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, 3rd-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   - California public records law is outdated and vague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?
  o No, their API does not provide ArchiveSocial with what they need for record retention needs
  o 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?
  o No
• Leilani Emnace – Is there an update on SnapChat or WorkPlace (Facebook at Work) coverage?
  o 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 Shields – Reach out to Metro regarding transportation accommodations for guest speaker at next meeting – pick him up at SilverLine station