



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: May 1, 2023

Subject: Legislation introduced to approve Surveillance Technology Policy for the Human Services Agency's Social Media Management Software

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 Human Services Agency's Social Media Management Software.

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 between August and September 2022 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 Management Software

Department	Authorized Uses
Human Services Agency	<ol style="list-style-type: none"> 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/post multiple streams of content across various social media platforms. 4. Maintain active social media presence that is automated, specifically on weekends when staff is off. 5. Ensure consistency of messaging across all social media platforms. 6. Track post performance and analyze trends to improve content and strategy. 7. Monitor public posts for references to SFHSA’s social media presence and for specific search terms/“hashtags” related to SFHSA’s work in the community. 8. Access and respond to correspondence sent through social media platforms 9. Create reports.

Social Media Management Software Public Meeting Dates

Date	Meeting
August 26, 2022	Privacy and Surveillance Advisory Board (PSAB)
September 15, 2022	Committee on Information Technology (COIT)

COIT recommends the following action be taken on the policy:

- Approve the Social Media Management Software Surveillance Technology Policy for the Human Services Agency.