

— PUBLIC RECORDS ACT 2023 (QLD)

Queensland

Archiving Social Media: A Guide For Queensland Government

 QUEENSLAND LAW

 ACCESS LAW

 RETENTION & DISPOSAL

 CHECKLIST

 ARCHIVE-READY

Everything your council or agency needs to know about social media recordkeeping: the records Act, the access regime, retention and disposal, and a ready-to-use readiness checklist.



— SOCIAL MEDIA ARCHIVING FOR QUEENSLAND GOVERNMENT

Queensland social media records, ready when an **RTI request** arrives.

Ready to find it, review it and export it. Posts, comments, replies, edits, deletions and associated media on official accounts can be government records when they evidence official business — and when a RTI application arrives, the response duty is statutory. The statutory period governs the decision and notice; locating the complete record set is the operational work needed to make that decision defensibly.

Right to Information Act 2009 — The processing period for an access application is 25 business days from the valid application day — the day the application complies with the Act's application requirements (s 18), not necessarily the day it first arrives. The agency must make its decision and give written notice of it by the end of that period, plus any applicable additional periods (for example, a further 10 business days where third-party consultation is required).

— THE LEGAL CONTEXT

Social media records carry legal obligations. **A reliable archive helps your team meet them.**

Public Records Act 2023 (Qld). Public authorities must make public records in a way that accurately shows their actions and decisions and the matters informing or contextualising them, keep those records, comply with the standards made by the State Archivist, and dispose of them only under a disposal authorisation. The 2023 Act replaced the Public Records Act 2002.

Retention in Queensland. Whether social media content needs to be captured and how long it is kept depends on its value, purpose and the applicable disposal class. Not every social media item requires separate capture. Retention follows the business activity the content documents, under the schedule that applies to your authority. Confirm the class with Queensland State Archives or your records team.

Primary sources

- **Public Records Act 2023 (Qld)**
- **Right to Information Act 2009 (Qld)**
- **Queensland State Archives — social media public records**
- **OIC Queensland — timeframes under the RTI Act**

Reviewed against current official sources: 30 August 2026 · General information, not legal advice.

The Queensland framework

Four things shape the social media record in Queensland: the records Act, the access regime, retention and disposal, and the consequences of getting disposal wrong.

RECORDS ACT

Public Records Act 2023 (Qld)

Public Records Act 2023 No. 33 of 2023

Queensland State Archives guidance states that social media content such as posts, comments and likes is a public record and should be managed by its value under the same rules as other public records. QSA notes most social media content is transitory or short-term; not every item requires separate capture.

ACCESS TO INFORMATION

Right to Information Act 2009 (Qld)

Right to Information Act 2009

The processing period for an access application is 25 business days from the valid application day — the day the application complies with the Act's application requirements (s 18), not necessarily the day it first arrives. The agency must make its decision and give written notice of it by the end of that period, plus any applicable additional periods (for example, a further 10 business days where third-party consultation is required).

RETENTION & DISPOSAL

General Retention and Disposal Schedule and the Local Government Sector Retention and Disposal Schedule issued by Queensland State Archives

Retention and disposal authorities

Whether social media content needs to be captured and how long it is kept depends on its value, purpose and the applicable disposal class. Not every social media item requires separate capture. Retention follows the business activity the content documents, under the schedule that applies to your authority.

CONSEQUENCES

Unauthorised disposal can attract 165 penalty units

Public Records Act 2023 (Qld) s 23

Section 23 of the Public Records Act 2023 prohibits disposing of, or attempting to dispose of, a public record unless under a disposal authorisation or other legal authority, or with reasonable excuse — maximum 165 penalty units. Under the RTI Act, failure to decide and give notice by the end of the processing period is a deemed refusal, reviewable by the Office of the Information Commissioner.

If it was posted, commented on, edited or deleted on an official channel — it can be a government record when it evidences official business.

Who oversees the record

The authorities that set the recordkeeping standards, publish the social media guidance and review how requests are handled in Queensland.

RECORDS AUTHORITY

Queensland State Archives (QSA)

[Social media public records guidance](#)

Sets the recordkeeping standards and publishes the guidance that applies to official social media in Queensland. Your retention and disposal decisions are made under its authorities.

OVERSIGHT

Office of the Information Commissioner Queensland

www.oic.qld.gov.au

Reviews how RTI applications are handled, including complaints about delay or refusal — which makes a findable, exportable record the easiest way to keep a request routine.

WHO IS COVERED

Queensland agencies · Local governments

The RTI Act's 'agency' expressly includes a local government (s 14(1)(b)).

WHAT TO CAPTURE

Posts, comments, edits, deletions and media

Preserve original content with its context: conversation relationships, timestamps, available metadata and version history. A screenshot may omit metadata, edits, deletions and conversation relationships — a capture that keeps the thread and the changes is easier to rely on later.

Without a complete archive, **responding with confidence** to a request, audit or inquiry gets harder every day.

— READY TO GET STARTED

Social Media Records **Readiness Checklist.**

A social media archive is a critical part of your recordkeeping strategy — one shared source of truth for your records, legal, IT and communications teams.

**Get the right people involved.**

Bring together records, communications, legal, governance and IT.

**Understand what laws apply.**

Know your records Act, access regime and retention authorities.

**Know your formats.**

Preserve original content, context, metadata, links and attachments.

**Think about privacy.**

Protect personal information and control access appropriately.

**Know which accounts are in scope.**

Identify every account used to conduct official business.

**Define what needs to be captured.**

Include posts, comments, replies, edits, deletions and media.

**Set your retention rules.**

Sentence records under your retention and disposal authority.

**Capture edits and deletions.**

Preserve content even after it changes or disappears.

**Plan for information requests.**

Make records easy to search, retrieve and export.

**Protect record integrity.**

Maintain authentic, complete and defensible records.

**Control access to your archive.**

Set clear permissions and maintain an audit trail.

**Test your process regularly.**

Make sure you can find and export records when needed.

Captured. Searchable. Defensible.

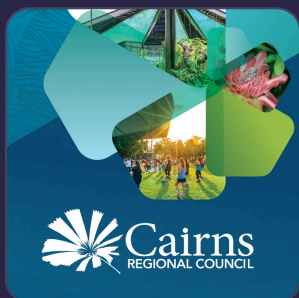
Ready to see how Brolly supports the capture, search, integrity and export steps on this list? Turn the page.



— TRUSTED BY GOVERNMENT

Keep the social record ready before the request arrives.

Social content can change or disappear long before an information request is received. Brolly gives authorised teams a searchable archive of supported content from connected official accounts, preserving available context so records can be found, reviewed and exported when needed.



"After researching alternatives, we found no one else offered the same features and level of compliance we needed."

Norbert, Senior Communications Officer — Cairns Regional Council

[Read the Cairns Regional Council story →](#)

GOVERNMENT ORGANISATIONS THAT USE BROLLY



Brisbane
City Council



- ✓ Capture supported posts, comments, edits & deletions automatically
- ✓ Search and export response-ready record sets with metadata intact
- ✓ Nothing disposed of without your instruction

[Book a free demo →](#)

[The Queensland law guide](#)

Captured. Searchable. Defensible.