science and Technology records management does not help the matter where the social media records have possibility to lose if it is not being managed well.

LITERATURE REVIEW

National University of Science and Technology in Zimbabwe manages their record using social media platforms as official records. In NUST management, the key features of records that they need are genuineness, dependability, integrity and usability (ISO 15489- 1:2016).

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This is because the characteristic must be considered in light of the fact that it can simply be removed and changed. In a digital era when social media is easily changed and edited, the concept of authenticity has become more complicated as reported by Doran 2015. In fact, the rising visibility of numerous business and government entities on social media and their usage of such platforms to collect feedback from affected stakeholders demonstrates that social media is becoming more widely used to convey official matters. Kelleher and Sweetser 2012 also stated that colleges all around the world widely utilize social media in aspects of knowledge sharing, hiring job, promoting their institution to potential students and sharing a variety of data with current students in the institutions.

The previous researcher also said that because of its low cost, widespread and rapid use, social media is considered as a practical use for institution communicators. Barnes and Lescault 2012 also added that at least one kind of social media is used by 95 percent of college admissions offices. The National Archives and Records Administration (NARA) (2017) suggests an effective open source tool or paid services to capture social media records with a variety of social media platforms. Outside the Africa continent, the studies on maintenance and management of social media-generated records also have been conducted according to Nathan and Shaffer 2012; Ginsberg 2013

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METHODOLOGY

This study has used a case study design and qualitative research approach. The data that have been collected throughout this article are gathered by face-to-face interviews, document study and content analysis. The methodology that has been chosen for this article is the best design for the National University of Science and Technology as the researcher aimed to intend a concise report. Three interviewees were purposely sampled which is Director of communication and Marketing, Registrar and The Director of Information and Communication Services. This is because they are very vital to the key offices within the University that have a direct impact on social media utilization, conservation, generation and preservation at National University of Science and Technology.

The researchers that conduct the case study use a variety of data collection approaches and multiple methodologies. To undergo this research, it is important to seek permission from the Registrar of the NUST. This includes the implementation of the research at the university and making a clear instruction to the participants regarding the purpose of the study before distributing copies of interview guides and asking the respondents for informed consent before participating in the study. However, 12 questions were prepared by the researcher in an interview and the appointments were made before communicating with the interviewees'.

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FINDINGS

The results of this article are presented in seven sections: the Acknowledgement of Social media generated information as an official record at NUST, The social media platforms that used by National University of Science and Technology, The responsibility for the generation, publication and control of social media records, The NUST faced social media records management problems, Social media records and NUST's records management policy, The capture and preservation of social media records which is the best practices and NUST maintain control and authenticity of social media generated records.

The aim of the study is to see whether NUST is able to recognize content created on social media as official documents or records. In this section, interviews will be conducted and interviewees will be questioned whether NUST recognises social media content as official records created in institutions of business activities. The following posts by current and prospective students can come up with valuable feedback that will lead to an efficient service delivery

The interviewees will be asked to determine the NUST's social media channels and why they were used. As a result from respondents, the NUST utilize social media channels as proven by its website. It is important to note that the NUST's failure to use mainstream social media platforms as cited by the interviewee is cause for concern. The NUST information post is in line with how colleges commonly use 8 social networking platforms to disseminate information about their research and inventions, sharing vital information in emergency situations, promoting variety institution to prospective students as well as to stay in touch with their present students about any problems they might be having as mentioned by Rusell 2017.

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The comments that were given by the respondent were determined to be consistent with the NUST Communication Policy which specifies that the Vice Chancellor generally speaks through the Director of Communication and Marketing. The Communication and Marketing Office also assigned social media records control. In this research finding, one of the study's goals was to figure out what records management difficulties that the NUST is dealing with in terms of social media records. The respondents were questioned to name any records management issues that has encountered as a result of its social media presence and how these issues had been managed to date.

Another goal for this research was to see how NUST records management policy deals with social media generated records. Interviewees' were asked for their thoughts on how NUST records management policy handles difficulties with social media records. Interviewees were asked to identify any best practices employed for the capture and maintenance of the NUST's social media generated records. According to Szejczewski 2011, a best practice is a method for improving the performance of a process, product, service, business unit or an entire organization that has been proved to produce a superior performance.

The study's six goal was to determine what techniques the National University of Science and Technology uses to assure the legitimacy of social media records. The NUST also deserve praise for centralising the uploading of social media content which helps in ensuring the accuracy of the social media generated.



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RECOMMENDATIONS

The study concluded the recommendations in the view of findings and conclusions. The NUST's present records management policy may be revised to include social media records management. According to the report, NUST must appoint a multi-disciplinary group with competence in social media records management including the Information Technology Specialists and Records Managers. Another recommendation also the NUST must develop a policy for social media application and administration of social media records which identify the social media platforms, the universities applicable for social media uploading and records.

These regulations in place would provide a significant guideline for the creation and handling of social media records and clarify who is responsible for specific procedures. The NUST also need to recommend a viable records management unit which is a records centre or registry. Short courses in record management also are recommended to be introduced at NUST to address trends that arise as a result of the use of numerous technologies.

CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

This article has shown that social media has become a new approach in contributing to record business management within various organizations. The presence of social media platforms proves that record business management is very important in business entities especially in record keeping.

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Social media records are considered as one of the electronic records that consist of elements of reliability, authenticity, dependability and usability where this record can be manipulated and deleted. Not only that, social media records management develops a new concept for the best method in business for the community. Another contribution to records business management is the social media generated are recognised as the official record. In this aspect, any organization can use social media platforms as it can generate records. In conclusion, social media platforms can create a new paradigm of keeping record, contribution, interaction and communication amongst the business entities.

CONCLUSION

In conclusion, this article is a study on National University of Science and Technology where it aims to discovered the management of social media-generated. In this article, NUST has recognises social media updated as one of the record or an evidence by live streaming on Youtube. Not only that, the NUST continue to confront issues in managing social media generated records according to this report. The study also concluded that there was a lack of understanding and empathy for these problems. Despite, the NUST records management policy was in the state of inaudible about social media records management. This study also mentioned that NUST did not obey the best practises in term of social media