



WHY ARCHIVE?

Online content is increasingly acting as the primary public face of an organization. What do we do when we want to find out about a particular company? We Google it, of course. Or, we turn to social media platforms to see how the organization interacts with its customers. You start with countless web pages, posts, comments, and likes that combine to create an online presence that's inextricable from the physical operation.

With this in mind, every business, government agency, and institution needs to treat its online presence like the mission critical business component that it is—and that includes keeping accurate records. In fact, there's an entire industry devoted to this task: web and social media archiving.

For certain industries, like the financial sector, archiving is a legal requirement. For others, archiving is a preemptive action to protect against lawsuits and other potential legal action. Others recognize the strategic value of knowing exactly what employees, customers, and even competitors have shared on social media platforms over time, including those deleted comments and posts.

Whatever the specific use case, archiving is about having a system in place before you need it—think of it as a digital insurance policy that can help protect you against a very public (and potentially expensive) social media disaster.

Here are five reasons why you should be archiving your website content and social media accounts:

1. MEETING COMPLIANCE REQUIREMENTS

SEC, FINRA, FDA, FTC, HIPAA, FEREC, IIROC, NRC... there is no shortage of regulators—or online regulations—that companies need to be aware of these days. Many businesses and organizations have been fined millions in damages and even been forced to close their doors. To ensure you don't find yourself on the wrong side of the law, know you have a compliance solution in place that can easily, affordably, and automatically preserve all your online content.

2. RECORD RETENTION

The preservation of online content has become an important aspect of accurate record retention in the digital age. However, content from websites, blogs, and social media sources can be tricky to capture accurately—with live-replay of content as it originally appeared traditionally being impossible. No longer. PageFreezer's solution is a simple and cost-effective way to capture, preserve, and replay content from online sources.

3. LITIGATION PREPAREDNESS

Litigation is one of the biggest potential threats to a company or organization in the modern business world. The financial impact of drawn-out litigation can be crippling, with trial costs in the U.S. easily skyrocketing into the hundreds of thousands of dollars. Being prepared for litigation is essential, and having easy, searchable, and exportable access to a complete record of all website changes and social media activity goes a long way towards ensuring that legal action without merit doesn't cost your organization a fortune.

4. EVIDENCE CAPTURE

Legal professionals who capture evidence from websites and social media accounts must capture authentic and legally admissible content. Most often they make use of a handful of existing time-consuming and inadequate tools. The most popular method is to create a PDF file of each page, but this manual process is very time consuming, and all interactivity and relationships to other pages are also lost. Another popular method is to save the HTML files and other page elements to a disk, but in addition to once again being very labor intensive, this method fails to prove that data is completely authentic.

5. COMPETITIVE INTELLIGENCE

Imagine having easy access to extensive archives of not only your own organization's website and social media content, but also that of your competitors. This data can be incredibly powerful, offering insight into historical marketing initiatives, successful or not. Whether you use archives to emulate past successes or as a tool to educate employees on what not to do, the business case for comprehensive online archiving is very strong.