



Committee on Information Technology

Office of the City Administrator

To: Members of the Board of Supervisors

From: Carmen Chu, City Administrator

Jillian Johnson, Director, Committee of Information Technology

Date: June 22, 2023

Subject: Legislation introduced to approve Surveillance Technology Policy for the Department of Election's Social Media Monitoring Technology

In compliance with Section 19B of the City and County of San Francisco's Administrative Code, the City Administrator's Office is pleased to submit the Surveillance Technology Policy for the Department of Election's Social Media Monitoring Technology.

To engage the public in discussion on the role of government surveillance, the Committee on Information Technology (COIT) and its subcommittee the Privacy and Surveillance Advisory Board (PSAB) held 2 public meetings for Social Media Monitoring Technology between March and April 2023 to review and approve the policy. All details of these discussions are available at sf.gov/coit.

The following page provides greater detail on the review process for the Surveillance Technology Policy, and COIT's recommended course of action.

If you have questions on the review process please direct them to Jillian Johnson, Director of the Committee on Information Technology (COIT).

Social Media Monitoring Software

Department	Authorized Uses
Elections	1. Plan and execute more effective and strategic campaigns across social media platforms. 2. Schedule multiple social media posts in advance. 3. Create and monitor multiple streams of content across various platforms. 4. Maintain active social media presence that is automated, specifically on days when staff is off. 5. Ensure consistency of messaging across all social media platforms. 6. Respond to questions and comments from members of the public. 7. Track post performance and analyze trends to improve content and strategy, and optimize use of Department resources. 8. Create reports.

Social Media Monitoring Technology Public Meeting Dates

Date	Meeting
March 23, 2023	Privacy and Surveillance Advisory Board (PSAB)
April 20, 2023	Committee on Information Technology (COIT)

COIT recommends the following action be taken on the policy:

- Approve the Social Media Monitoring Technology Surveillance Technology Policy for the Department of Elections.