

LEGISLATIVE DIGEST

[Administrative Code - Surveillance Technology Policy - Department of Elections' Use of Social Media Monitoring Technology]

Ordinance approving the Surveillance Technology Policy for the Department of Elections' use of social media monitoring technology.

Existing Law

Under Administrative Code Section 19B.2(b), the Department of Elections ("Elections") seeks Board of Supervisors approval of a Surveillance Technology Policy regarding the use of social media monitoring technology. The proposed Surveillance Technology Policy would authorize Elections to use the technology to 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 social media platforms; (4) maintain an active social media presence that is automated, specifically on days when staff are not working; (5) ensure consistency of messaging across all social media platforms; (6) respond to questions and comments from members of the public; (7) track social media post performance and analyze social media trends to improve content and strategy and optimize use of department resources; and (8) create reports.

On March 23, 2023, and April 20, 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 Elections' use of social media monitoring technology and developed a Surveillance Technology Policy.

On April 20, 2023, COIT voted to recommend that the Board of Supervisors adopt Elections' Surveillance Technology Policy for the use of social media monitoring technology.

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