



Surveillance Impact Report

Social media management software
San Francisco Human Services Agency

As required by San Francisco Administrative Code, Section 19B, departments must submit a Surveillance Impact Report for each surveillance technology to the Committee on Information Technology ("COIT") and the Board of Supervisors.

The Surveillance Impact Report details the benefits, costs, and potential impacts associated with the Department's use of social media management software.

DESCRIPTION OF THE TECHNOLOGY

The Department's mission is: We are committed to delivering essential services that support and protect people, families, and communities. We partner with neighborhood organizations and advocate for public policies to improve well-being and economic opportunity for all San Franciscans.

The San Francisco Human Services Agency (SFHSA) Communication Division's mission is to effectively convey information about the vital services that support and protect the people, families, and communities of San Francisco. Our team is responsible for informing San Franciscans of relevant program updates and information, while presenting this information in a timely and highly accessible manner.

In line with its mission, the Department uses social media management software to do the following:

Social media management software is essential to helping the SFHSA Communications team increase awareness and understanding of the many SFHSA programs with a wider audience.

Social media management software will be used to monitor our social media channels in real time, plan and schedule publication of content, and track public engagement and opinion. Most importantly, we will be able to track social media analytics, which will help us understand which messages resonate most with our audience, helping us refine our communications strategy. Social media management software will allow us to be more efficient and strategic in achieving our mission of informing our clients about vital program information.

The Department shall use social media management software only for the following authorized purposes:

Authorized Use(s):

- Plan and execute more effective and strategic campaigns across social media platforms.
- Schedule multiple social media posts in advance.
- Create and publish/post multiple streams of content across various social media platforms

Surveillance Oversight Review Dates

COIT Review: TBD

Board of Supervisors Review: TBD

- Maintain active social media presence that is automated, specifically on weekends when staff is off.
- Ensure consistency of messaging across all social media platforms.
- Track post performance and analyze trends to improve content and strategy.
- 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
- Access and respond to correspondence sent through social media platforms
- Create reports.

Prohibited use cases include any uses not stated in the Authorized Use Case section.

Further, processing of personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, gender, gender identity, disability status, or an individual person's sex life or sexual orientation, and the processing of genetic data and/or biometric data for the purpose of uniquely identifying an individual person shall be prohibited.

The technology may be deployed in the following locations, based on use case:

- N/A - Social media management software is not found in a physical location.

Technology Details

The following is an example product description for "Sprout Social" social media management software:

Sprout Social is a powerful solution for social media management. Understand and reach your audience, engage your community and measure performance with the only all-in-one social media management platform built for connection.

A. How It Works

To function, social media management software is a social network manager that allows users to create custom views of all connected social networks. Social media management software can be used to post to multiple social media accounts, manage social media messaging, and coordinate the organization's social media marketing. The platform aggregates social media feeds so that content and trends can be viewed holistically.

All data collected or processed by social media management software will be handled or stored by an outside provider or third-party vendor on an ongoing basis.

IMPACT ASSESSMENT

The impact assessment addresses the conditions for surveillance technology approval, as outlined by the Standards of Approval in San Francisco Administrative Code, Section 19B:

1. The benefits of the surveillance technology outweigh the costs.
2. The Department's Policy safeguards civil liberties and civil rights.

- 3. The uses and deployments of the surveillance technology are not based upon discriminatory or viewpoint-based factors and do not have a disparate impact on any community or Protected Class.

The Department’s use of the surveillance technology is intended to support and benefit the residents of San Francisco while minimizing and mitigating all costs and potential civil rights and liberties impacts of residents.

A. Benefits

The Department’s use of social media management software has the following benefits for the residents of the City and County of San Francisco:

X	Education	Through social media management software we would be able to publish content in a quick and streamlined manner to help our audience better understand the benefits/services/programs that are available to them. In doing so, we help educate our audience about specific program information and critical updates.
X	Community Development	Through social media management software we can build a community by informing San Franciscans of relevant and local events open to the public, and encourage others to send us any questions they may have about the benefits/services/programs that are available.
X	Health	Through social media management software monitoring features, we can stay up to date on any critical and time-sensitive health and safety information/news, like the COVID-19 health orders that are shared by the San Francisco Health Department or the San Francisco Department of Emergency Management. We would also be able to publish and plan content about our health and safety related programs. SFHSA also relies on social media to inform the public on the occasion when a location must shut down due to a power outage, emergency evacuation or other public safety events.
X	Environment	Through social media management software monitoring features, we can become aware of any local weather-related news or new/relevant environmental guidelines that we can share with our audience to keep them informed. For example, if there are heavy storms that will impact San Franciscans, we can share safety messages
☐	Criminal Justice	
X	Jobs	Through social media management software content publishing features, we can schedule job postings and share information about social programs available to connect individuals to jobs

X Housing

Through social media management software monitoring features, we can monitor what our sister agency, the Department of Homelessness and Supportive Housing, is publishing and share important updates on any emergency shelters available, or programs that are available to San Franciscans who need housing.

