DON'T RISK IT!

Know Your Records

Don't Risk It! Know Your Records

Toolkit

Welcome to the
Don't Risk It!
Know Your Records Toolkit

Contents

Section 1

Don't Risk It!
Know Your Campaign
Introduction to the Don't Risk It! Know Your Records Campaign

Don't Risk It! Know Your Records is the first advocacy campaign for records management undertaken by the Archives and Records Association (UK & Ireland). It has been developed by members of the ARA's Records Management and Information Governance Section for use by Records managers, archivists, information governance officers and anyone working in a recordkeeping environment.

Don't Risk It! Know Your Records aims to give all those with records management responsibility help and practical advice about how to explain what they do and advocate for support.

This toolkit has been designed to ensure that everyone who works in a recordkeeping environment (whether that be archivists or records managers), and everyone who understands its importance, can join in the campaign from September 2014 and raise awareness and understanding of the importance of good records management. Don't Risk It! Know Your Records is being supported by many organisations who share the ARA's commitment to awareness-raising of the vital role of records management and the need for organisations to employ professional, highly skilled records managers.

The campaign is particularly targeted at CEOs and other senior managers and decision makers in both public and private sectors. Many of the messages, however, are pertinent to staff at all levels of an organisation and to the wider public.

Get involved now in the Campaign

Once you've read the Toolkit, this is what you should do now:

- Tell everyone about the campaign

- Email knowyourrecords@archives.org.uk to tell us the name and postal address of your Chief Executive so they are included in our letter-writing campaign. You can also give us the details of other senior figures in your organisation if you think they would benefit from a greater awareness of records management

- Follow the campaign through the ARA's publications and website http://www.archives.org.uk/campaigns/knowyourrecords.html

- Follow us on Twitter (@KnowYour Records) and join in the conversation

- Plan how you're going to take part in the Don't Risk It! Know Your Records Campaign

What you should do in Autumn 2014

- Time your awareness raising activities with the campaign events.

Section 2

Don't Risk It!
Know Your Key Messages
The key messages on the Don't Risk It! Know Your Records Campaign

A vital part of advocacy is conveying key messages in a consistent way to your target audience. These messages should be simple and understandable for the people you are communicating with.

These are the key messages underpinning your Don't Risk It! Know Your Records Campaign:

There are significant benefits and economies for organisations which manage their records and information well

Organisations with poor (or no) recordkeeping systems are risking a great deal – legally and reputationally

Professional records managers are highly skilled, organisational problem-solvers. Modern, successful organisations need their skills

Try to include one or more of these key messages when you are communicating.

These may be useful one-liners:

Records management saves time and means you can find what you need

Records management keeps records secure

Good records management is everybody's responsibility in an organisation, but the decision makers must take a lead

Failure to comply with access to information legislation (such as Data Protection and Freedom of Information) has consequences

Once you know how it's done, whether in the workplace or at home, managing your own records is relatively straightforward and will make your work and home life easier

Your shared folders, paper files and emails need regular reviews

Don't put off managing your records effectively – you will be delaying the inevitable and making the task bigger

Staff working in recordkeeping are friendly, highly skilled and there to help

Section 3

Know Your Facts and Figures
Facts and figures to demonstrate the need for good records management

90% of the world's data has been generated in the last 2 years.

SINTEF *"Big Data, for better or worse: 90% of world's data generated over last two years."*
ScienceDaily, 22 May 2013.
www.sciencedaily.com/releases/2013/05/130522085217.htm>.

Campaigners estimate that only around 29% of the information Facebook possesses on any given user is accessible through the site's tools.

James Bell*'Me and my data: how much do the internet giants really know?',*
The Guardian, Sunday 22 April 2012

Organisations that have Information Governance in place have 39% fewer data loss events, 51% lower cost per year, and 90% of data is accurate.

IBM http://www.ibmbigdatahub.com/infographic/big-data-imperative-why-information-governance-must-be-addressed-now

294 billion emails are sent every day.

IBM htttp://www.ibmbigdatahub.com/infographic/big-data-making-world-go-round

The volume of data created by U.S. companies alone each year is enough to fill ten thousand Libraries of Congress.

How Big Would All the Data In the World Be?

48 hours of video are uploaded to YouTube every minute, resulting in nearly 8 years of content every day.

How Big Would All the Data In the World Be? http://www.pc-wholesale.com/graphics.html

6 billion photos are uploaded to Facebook every month.

