Week#6 –Q1:

Chapter 12 – From the chapter reading, we learned that e-mail is a major area of focus for information governance (IG) efforts, and has become the most common business software application and the backbone of business communications today. In addition, the authors provided details to support their position by providing 2013 survey results from 2,400 corporate e-mail users from a global perspective. The results indicated that two-thirds of the respondents stated that e-mail was their favorite form of business communication which surpassed not only social media but also telephone and in-person contact.

Q1: With this detail in mind, briefly state why the e-Mail has become a critical component for IG implementation?

A) The Email is critical component of Information Governance is to empower organizations to maximize the value of corporate information (now mostly electronically stored information) and use it as a business asset. A thorough and well-designed IG strategy helps organizations to ensure regulatory compliance, reduce costs associated with fines and litigation, increase operational transparency and boost staff productivity and efficiency. In addition, implementing information governance practices also reduces serious risks associated with poorly managed unstructured data and costs of storing enterprise information. Streamlining email management should be at the top of your list of information governance priorities. Despite the feeling that alternative communication channels are taking over, email still reigns supreme as the number one communication medium in both large and small-to-medium enterprises.

It is estimated that 75% of business-critical information resides in your email. In recent years have brought the rapid and progressive growth of email traffic, putting a pressure on companies to handle their email communication and storage space with much more care than ever before. Email archiving is an automated process in which all incoming, outgoing and internal email traffic is tracked, captured, retained and protected so that the messages can be accessed at a later date if necessary. Some of the most obvious benefits of email archiving include an improved audit and eDiscovery response, adherence to various federal, state and industry regulations, as well as security and tamper-proof quality of data. Many companies continue using mail servers as email storage solutions. However, an obvious downside to email is that it clogs your servers.

References:

L.J. Berry-Tayman, Are You the Weak Link in Your Client’s IG Program? ILTA White Paper, April 2015, pp. 28-30.

J. Frazier and A.J. Diana, Outside Counsel’s Role in Information Governance, ILTA White Paper, April 2015, pp. 24-27.

Week#6-Q2:

Chapter 13 – According to Franks and Smallwood (2013), information has become the lifeblood of every business organization, and that an increasing volume of information today has increased and exchanged through the use of social networks and Web2.0 tools like blogs, microblogs, and wikis. When looking at social media in the enterprise, there is a notable difference in functionality between e-mail and social media, and has been documented by research – “…that social media differ greatly from e-mail use due to its maturity and stability.” (Franks & Smallwood, 2013).

Q2: Please identify and clearly state what the difference is

A) The difference between Social Media and Email are Social media has given companies access to unprecedented amounts of information on client behavior and preferences - so-called Big Data. But making sense of it all and turning it into actionable policy has been elusive. Larger organizations - including Gatorade, Dell and the Super Bowl, as well as the Red Cross - have led the way here, pioneering dedicated command centers for real-time monitoring and analysis. Social media mission control rooms are staffed by multiple employees, the centers outfitted with banks of screens tracking everything from tweets and Likes to customer sentiment, using a range of analytical software and the technology streamlined and made accessible for a broad range of businesses and organizations eager to make sense of their social data. At a glance, directors and department heads can see real-time analysis of social metrics and use this to inform business decisions.

Social media compliance becomes a priority like strict SEC rules that govern the firm’s communications with the public and stakeholders on traditional channels, from magazine ads to print brochures, extend to social media. Every last tweet and Facebook post, in other words, represents a potential lawsuit. Fortunately, technology has kept pace. In 2013, expect to see companies turn to business-grade social media management systems that feature built-in archiving (Social media management systems are software for managing multiple social profiles across different networks). Many of these tools also come with access to online training programs and webinars designed to bring employees up to speed on industry-specific compliance issues.

The basic idea of email has remained essentially unchanged since the first networked message was sent in 1971. And while email is great for one-on-one, formal correspondence, there are far better tools for collaboration. In fact, instant messaging and wikis have already become office fixtures, allowing for real-time communication and centralized information sharing. Among the greatest virtues of these tools is their ability to unlock the “dark matter” normally trapped in email inboxes, making relevant content accessible and searchable for the entire company.

References:

AIIM Industry Watch: Information Governance – records, risks and retention in the

litigation age ii RAND Institute for Civil Justice Report “Where the Money Goes”.

The Growing Need for Mobile Device Archiving, Osterman Research, Inc.