

LEGISLATIVE DIGEST

[Administrative Code - Surveillance Technology Policy for Fire Department's Use of Social Media Monitoring Software]

Ordinance approving Surveillance Technology Policy for the Fire Department's use of social media monitoring software.

Existing Law

Under Administrative Code Section 19B.2(b), the Fire Department ("Fire") seeks Board of Supervisors approval of a Surveillance Technology Policy regarding the use of social media monitoring software. The proposed Surveillance Technology Policy would authorize Fire to use the technology to : (1) publish the Fire Department's content on social media; (2) communicate with social media users about Fire Department news and share information on services offered through various social media channels; (3) analyze data gathered from social media sources and print media to assess the effectiveness of outreach and optimize messaging to the public to achieve the Fire Department's communication objectives; and (4) respond to social media users' posts about possible emergencies, fire code violations, and other situations in the purview of the Fire Department.

On August 24, 2023, and September 21, 2023, the Committee on Information Technology ("COIT") and its Privacy and Surveillance Advisory Board conducted two public hearings at which they considered the Surveillance Impact Report for Fire's use of social media monitoring software and developed a Surveillance Technology Policy.

On September 21, 2023, COIT voted to recommend that the Board of Supervisors adopt Fire's Surveillance Technology Policy for the use of social media monitoring software.