How Big Would All the Data In the World Be? http://www.pc-wholesale.com/graphics.html

By 2015, 4.4 million IT jobs globally will be created to support big data.

In 2016, more than 1.6 billion smart mobile devices will be purchased globally. Two-thirds of the mobile workforce will own a smartphone, and 40 percent of the workforce will be mobile.

70% of data is created by individuals – but enterprises are responsible for storing and managing 80% of it.

By 2020 one third of all data will be stored, or will have passed through the cloud, and we will have created 35 zetabytes worth of data.

http://www.csc.com/insights/flxwd/78931-big_data_growth_just_beginning_to_explode

Data production will be 44 times greater in 2020 than it was in 2009.

All from http://www.csc.com/insights/flxwd/78931-big_data_growth_just_beginning_to_explode

'Stacking a pile of CD-ROMs on top of one another until you'd reached the current global storage capacity for digital information would stretch 80,000 km beyond the moon.'

'In 1986, 14% of earth's data was stored on vinyl records. In 2000, 25% of all information was in digital media form; and by 2007 (the last year of Hilbert's and Lopez's study), 94% of all information storage capacity was digital, totaling 276 exabytes.'

Lachlan James 'Digital data explosion highlights need for new-age Database and Business Intelligence technologies',
April 13, 2011
http://smartdatacollective.com/yellowfin/35139/digital-data-explosion-highlights-need-new-age-database-and-business-intelligence-te

Section 4

Don't Risk It!
Know Your Communications
How to communicate the Don't Risk It! Campaign

All awareness campaigns rely on good communication. If you communicate clearly and in simple terms you are more likely to get your messages understood – whether internally or externally.

Here are some tips on how you can best communicate the importance of records management and the role of the records and information manager

- Communications should be short, engaging and informative

- Don't use records management jargon

- Anything you write may be seen by many different people in your organisation – keep it simple and accessible

- Make sure you clearly say how good recordkeeping supports your organisation's key objectives

Good ways to spread your message:

- Short articles in staff bulletin/magazines

- Good, clear information on Intranet pages

- Emails to announce something special and interesting – but don't overwhelm with emails, they'll be ignored

- Screen saver messages

- Staff briefings: offer to go and talk to other teams – perhaps over lunch

- Encourage and communicate a designated day or event for clearing out offices, emails and shared folders

If you can be more ambitious:

- Put a small exhibition or stand in a central location

- Produce informative leaflets, posters or postcards

- Giveaways with the right message: pencils, badges, mousemats

Don't underestimate the importance of training. Many records managers lead training in their organisations. If you haven't done that before, the following advice may be useful:

Top tips for running a training event:

- Think about format – electronic or face to face? If electronic, you could use a comprehension test at the end to check that people have completed the training

- Think about other departments in your organisation - is anybody else doing training into which records management could be easily and usefully incorporated?

- Think about the audience you want to attract and communicate with: senior managers? ICT colleagues? Administrators? Tailor your event to who is in the room, think about what records they have and what responsibilities they have in managing records.

- Think about content – some things to cover are: sending records to records centre, using EDRMS, keeping records secure, DPA, FOI, email management, managing shared drives, use of own devices, folder titles and version control, benefits of records management....and don't forget to include what the records management team does

- Use case studies – there are some on the Don't Risk It! campaign website but you may know of others. Negative case studies demonstrate that bad records management has consequences and that many organisations have been caught out; good case studies demonstrate improved efficiencies from records management

- Introduce discussion and group tasks – quizzes, scenarios, issues in your teams,

- Avoid spending an entire training session talking to your audience, engage with them and encourage them to participate

Afterwards:

- Keep a record of who has attended and how successful the course content was

- Get feedback and evaluate the success of the event

- Make sure your feedback mechanisms capture useful information (i.e. what do they attendees intend to do as a result of training; what have they learnt; what prior knowledge did they have)

- Don't leave it too long before you do another one!

Section 5

Don't Risk It!
Know Your Allies
How to get them on your side

Records managers find themselves in situations where they need to justify their role or position to others or when they need to appeal to other groups within their organisations to help them in their roles.

Don't think of this as criticism. People who ask questions about what you do are allies or potential allies. If you persuade them, they will persuade others.

There are many potential allies within organisations. It's important to be able to speak to them in a language they understand. Use arguments that will resonate with them; then they will understand how records management can help them (which will in turn help you).

