Capture for Public Sector

Stay compliant with public records laws for social media communications

Key features

Direct source capture

Profile enablement

Message threading and attachments

Any device, location, or network

Identity management

Archive communication with Smarsh or third-party solutions

Why capture social media?

Social media is an important communication tool used between public sector employees and constituents. As such, social media communications are subject to public records and Freedom of Information Act (FOIA) laws.

To ensure you are compliant with state and federal laws, you need a solution to capture, archive, supervise and search your social media communications. With Smarsh, you can remain compliant, enhance your review efficiency and enable employees to leverage the full power of communicating via social media.

How it works

Smarsh enables your public sector organization to capture social media communications for select individuals or across your entire organization. Content is captured directly from leading social media platforms in near real-time via API connections.

Once captured, all content is automatically sent encrypted to the Smarsh Professional Archive or any existing archive, application or data lake where it is available for fast, on-demand search alongside all other archived communications.

smarsh®

Capture for Public Sector

Peace of mind with compliant capture for all your social media channels and accounts

Supported channels include:

- **LinkedIn**
- **Facebook**
- **TikTok**
- **Twitter**
- **Instagram**
- **YouTube**
- **Hootsuite**
- **Vimeo**
- **Pinterest**
- **Flickr**

Key benefits:

Meet recordkeeping requirements
Capture, archive, supervise, and discover all your electronic communications to adhere to public records and FOIA laws. Retain and export messages for as long your organization needs.

Simplify and streamline public records management
Empower your internal teams with an efficient and effective process for reviewing and retrieving records. Social content is threaded together in its native form to show full conversational context alongside all other communications, which is helpful for understanding what really happened during a communications exchange.

Reduce time, cost and complexity
Streamline compliance and discovery workflows by using one archive — instead of many — for your email, IM and collaboration, media, mobile text and voice content.

Illuminate and reduce risk
Tag, search, track and review full context conversations across all channels to easily identify potential risk in your organization's communications. Leverage our APIs to extract additional insights from your data.

Support new and global communication trends
Enables you to support the latest, most productive social channels while ensuring complete compliance with federal and state laws.

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