



# THE RISE OF ENTERPRISE COLLABORATION PLATFORMS

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# The Rise of Enterprise Collaboration Platforms

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With more than 2.3 billion active social media users worldwide<sup>[1]</sup>, businesses have capitalized on the benefits of social media as a flexible communications method in advertising, branding and customer service.

The use of social media has also grown internally within teams, also known as Enterprise Social Media (ESM) or closed social media networks. A Towers Watson study surveying employers across North America, Europe, and Asia found that 56% of companies are actively using social media tools to communicate and build community with employees; instant messaging was the most popular, used by 77% of respondents. Yet, when asked how these employers would rate the effectiveness of social media tools, only 30% to 40% of respondents rated most of the tools as highly effective<sup>[2]</sup>.

Despite this heavy usage, an alarming number of companies have shown poor awareness that they carry legal responsibility for their social media content. As platforms like Microsoft Yammer and Facebook Workplace continue to sprout and change the game to replace email, and as remote workforces continue to grow, it is critical that organizations treat social media just like all other forms of business communications that must be collected, filed and protected.

This document explores the use of collaborative platforms, their common risks, and the use of archiving technology as a compliance and litigation preparation tool.

We hope this document serves as a starting point in empowering your team towards future success in compliance, litigation protection, and records retention.

Sincerely,

Michael Riedyk  
CEO, PageFreezer

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<sup>1</sup> Statista, Number of social media users worldwide from 2010 to 2020

<sup>2</sup> Towers Watson 2013 Change and Communication ROI Survey

# Why Archive Social Media?

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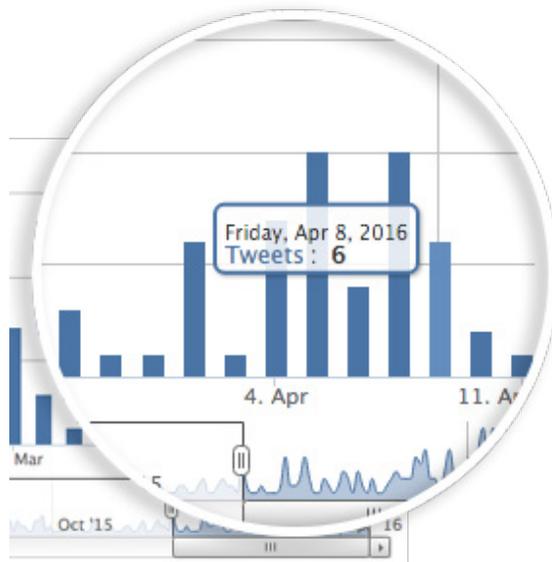
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Your organization's social media accounts are probably the most active communication channels you have. New tweets, posts, updates, etc. happen constantly and in many cases by multiple departments and multiple users. How do you plan to keep an accurate history of all that activity?



Existing retention laws apply, meaning you need to track your social media accounts and archive the content to protect yourself in the case of an audit or legal proceedings.

It's critical you implement a robust records retention policy for your social media. You must preserve your online presence in a way that's regulation-compliant, user-friendly, and, above all, affordable.

## THE IMPORTANCE OF WEBSITE & SOCIAL MEDIA METADATA

Despite how active we are online, it's easy to forget the value of the information we leave behind when browsing, clicking, and sharing

information, particularly on social media platforms. This digital DNA of our online habits and intentions is what's known as metadata. The term has quickly become a buzzword in compliance, litigation, and eDiscovery, but what does it mean?

In simple terms, metadata is "a set of data that describes and gives information about other data"; and in the world of digital evidence, there are four primary types:

- 1. Client Metadata (who collected it)**  
i.e Browser, operating system, IP address, user
- 2. Web Server/API Endpoint Metadata (where and when it was collected)**  
i.e URL, HTTP headers, type, date & time of request and response
- 3. Account Metadata (who is the owner)**  
i.e Account owner, bio, description, location
- 4. Message Metadata (what was said when)**  
i.e Author, message type, post date & time, versions, links (un-shortened), location, privacy settings, likes, comments, friends



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Metadata as such can give tremendous insight into who you are, where you live, and where else you spend your time online; and it can have numerous applications, from allowing marketers to retarget you with specific content tailored to aiding in cases from insurance fraud to IP infringement, and divorce & family matters. Metadata can help to provide essential and contextual information about the when's and where's of actions related to a legal case and is key to proving data authenticity and integrity in court.

Metadata can be captured through the use of platforms and tools like PageFreezer. Similar to that of Google, these technologies crawl the web to take snapshots of your website and collect metadata from social media API's.

PageFreezer works to capture all of your website and social media metadata in evidentiary quality, so it is usable in legal and compliance applications. It goes a step further to make sure all content is digitally signed (SHA-256 bit) and time-stamped satisfying legal requirements for digital evidence.

# Enterprise Collaboration Platform Archiving

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## PERMANENT PRESERVATION OF SOCIAL MEDIA CONTENT

If you're reaching out to customers or clients via social media, you must be prepared to preserve those communications just like other business records. Existing retention laws DO apply to social media platforms, and regulators are cracking down. PageFreezer archives your Twitter, Facebook, Workplace by Facebook, YouTube, Tumblr and other social media content so that you can be prepared.