Here are some groups of potential allies and what may resonate with them.

ICT Staff

Wherever you are placed in an organisation, it is important to have ICT staff on your side. They are always going to be involved in some of your work and you will want to be consulted in some of their projects. Try to learn some 'IT speak'; and link your plans and strategies with theirs so you are working towards commons goals.

Are you worried about all those emails lurking on your servers, and all those massive .pst files on your systems? Records management can help educate staff to reduce the volume of emails they retain and to discourage hoarding of emails in inappropriate areas (in inboxes rather than on network shares or EDRM systems).

Are you constantly having to invest in new ICT infrastructure? Records management can help reduce the amount of data on your servers by encouraging and empowering staff to proactively dispose of information. This will mean reduced spend on new servers and their maintenance.

Do you have headaches managing sprawling network shares with large numbers of folders and associated problems maintaining an Active Directory and permission rules? By working with records managers you can create file structures based on best practice which can be rolled out in a consistent way to all users and won't grow exponentially. This not only cuts maintenance costs – it also reduces the risk of permissions going out of date and associated security breaches.

What happens when employees leave the organisation? Do they also leave information in their email account or personal drive? Proactive records management can help educate staff to store information in the appropriate locations and not to hoard documents in personal information silos. This means fewer problems when staff leave.

Legal Staff

Legal staff will want to make sure they have access to information when they need it. They may also want to keep information forever! A good dialogue can help you both work better. Remember that legal staff will have access to specialist resources that you will find useful when researching legal issues.

- Worrying about that pending date in court? Lawyers need evidence; that evidence will be found in the organisation's records. Records management helps to effectively manage those records and makes sure they're created and managed consistently.

- Struggling to find those vital legal records? If you go to court you'll hope that the records used in evidence still exist. Records management is essential if you need to keep evidence (via retention and disposal scheduling) and to find it in the first place (via information audits, records inventories etc).

- Worried that your staff aren't keeping their evidence long enough? Records managers are aware of the limitation periods and regulatory environment in which your organisation operates. They are familiar with the recordkeeping requirements of your regulatory/legal context. This helps govern how long your records are retained for, without them evidence will often be disposed of too soon which leaves the organisation vulnerable.

- It's an offence under Data Protection to retain personal data for longer than necessary. This leaves organisations open to fines. It can also be an offence – or at least a cause for suspicion – if there is no clear framework for disposal of records. Good records management adds up to compliance and transparency.

Information Security/Access to Information Staff:

Information Security is becoming increasingly important in the workplace. More staff are aware of its importance and the consequences of not doing it well. Make sure your messages match up with theirs and make sure your work (policies, procedures etc) supports your organisation's information security objectives.

- Do you worry about data security breaches? Good records management helps ensure that your organisation only keeps information for as long as it's needed, and not kept indefinitely just waiting for that dreaded breach. It also helps ensure information is stored in a secure way based on who should have access to it.

- Are you struggling to find information for Data Protection or Freedom of Information requests and do you spend a disproportionate amount of time looking for that information? There are sanctions for late delivery of information. Good records management can ensure that the information held is a manageable amount, and is also stored in a logical structure for easy retrieval. This will mean you can find information quickly and avoid sanctions.

- Do you struggle to explain to requestors that you don't hold the information they want? How do you prove that information has been disposed of? Good records management (including formal retention schedules) ensures a transparent approach to the disposal of information, and disposal procedures including evidencing disposal can help prove that you no longer hold that information.

- Do you have to meet certain standards relating to how you manage information (such as ISO 27001)? Records management is just one aspect of quality and security regimes which you'll need if you want to demonstrate that you can manage in a consistent and secure way in areas such as confidential waste, document control and security classification.

Auditors:

As scary as they may seem, auditors have wide access to all aspects of your organisation and can be a great source of information on pockets of good and bad practice. Try to develop a positive working relationship with them.

At audit time, are staff able to give you the information you need to effectively audit them? Records management can help support your role by ensuring staff know how long they are required to retain records for.

Don't know who to ask about that vital audit question, or locate those elusive records? Records managers have a broad (and long term) understanding of the entire organisation and can provide useful contacts if you are running an audit investigation which requires access to records across the organisation.

Do you get bombarded with questions from staff about how long they should be retaining records 'for audit'. Records management can help ensure the correct messages regarding records retention are sent out to staff, and can offer support if areas you have audited have not kept appropriate records.

