

MANAGEMENT OF BUSINESS RECORD

ARTICLE REVIEW

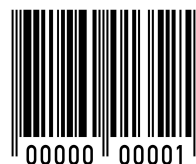


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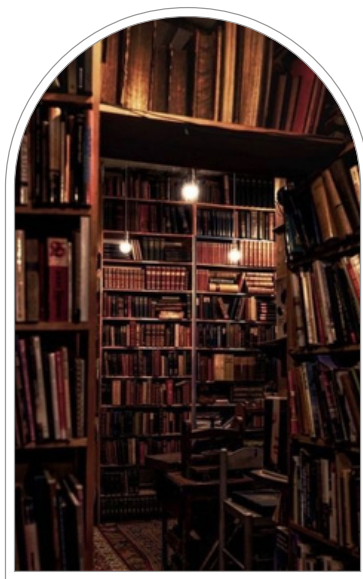
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**MANAGEMENT OF BUSINESS RECORDS
(IMR 652)**

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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HOW FEDERAL AGENCIES CAN EFFECTIVELY MANAGE RECORDS CREATED USING NEW SOCIAL MEDIA TOOLS

INTRODUCTION

The Obama administration has increased its use of Web 2.0 social media platforms to connect with individuals and engage them with government since taking office in January 2009. Numerous agencies have established social media teams and are keen to test out well-known commercial platforms like Twitter, Facebook, and YouTube. This has produced a conundrum with regard to adherence to federal regulations governing the preservation and storage of official government records.

In fact, this conundrum has made some organizations reluctant to fully embrace the social media revolution. So that, The numerous problems that this study identifies are not all resolved. However, it is a helpful manual for federal managers looking to engage citizens on social media while also adhering to the law's need to keep historical records for future generations. The report's recommendations for action and key insights are widely applicable.

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OBJECTIVES

1. To realize the distinctive properties or characteristics of records that come from the usage of social media, and the issues that they provide.
2. To understand the record management issues and the change in the fundamental nature of information brought about by social media.

STATEMENT OF PROBLEMS

In terms of how to maintain records produced by social media sites, federal agencies have essentially been on their own. In addition, because of this traditionally decentralised approach, some agencies have outright banned the use of social media, while others have quickly welcomed it while ignoring the possible records management issues.

However, this has created a difficulty about compliance with federal rules pertaining to the preservation and storage of official government documents. In reality, in some organisations, this problem would in a reluctance to fully engage in the social media revolution.

LITERATURE REVIEW

The sources for this research article ranged from 1951 to 2015. We used journal articles as references from the research article. This article addresses that with the age of social media, the issues of federal recordkeeping.



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The author highlights how agency records managers struggle to keep up with the information revolution, as well as the historical progression of how records management and information technology have been both integrated and yet separated in many agencies by "silos." To solve these concerns, the author cites governance, policy, technological, and capacity challenges. The author also gives a set of best practises based on interviews with dozens of records managers, Web masters, and social media managers across the federal government.

METHODOLOGY

It took a look at federal agency websites and social media offerings, looked at literature about social media and records management, and talked to government employees who were in charge of social media and those who looked after agency records to get the data for this report

FINDINGS

This report doesn't discuss about all of the many issues that were brought up in this study. If government managers want to use social media to connect with people but also keep historical records for future generations, this advice is still good. Recommendations from the report can be used in many different situations.



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CONCLUSION

As a conclusion, measuring social media engagement is crucial because it tells you how well your content is resonating with your audience. Your customers will have a stronger bond with your brand if you have a higher level of social media participation. It also provides you with a measurable metric to use to track your progress over time. Based on this article, the author has given a recommendation to transform record management for a social media world. The author has given some recommendations. Firstly, in terms of governance recommendation the author proposes to improve the importance and effect of records management initiatives across the federal government, a position of Chief Records Officer should be created. Whereas, in terms of policy recommendations is if the Chief Records Officer wants to learn more about records management in the Web 2.0 world, he or she should set up a group with people from both the government and the private sector. The group should look into the need for a new, simpler definition of a record and the development of a standard core records management taxonomy that, when combined with user-generated tags, would make it easier for the government and private sector to find and retrieve information. In terms of technology, author recommend that records management solutions and the costs of records management needs should be integrated.

