

**LEGISLATIVE DIGEST**

[Administrative Code - Surveillance Technology Policy - Social Media Management Software]

**Ordinance approving Surveillance Technology Policy for Human Services Agency use of social media management software.**

**Background Information**

Pursuant to Administrative Code Section 19B.2(b), the Human Services Agency ("HSA") seeks Board of Supervisors approval of a Surveillance Technology Policy regarding the use of social media management software. The proposed Surveillance Technology Policy would authorize HSA to (1) plan and execute more effective and strategic campaigns across social media platforms; (2) schedule multiple social media posts in advance; (3) create and publish or post multiple streams of content across various social media platforms; (4) maintain active social media presence that is automated, specifically on weekends and holidays when staff are not working; (5) ensure consistency of messaging across all social media platforms; (6) track social media post performance and analyze social media trends to improve content and strategy; (7) monitor public posts for references to HSA's social media presence and for specific search terms or hashtags related to HSA's work in the community; (8) access and respond to correspondence sent through social media platforms; and (9) create reports.

On August 26, 2022, and September 15, 2022, the Committee on Information Technology ("COIT") and its Privacy and Surveillance Advisory Board conducted two public hearings at which they considered HSA's Surveillance Impact Report for social media management software and developed a Surveillance Technology Policy for HSA's use of social media management software.

On September 15, 2022, COIT voted to recommend that the Board of Supervisors adopt HSA's Surveillance Technology Policy for the use of social media management software.

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