

The National Archives is launching a social media archive today that can be accessed at [nationalarchives.gov.uk/webarchive](https://nationalarchives.gov.uk/webarchive). The collection is comprised of the content gathered during the pilot stages of a two year project to develop automated tools that can effectively capture government tweets and videos. This project has enabled the capture of thousands of videos and over 65,000 tweets, originally published online by a range of UK central government organisations.

The social media archive follows the principles of The National Archives' approach to archiving websites by preserving the open digital record in a way that keeps it reliably accessible, retains its context and makes it available for reuse. The earliest archived content available dates from 2006 and the collection covers some major events in our recent history including the London 2012 Olympic Games.

We estimate that the capture of new video content will take place on an annual basis and plan to monitor the volume of tweets produced by government and archive Twitter accordingly. The Operational Selection Policy (OSP 27) that describes our approach to archiving the open digital record, including social media, has been updated and we welcome your feedback on that policy. You can read the OSP at [nationalarchives.gov.uk/information-management/guidance/o.htm](https://nationalarchives.gov.uk/information-management/guidance/o.htm) .

It is envisaged that the work undertaken to automate the capture of these social media services will support the approach to records management and the social media policies you have in place by enabling departments to reliably preserve this part of the record at minimal cost to government as a whole. As noted in OSP27, departments can contact The National Archives to propose a Twitter account or YouTube channel for the collection.

Any questions can be directed to [webarchive@nationalarchives.gov.uk](mailto:webarchive@nationalarchives.gov.uk)

Kind regards



Julia Jones  
Head of Information Management and Practice  
BA, MBA, MCLIP