Do you worry about audit investigations being disrupted by staff disposing of records too soon? Records management can help to ensure staff cannot feign ignorance of retention periods by embedding them into the organisations rules on records management.

Managers at all levels:

Managers care about efficiency, reputation and cost saving. They are also the people who you need on-side to make staff follow the records management practices you are responsible for.

Do you want your staff to get on with the job and not waste time looking for information? Everyone is trying to do more for less resource? Good records management can ensure that information is easily retrievable and that out of date information (which can be lead to poor decisions) is disposed of. This allows staff to spend more time doing their job, and doing it well.

Are you concerned about the spiralling costs of storage and printing? Good records management can see storage costs reduce over time by disposing of out-of-date information. It can also facilitate a more flexible workforce by encouraging electronic working.

Are you fed up of cluttered offices and wasting space that you could better use accommodating staff? Good records management can help identify records which could be disposed of, stored in different (potentially off-site) locations, and can help when undergoing the dreaded office move!

Do you worry about your organisation's reputation and are you keen to present your organisation/section in a professional manner? Good records management can help reduce the risk of data breaches, provide complete and accurate records, and demonstrate transparency in how you manage yours and your clients' information.

Administrative and support staff:

It is important to work with any kind of business support role. Administrative and support staff are responsible for ensuring documents are accessible, for filing well, and for scanning. You can help them fulfil their role and they can help you too.

Are you overwhelmed by the sheer volume of information you receive every day? Good records management can help you understand which information you need to manage effectively and use, and what information can be routinely disposed of (saving you time and money in the long run).

Are you filing cabinets or records rooms bursting at the seams with records? Records management can help with the office clearout by giving you clear and authoritative retention periods to work towards meaning you can cut down on the volume of information you're storing.

Have you been faced by the dreaded edict to move offices (probably within the space of a couple of weeks)? Records management can help you understand what information you need to take with you and what can be confidentially disposed of. It can also help you understand other avenues open to you for storage of records including off-site storage and archives.

Are you worried about throwing things away? Do you worry that people don't follow the retention rules they should? Records management can give you authoritative rules, approved by senior management to help encourage disposal and reassure you that it is done in accordance with legal and regulatory requirements.

And others:

Logistics teams: These people can help you move things safely around your organisation and will have knowledge of buildings and sites. They can help you manage issues regarding storage.

Human Resources: HR hold large amounts of personal information. A lot of records are produced across a business through the act of managing staff. HR also control a lot of policy and having records management aspects written into policies and job descriptions can be effective. Ensuring that the records of joiners, movers and leavers are maintained well is important, and can only be done with the help of HR.

Communications and Public Relations: It is important to have strong relationships with communication colleagues so you know what routes of communication are open to you within the organisation. The communications team can raise awareness of your services.

Section 6

Don't Risk It!
Know Your Branding
The campaign branding and how to use it

There are four different campaign logos which you can use. Each is available in large and standard jpeg sizes, in colour and in black and white. Use colour versions where you can. For large scale or litho printing vectorised .eps logos are availabe on request from tim@glyder.org

Don't Risk It! Know Your Records
This is the main campaign logo and is being used on the key literature and on the campaign website. If you are running event or promoting the campaign this should be the main logo that you use.

Don't Risk It! Know Your Information
If the term Information is more useful to your advocacy message within your own organisation, use this logo instead of Know Your Records. If you feel the term 'records management' or 'records' is fully understood in your organisation then use Know Your Records.

Don't Risk It! Know Your Records Manager
The Campaign encourages managers and decision makers to look to the professional records manager and value her or his contribution. If you are writing about this aspect of the campaign, use this logo. You can also use this logo if you are raising awareness of the services you provide and sign-posting colleagues to a records manager's contact details.

There is also a simple Don't Risk It! circle
The Don't Risk It! circle has been designed for use as a bullet point, or perhaps a badge. This should not be used in isolation – it can feature in a document which uses the main logo, but might be used as a bullet point or as a way of dividing blocks of text.

If in any doubt, use the main Don't Risk It! Know Your Records logo.

You may need to explain the Don't Risk It! Know Your Records Campaign. This brief explanation of the Campaign can be used at the foot of your page/leaflet/article:

The Don't Risk It! Know Your Records campaign makes the case for good recordkeeping within the businesses and organisations in the UK and Ireland and celebrates and explains the skill and expertise of recordkeeping professionals.

