



Committee on Information Technology

Office of the City Administrator

To: Members of the Board of Supervisors
From: Jillian Johnson, Director, Committee of Information Technology
Date: October 4, 2023
Subject: Multidepartmental Surveillance Technology Policy for Social Media Monitoring Software

In compliance with Section 19B of the City and County of San Francisco's Administrative Code, the Committee of Information Technology, a division of the City Administrator's Office, is pleased to submit the attached Surveillance Technology Policy for Social Media Monitoring Software to the Board of Supervisors for their review and approval, on behalf of the following departments:

- Airport
- Arts Commission
- Assessor – Recorder Office
- Asian Art Museum
- City Administrator's Office – 311
- City Administrator's Office – Animal Care & Control
- City Administrator's Office – Central Office
- City Administrator's Office – Office of Civic Engagement and Immigrant Affairs
- City Administrator's Office – Office of Transgender Initiatives
- City Planning Department
- Controller's Office
- Department of Building Inspection
- Department of Children, Youth, and Families
- Department of Early Childhood
- Department of Emergency Management
- Department of Homelessness and Supportive Housing
- Department of Police Accountability
- Department of Public Health
- Department of Technology and SFGov/ SFGovTV
- Environment Department
- Ethics Commission
- Human Rights Commission
- Mayor's Office
- Municipal Transportation Agency
- Office of Economic and Workforce Development
- Port of San Francisco
- Public Utilities Commission, and
- Recreation and Park Department.

Background

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 Software during June 2023 to review and approve the policy. All details of these discussions are available online at sf.gov/coit.

After these meetings, the Committee on Information Technology staff made non-substantive corrections at the request of the Environment Department. These edits include adding three additional job titles to the authorized job titles and personnel cost tables (both found in the Appendix A sections of the Policy and Impact Report) and correcting the floor number in the address for the department in Appendix E in the Policy.

This memo provides details on the review process for the Surveillance Technology Policy, and additional information on COIT's recommendation of approval.

Recommendation

COIT recommends approval of Social Media Monitoring Software Surveillance for the departments and specific uses listed in the attached policy:

- Airport
- Arts Commission
- Assessor – Recorder Office
- Asian Art Museum
- City Administrator's Office – 311
- City Administrator's Office – Animal Care & Control
- City Administrator's Office – Central Office
- City Administrator's Office – Office of Civic Engagement and Immigrant Affairs
- City Administrator's Office – Office of Transgender Initiatives
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- Department of Technology and SFGov/ SFGovTV
- Environment Department
- Ethics Commission
- Human Rights Commission
- Mayor's Office
- Municipal Transportation Agency
- Office of Economic and Workforce Development
- Port of San Francisco
- Public Utilities Commission, and

- Recreation and Park Department

Please feel free to contact Jillian Johnson, Director of the Committee on Information Technology (COIT) at Jillian.Johnson@sfgov.org with any questions.

Social Media Monitoring Software

Departments	Authorized Uses
<ul style="list-style-type: none"> • Airport • Arts Commission • Assessor – Recorder Office • Asian Art Museum • City Administrator’s Office – 311 • City Administrator’s Office – Animal Care & Control • City Administrator’s Office – Central Office • City Administrator’s Office – Office of Civic Engagement and Immigrant Affairs • City Administrator’s Office – Office of Transgender Initiatives • City Planning Department • Controller’s Office • Department of Building Inspection • Department of Children, Youth, and Families • Department of Early Childhood • Department of Emergency Management • Department of Homelessness and Supportive Housing • Department of Police Accountability • Department of Public Health • Department of Technology and SFGov/ SFGovTV • Environment Department • Ethics Commission • Human Rights Commission • Mayor’s Office • Municipal Transportation Agency • Office of Economic and Workforce Development • Port of San Francisco • Public Utilities Commission • Recreation and Park Department 	<ol style="list-style-type: none"> 1. Publish the Department’s content on social media. 2. Communicate with social media users about 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 Department’s communications objectives.

Social Media Monitoring Software Public Meeting Dates

Date	Meeting
June 8, 2023	Privacy and Surveillance Advisory Board (PSAB)
June 15, 2023	Committee on Information Technology (COIT)

COIT recommends approval of the Multidepartmental Social Media Monitoring Policy.