## EVIDENTIARY QUALITY ARCHIVES

PageFreezer captures all of your social media content in evidentiary quality, making the archives suitable for compliance and litigation preparedness purposes. All content is digitally signed (256-bit) and time-stamped which satisfies legal requirements for submitting digital content as evidence according to the Federal Rules of Evidence.

## DIRECT/PRIVATE MESSAGES CAPTURE

PageFreezer captures all of your social media content, including DMs in Twitter and Private Messages on Facebook. These captures ensure compliance with regulators and enable PageFreezer archives usability through the eDiscovery process. As long as the messages are under the same account, they can be archived, and in full compliance.

## REAL-TIME SOCIAL MEDIA ARCHIVING

PageFreezer uses the Twitter and Facebook APIs to gather data in near real-time, providing the most comprehensive capture of social media content in the industry. Get a complete

record of your social media communications. Even if some content is taken down or deleted, companies can rest assured knowing they have an electronic record of it.

## ENTERPRISE SOCIAL MEDIA NETWORKS THAT WE ARCHIVE



Capturing Facebook posts has become essential for litigation and compliance. This is true for personal Facebook Profiles, company Facebook Pages as well as the new Workplace by Facebook for internal business communication. PageFreezer captures Facebook content including posts, comments, profile details, and videos.



Saving on the need to use email messages internally, Yammer functions much like Facebook as a social network, with hashtags, groups, a news feed, likes and private messages – all for the professional enterprise. All Yammer messages, posts, and comments are securely captured on the PageFreezer platform.



Built for employee engagement and integrated with other business processes, Salesforce Chatter is home to topics, polls, groups and

file sharing abilities. PageFreezer securely captures and collects all Chatter material for the enterprise.

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Cisco Jabber is an Android app making collaboration easy through instant messaging, voice, voice messaging and video calling. Available on Android phone, tablet, and wear devices, Cisco Jabber helps teams be productive anywhere, and PageFreezer makes sure all communications are captured, wherever they live.



Google+ still has a large group of users and is quite popular among offices with features like “hangouts” being used to aid remote conference calls between locations. The same archiving procedures as other social media platforms are expected for Google+ platform, from capturing posts, +1s and private messages – all of which PageFreezer takes care of.

AND WE ALSO SUPPORT THESE PUBLIC SOCIAL MEDIA NETWORKS:



The number of lawsuits involving Twitter continues to grow given its incredibly instant and public nature. PageFreezer captures Twitter data in a fully-automated fashion, never missing a Tweet, Mention or Direct Message.



LinkedIn has become the recognized standard as a directory for business professionals

and companies. PageFreezer captures both personal and corporate LinkedIn pages to comply with industry compliance regulations.



Next Door is a social networking site developed to help build happier, safer neighborhoods. The neighborhood-based private social network works as the go-to for receiving neighborhood news, finding services in the area, making referrals and recommendations, and simply communicating with fellow residents. PageFreezer is currently the only platform to be archiving Next Door content.



Tumblr is still an extremely popular social media platform with high engagement. With a vast collection of photos, memes, and animated gifs, there is no shortage of content to capture. PageFreezer saves content and metadata from Tumblr.



A picture speaks a thousand words – and it’s equally as important to archive images too. With PageFreezer, it’s a simple setup, and you’ll never miss a post. All your uploaded photos, comments, mentions and messages will be archived, and your accounts will be in full compliance.



Pinterest allows for uploads, re-pins and collection of photographs through Pinterest boards as a top photo collection and sharing platform. PageFreezer collects all your likes,

comments and upload information, preserving your Pinterest page as it is.

## flickr

With groups, forums, contacts, notes and geotagging options Flickr is a massive photographer community with its unique features that help photographers stay organized and share their work. PageFreezer captures all messages, contacts, tags, and group information and displays it as if live.

## You Tube

If you use video as part of your marketing mix, you now can archive embedded YouTube videos with PageFreezer. Automatically capture your YouTube videos, and replay them from your archives as if they were live. As video marketing is still in its growth spurt, ensure your compliance keeps up.

## vimeo

Vimeo has grown very quickly as a video platform, famous for the quality of its videos, professional look, and lack of clutter. Vimeo boasts an active community of video enthusiasts and professionals with topic-based groups and channels. PageFreezer archives all video content, comments, groups and followers keeping full track of your page in this community.

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PageFreezer is a leading provider of website and social media archiving solutions to a wide range of industries including finance, legal, telecom, retail, utilities, government and post-secondary education. PageFreezer is a SaaS (Software-as-a-Service) application that enables organizations and corporations of all sizes to permanently preserve their website and social media content in evidentiary quality and then access those archives and replay them as if they were still live. Uses for the archived data range from compliance with regulators such as the SEC, FINRA and the FDA to litigation preparedness, evidence capture, call center support and competitive intelligence.

Based in Vancouver, British Columbia, PageFreezer Technologies is a privately-held firm that is owned and managed by a successful team of software veterans. The company was founded in 2006 and has been operating in Europe and North America since 2010. With a rapidly expanding customer base and the most comprehensive website and social media archiving solutions available, PageFreezer is the premier provider of archiving services for online content to companies throughout the world.

Don't wait until your organization is at risk at a compliance audit or eDiscovery. Start protecting your website records and your business today with PageFreezer Website and Social Media Archiving.

Contact us to schedule a free PageFreezer demo.

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