

# How do you keep a tweet alive forever?

Preserving permanent social media records in perpetuity



## Retaining permanent and historically valuable Twitter records forever requires Active Digital Preservation



Ensure each component is always readable



Preserve as a single immutable record



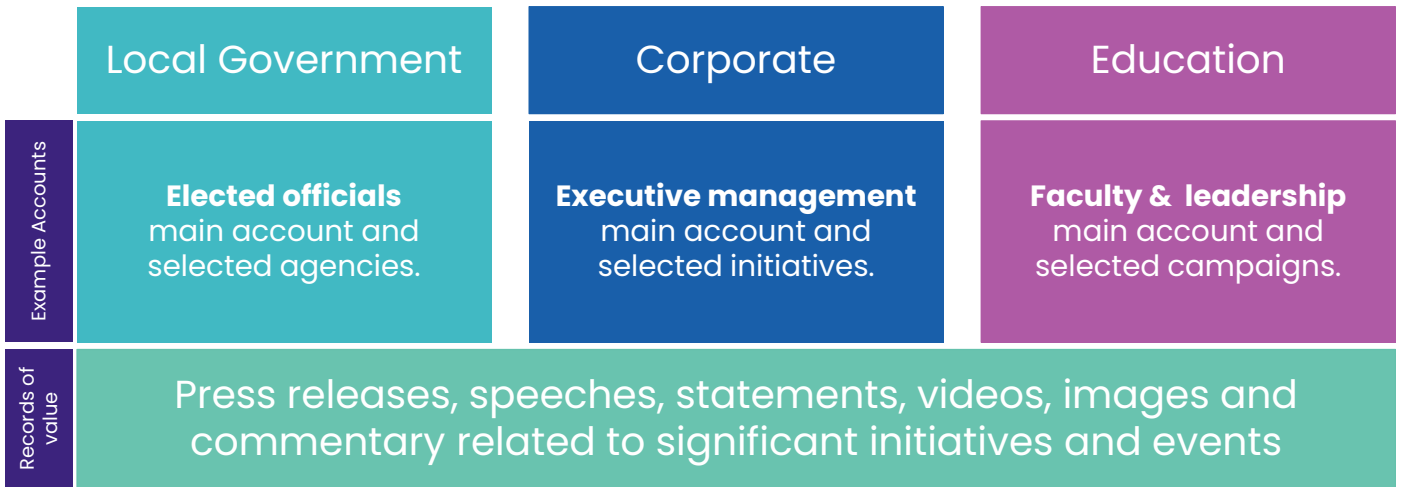
Capture at source to ensure authenticity



“To ensure our public social media records, such as those of our elected officials, remain readable in perpetuity it was important for us to use our active digital preservation platform rather than an archiving solution.”

**Marta Crilly**  
Archivist for Reference and Outreach  
**Boston City Archives**

# Preserve permanent and historically valuable social media records



## How Twitter preservation works differently to social media archiving in 3 easy steps

1

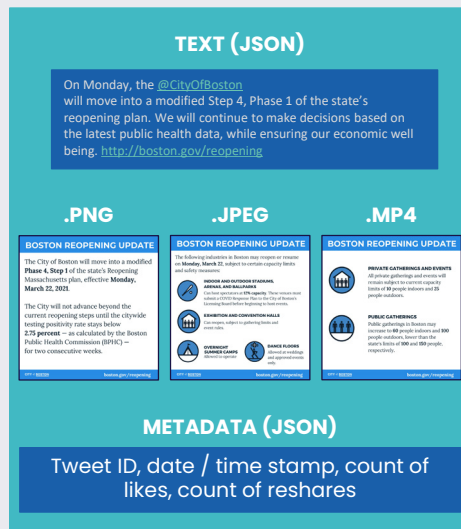
**Example scenario**  
COVID response update by former Boston Mayor, Marty Walsh

2

Automated capture  
of all components

3

Record readability.  
Forever

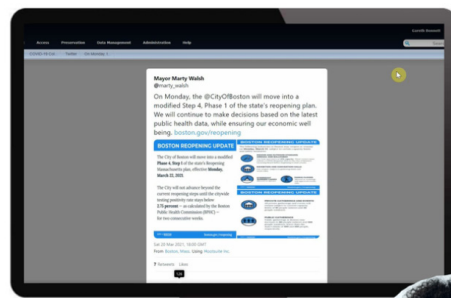


**Preservica**

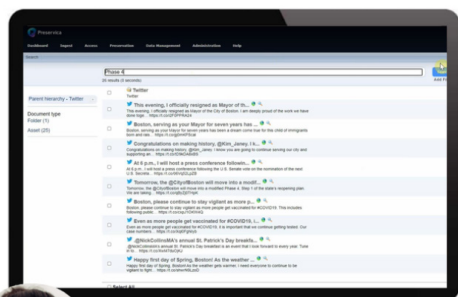
- Fully identify & checksum individual files
- Actively preserve metadata and all files as a single authentic record
- Automatically migrate files to new formats over time to ensure readability forever
- Find and view tweets at anytime without needing twitter or original applications

# Ensure records can be trusted and read in perpetuity

Keep Twitter records readable forever. Preserve the individual text, image, video and metadata components using multi-part asset handling. View the entire record without accessing Twitter or downloading software.



I can ensure these records are readable forever



I can quickly find the exact records I need



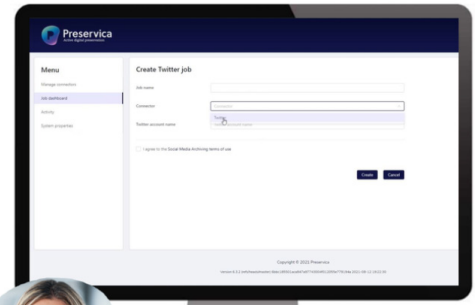
# Quickly find tweets and other related records types

With a single trusted repository quickly find tweets and easily retrieve related content such as emails, websites, meeting minutes, reports, videos and more.

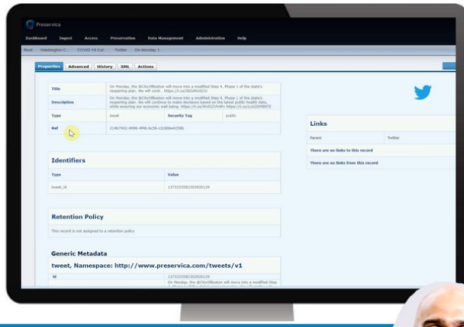


## Capture social posts directly and save time

In a few clicks automate the capture of important accounts of the organization and its senior leaders and preserve history as it is being made.



I can save so much time capturing records from Twitter



I can easily prove a records authenticity and integrity



## Trust the integrity of every record

With comprehensive fixity checks, controlled access, audit trails and downloadable proof report each component of a permanent social media post will remain unchanged ensuring the records authenticity.

## Enable online transparency for Twitter records

Members of the public and other stakeholders can self-serve Twitter records online anytime anywhere via a customizable out of the box access portal.



I can give the public online access to these important records



## About Preservica

Preservica's standards-based (OAIS ISO 14721) active preservation software combines all the critical capabilities of successful long-term digital preservation into a single integrated platform. It keeps content safely stored, makes sure it can be found and trusted, provides secure immediate access, and automatically updates files to future-friendly formats.

Find out more at [preservica.com](https://www.preservica.com)