Don't Risk It! Know Your Records has been developed by the Archives and Records Association (UK & Ireland).

When downloading a logo for local use:

Go to our website for the logos: http://www.archives.org.uk/campaigns/knowyourrecords.html

On our website you will also find other images which you can use in association with the campaign.

Logos

Don't Risk It Logos (RGB) Standard Size jpgs

Don't Risk It Logos (RGB) Large Size jpgs

Don't Risk It Logos (Blk&Wht) Large Size jpgs

Don't Risk It Logos (Blk&Wht) Standard Size jpgs

Illustrations

Don't Risk It Illustrations_jpeg

Don't Risk It Illustrations_pdf

Please never use anything but the approved and provided logo.
Please do not change the logo in any way or make any additions to it.

Never attempt to create your own ARA logo.

Never reproduce the logo in non-approved colors.

Never stretch or alter the logo's proportions.

Never enlarge or reduce the artwork beyond the size provided.

Never attach anything to the logo.

Minimum Sizes:

For impact, legibility and consistency the Don't Risk It! logo should not be reproduced smaller than the following:

Minimum Don't Risk It! logo sizes for use with ISO 'A' paper sizes.

A1 50mm wide

A2 40mm wide

A3 30mm wide

A4 25mm wide

A5 20mm wide

A6 20mm wide

DL 20mm wide

Use with other logos:

You will almost certainly be using the campaign logo alongside or in documents featuring your organisation's own logo (and perhaps other logos). Do not worry about where the Don't Risk It! Know Your Records logo is placed. Always keep all logos separate – with good space around them.

If you are not able to use the Don't Risk It! Know Your Records logo on your material, do join in the spirit of the campaign anyway – talk to people about the importance of good recordkeeping.

The Don't Risk It! Know Your Records campaign logo uses the colour breakdown below:

Spot colours

Pantone Warm Red 032

Pantone Cool Grey 6

CMYK

000/100/100/000

000/000/000/040

RGB

226/015/034

179/177/178

The Don't Risk It! Know Your Records campaign logo uses the font 'Gotham' below:

You may like to use this font yourself. However if you do not have this font we would recommend Helvetica or Ariel as a good, commonly available fonts to use when writing about the Campaign.

Gotham Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@£$%

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@£$%

Gotham Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@£$%

....

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@£$%

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@£$%

Helvetica Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@£$%

....

Ariel Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@£$%

Ariel Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@£$%

Ariel Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@£$%

Section 7

Don't Risk It!
Know Your Resources
Further reading and more information

There is a great deal of useful information which has been created by national bodies or professional organisations. Use this to support your work. It may not be completely relevant to your own organisational circumstances, but it's a great starting point.

Useful guidance on records management can be found from the following organisations:

The Information Commissioners Office (http://ico.org.uk/)

Some particularly helpful resources include:

http://www.ico.org.uk/news/e-newsletter
ICO newsletter

http://www.ico.org.uk/for_organisations/data_protection/the_guide
The principles of the Data Protection Act in detail

http://www.ico.org.uk/for_organisations/freedom_of_information/guide
Guide to Freedom of Information

Also on ICO, cloud computing
http://www.ico.org.uk/for_the_public/topic_specific_guides/online/cloud_computing

BYOD guidance
http://www.ico.org.uk/for_organisations/data_protection/topic_guides/online/byod

The National Archives section on Information Management
http://www.nationalarchives.gov.uk/information-management/

Some particularly helpful resources include:

Managing digital records without an electronic record management system
http://www.nationalarchives.gov.uk/information-management/guidance/e.htm

Guidelines on developing a policy for managing email
http://www.nationalarchives.gov.uk/information-management/guidance/e.htm

Disposal Scheduling
http://www.nationalarchives.gov.uk/information-management/guidance/w.htm

Information from other organisations:

Information and Records Management Society (IRMS)
http://www.irms.org.uk/
Particularly its list of top RM resources
http://www.irms.org.uk/resources

Managing Information and Records: the definitive guide, The Cimtech Guide
http://cimtech.co.uk/Pages/Main/pub_midguide.htm

Computing magazine
http://www.computing.co.uk/

The National Archives of Scotland, Electronic Records Guidance
http://www.nas.gov.uk/recordKeeping/ERGuidance/default.asp

AIIM – Global Community of Information Professionals
http://www.aiim.org/