



Surveillance Impact Report

Social Media Monitoring Platform, such as Hootsuite
Public Library

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 Monitoring Platform, such as Hootsuite

DESCRIPTION OF THE TECHNOLOGY

The Department's mission is:

The San Francisco Public Library system is dedicated to free and equal access to information, knowledge, independent learning and the joys of reading for our diverse community.

In line with its mission, the Department uses Social Media Monitoring Platform, such as Hootsuite to enable SFPL to plan, coordinate and schedule its social media postings, which inform the public about the abundance of free programs and resources the library offers. For example, the Library hosted approximately 18,000 public programs a year prior to the pandemic.

The Department shall use Social Media Monitoring Platform, such as Hootsuite only for the following authorized purposes:

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

Any use(s) not identified in the Authorized Use(s) above are strictly prohibited.

Department technology is located in the cloud. Hootsuite is a cloud-based software on which SFPL staff will use on CCSF computers and devices.

Surveillance Oversight Review Dates

COIT Review: TBD

Board of Supervisors Review: TBD

Technology Details

The following is a product description of Social Media Monitoring Platform, such as Hootsuite:

Hootsuite Media Inc. provides social web marketing services. The Company offers social media dashboards that allow updates to social networks through web, desktop, and mobile platforms and track campaign results and industry trends.

We believe in the power of human connection. We created Hootsuite to help people connect on social media and do amazing things together. We connect people with the communities they live in. The teams they work with. The brands they love. The customers who believe in them. And the leaders and visionaries who show them the way forward.

Whether you're managing a small team or making a bold leap forward to completely transform your social enterprise, Hootsuite is here to help you unlock the power of human connection and make great things happen.

We help organizations build enduring customer relationships at scale. Social media is the center of your customers' online life. It's where they discover products, consume media, and connect with like-minded people. But connecting with customers is just the beginning. Social is an incredibly powerful platform to build strong internal cultures, uncover emotionally rich consumer insights, and unify the customer experience across channels and departments. With our unparalleled expertise, open ecosystem, and customer insights at scale, Hootsuite is uniquely positioned to guide your organization to social success.

A. How It Works

To function, Social Media Monitoring Platform, such as Hootsuite, is a social network manager that allows users to create custom views of all connected social networks. HootSuite 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 Monitoring Platform, such as Hootsuite will be handled or stored by an outside provider or third-party vendor on an ongoing basis. Specifically, data will be handled by Hootsuite to ensure the Department may continue to use the technology

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 by Social Media Monitoring Platform, such as Hootsuite has the following benefits for the residents of the City and County of San Francisco:

- **Information:** Hootsuite enables the Library to broadcast information about vital resources for the community such as free job, business and finance support; early literacy programs, including one-on-one tutoring; ESL courses; technology classes and access to other robust educational and research databases.
- **Education:** Residents indirectly benefit from SFPL using Hootsuite because it can better target social media outreach to raise visibility of City and Library services, which include free services like Career Online High School, digital, financial and career literacy workshops, early literacy programs such as storytimes and one-on-one tutoring.
- **Community Development:** Residents indirectly benefit from SFPL using Hootsuite because it can better target social media outreach to raise visibility of City and Library services. Additionally, our neighborhood branches provide a robust system of community hubs. Connecting neighborhood residents through public programming helps strengthen our communities and contributes to the City's resiliency. For those who do not access traditional media, social media can be a critical tool to connect people to information and then to each other through participation in the Library's programs.
- **Public Safety:** Occasionally, library locations serve as Weather Relief Centers. Social media is one vehicle whereby we spread the word about these essential resources. The Library's social media also supports the larger citywide public safety messaging as evidenced during the pandemic year where the Library shared out key messages related to COVID and vaccine access. The Library also relies on social media to inform the public on the rare occasion when a location must shut down due to a power outage, emergency evacuation and other public safety events.
- **Jobs:** The Library promotes employment opportunities via social media as well as its free resources and programs that help and support people in their job searches.

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:

Though the potential for impact is very low, SFPL will limit access to staff in the department's communications division.

Prior to granting account credentials the communications director will counsel staff on appropriate and inappropriate use as well as provide access to departmental social media guidelines. Periodic reminders will be sent via email.

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

C. Fiscal Analysis of Costs and Benefits

The Department's use of Social Media Monitoring Platform, such as Hootsuite yields the following business and operations benefits:

- **Financial savings:** Staff time to manually input social media posts into individual social media posts on days that fall outside the standard 40-hour work week (weekends) would likely require approximately 8 hours of overtime per week (32 hours per month).
- **Time savings:** Staff time to manually input social media posts into individual social media platforms represents a savings of 15 hours a week (between at least 3 staff) or 60 hours per month.
- **Improved Data Quality:** Currently SPFL must mine social media data on engagement via each platform, which is laborious and inefficient. Hootsuite will allow data to be mined and analyzed in a much more efficient and effective manner (often in real-time).

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 a cohort of staff members representing the following classifications.
 - 1x - 0952 - Deputy Director II
 - 1x - 9251 - Director of Communications
 - 1x - 1314 - Public Information Officer
 - 1x - 5330 - Graphics Supervisor
 - 2x - 5322 - Graphics Artist
 - 1x - 3610 - Library Assistant
 - 10x - 3632 - Librarian Manager
- The annual costs are:
 - Total Salary & Fringe: \$150,491
 - Software: \$7,200
 - Hardware/ Equipment: 0
 - Professional Services: 0
 - Training: Included in annual licensing fee.
 - Other: 0

The Department funds its use and maintenance of the surveillance technology through Sxn. 16.109 City Charter - Library Preservation Fund.

COMPARISON TO OTHER JURISDICTIONS

Social Media Monitoring Platform, such as Hootsuite are currently utilized by other governmental entities for similar purposes.