

# **SOUTH BAY CITIES COUNCIL OF GOVERNMENTS**

## **Social Media Working Group**

**Thursday, November 10, 2016 Minutes**

**Attendees:** Kit Fox, Chair (Rancho Palos Verdes), Jeffrey Robinson (Area G), Sean Park (Hermosa Beach), Leilani Emnace (Manhattan Beach), Jill Reed (Torrance), Jacki Bacharach, Aaron Baum, Kim Fuentes, Chandler Sheilds (SBCCOG)

### **I. Guest Speaker: *Ken Walters from ArchiveSocial***

- A major challenge with social media is decentralization; managing records and accounts is tough to reign in
- Public agencies must grapple with social media issues involving:
  - Public records requests, legal compliance, lawsuits, viral incidents, 3<sup>rd</sup>-party comments, inability to respond, lack of internal support
  - Social media posts can be deleted by the user from the record on the social media platform's site—the platforms themselves (e.g. Facebook, Twitter, etc.) are not reliable for records retention
- California public records law is outdated and vague
  - The government is mandated to maintain communication records, regardless of physical nature
  - California Records and Information Management Program (Cal RIM) does not do a good job of detailing best practices, specifically how to capture and manage those records
- ArchiveSocial helps public agencies manage social media record retention
- ArchiveSocial has found that photos and videos will not load, comments go missing from historic social media postings
- Once a social media post is deleted it is gone
  - Such records are almost impossible to obtain in civil cases
- ArchiveSocial found that 7,790 records were deleted from Facebook in one month from a study conducted in January 2016 from a sample size of 400 customers (281 users were protected from deletions by ArchiveSocial)
- ArchiveSocial has been able to help law enforcement agencies protect social media records regarding interaction with the public seeking help tracking down a suspected criminal
- Conversations on social media are very important to record
  - Users can delete their entire side of the conversation
- Seattle PD had to spend 2-3 weeks taking screen shots of tweets for a public records request
- 14,000 public records requests came into the City of South Daytona, FL regarding a viral social media issue, which ArchiveSocial was able to help supply records for
- Social media policy is a necessity for public agencies
- ArchiveSocial is located in Durham, NC
  - Customers include City of Austin, Chicago, Detroit, State of North Carolina, U.S. Department of Justice
  - Specifically designed to support public/government agencies
- 4 most important factors for ArchiveSocial's services:
  - Frequency of capture
  - Comprehensiveness of storing records
  - Authenticity of the data/records
  - Context for recovering relevant records in a timely manner
- Records look exactly as they appear on the social media platform that they came from, accompanied by meta data as well as accompanying comment stream
- Records can also be "tagged"/categorized so they become searchable
  - Deleted records are automatically tagged as "deleted"
- Automatically captures original link that may have been shortened (e.g. bit.ly) in a social media post

- Using keyword searches, ArchiveSocial can track specific activity in social media conversations/comments sections as it happened (or was prompted), providing context
- Pricing for service is based on volume of meta data compiled on social media accounts on monthly basis
- *Kit Fox* – Does ArchiveSocial archive content from NextDoor?
  - No, their API does not provide ArchiveSocial with what they need for record retention needs
  - Users of social media accounts cannot turn off public's ability to comment on their account's posts
- *Kim Fuentes* – Does ArchiveSocial have group rates?
  - No
- *Leilani Emnace* – Is there an update on SnapChat or WorkPlace (Facebook at Work) coverage?
  - On the radar, but not an immediate priority for ArchiveSocial based on current customer needs
- ArchiveSocial is considered software-as-a-service (SOAS)
- Federal agencies are working to have policy in place that mandates the archival of social media content by 2019

**II. Goals for Group:** Regional social media policy, social after-meeting gatherings, other ideas

- *Kit Fox* – items to be addressed at next meeting in 2017

**III. Next Meeting:** February 2, 2016

- *Jacki Bacharach* – Consider moving meetings to morning timeslot from 8:30 A.M. – 10:00 A.M. every other month for 2017
- *Chandler Sheilds* – Reach out to Metro regarding transportation accommodations for guest speaker at next meeting – pick him up at SilverLine station