Other: Public Safety

See: Health section

B. Civil Rights Impacts and Safeguards

The Department has considered the potential impacts and has identified the technical, administrative, and physical protections as mitigating measures:

The department addresses the following potential civil rights/liberties as follows:

- Dignity Loss: we train our department on best practices for maintaining an individual's confidentiality through our social media channels. We do not share confidential information or information/images that will have an ill-effect on individuals.
- Economic Loss: as a standard policy, we do not share or request confidential information through our social media channels.
- Loss of Autonomy: as a standard policy, we do not share or request confidential information through social media channels. If an individual shares their personal information, we ask for their consent on sharing the information with the appropriate case workers (if applicable) and redirect conversations to appropriate, confidential channels.
- Loss of Trust: as a standard practice, we always obtain an individual's consent before sharing information about them (for example, if we're sharing a quote about a staff member about their experience working at SFHSA, or a quote from a client about their experience participating in a program). If the individual later decides they want that content to be removed from our channels, we immediately take action and remove that content.

SFHSA strives to mitigate all potential civil rights impacts through responsible technology and data use policies and procedures, and intends to use social media monitoring software exclusively for aforementioned authorized use cases. All other uses are prohibited.

Through social media management software, SFHSA only has access to posts that have been published by the social media users. Public posts include timelines and posts from public accounts. SFHSA does not have access to private direct messaging, or messages between private accounts that do not belong to SFHSA, or payments. SFHSA will not utilize geographic tags added by users to postings or commenter demographics to track or intercept residents, nor will SFHSA access such posts with the intention to maliciously surveil, track or monitor its residents.

The administrative safeguards are: Prior to granting account credentials the communications director will counsel authorized users of the technology on appropriate and inappropriate use, as documented in the "Human Services Agency Social Media Policy and Guidelines for HSA Staff."

The technical safeguards are: Access to the social media management software console will be controlled using the following safeguards:

- Only authorized staff in the SFHSA Communications Division will receive credentials to the console.
- Individual staff will each receive unique credentials (no credential sharing).
- Credentials will consist of username, password, and 2FA token (TOTP).
- Access to SFHSA’s account on social media management software will be restricted to SFHSA’s public IP address.
- Control will be implemented preventing account invitations from being sent to any email domain other than @sfgov.org.

SFHSA will select a social media management software provider that can successfully complete a city Cybersecurity Risk Assessment and scores highly in the social media management space.

The physical safeguards are: SFHSA will select a social media management software provider that has extensive physical safeguards for their service.

C. Fiscal Analysis of Costs and Benefits

The Department’s use of social media management software yields the following business and operations benefits:

Benefit	Description
Financial Savings	
X	Time Savings
	Staff time to manually input social media posts into individual social media platforms represents a savings of 8 hours a week or 32-40 hours per month.
Staff Safety	
X	Data Quality
	Currently SFHSA must mine social media data on engagement via each platform, which is laborious and inefficient. social media management software will allow data to be mined and analyzed in a much more efficient and effective manner (often in real-time).
Other	

The fiscal cost, such as initial purchase, personnel and other ongoing costs, include:

Number of FTE (new & existing)	The technology does not require additional FTE; however, it will be supported by one (1) FTE (9252 - Communications Specialist) who will utilize the technology approximately 20% of a typical work week. No IT support is anticipated.	
Classification	<ul style="list-style-type: none"> • 9251 Public Relations Manager (1) • 9252 Communications Specialist (1) • 0932 Communications Director (1) 	
	Annual Cost	One-Time Cost
Total Salary & Fringe	<p><i>One staff member will typically be responsible for using the technology, among other duties. The total salary and fringe for this individual is \$157,028.</i></p> <p><i>However, only approximately 20% of this individual's time will be spent utilizing this technology, which amounts to \$31,406.</i></p> <p><i>This represents a savings of approximately the same amount (\$31,000), as this technology is anticipated to allow the staff member to spend roughly half the time managing social media accounts than they would spend without the technology.</i></p>	
Software	\$1723.80	
Hardware/Equipment		
Professional Services		

Training		
Other		
Total Cost	\$33,129.80	None

The Department funds its use and maintenance of the surveillance technology through the General Fund.

COMPARISON TO OTHER JURISDICTIONS

Social media management software is currently utilized by other governmental entities for similar purposes.