

LIB Social Media Monitoring Software Annual Surveillance Report 2023

Fields marked with an asterisk (*) are required.

Change In Authorized Use Cases



1.1 In the last year, did your department have use cases which differed from your “approved use cases” in your BOS-approved policy?

No

Change in Authorized Job Titles



2.1 Does the list of “authorized job titles” in your BOS-approved policy need to change? (i.e. Do you need additional job titles to be authorized to access the data, or do you need to remove any current job titles?)

Yes

2.2 Please provide an updated list of authorized job titles.

Add 1312-Public Information Officer (1)

2.3 Why have the job titles changed?

New employee

Change in Number and/or Type of Technology



Replacement of Old Technology

4.1 Has any technology listed in the policy been replaced?

No



Addition of New Technology

5.1 Has any technology been added which is not listed in the policy?

No



Ceased Operation of Technology

6.1 Is any technology listed in the policy no longer in use?

No

Services or Equipment Sources

7.1 List any and all entities, companies or individuals which provide services or equipment to the department which are essential to the functioning or effectiveness of the Surveillance Technology (list "N/A" if not applicable): *

Library Public Affairs team, Library IT Dept, Hootsuite technical services/customer support

Surveillance Technology Goals ▾



8.1 Has the surveillance technology been effective at achieving its identified purpose?

Partially

8.2 In 3-5 sentences, please explain how the technology has or has not been effective

This Policy applies to all to department personnel that use, plan to use, or plan to secure Social Media Monitoring Platform, such as Hootsuite, including employees, contractors, and volunteers. Employees, consultants, volunteers, and vendors while working on behalf of the City with the Department are required to comply with this Policy.

Hootsuite is a platform that primarily is used to schedule and monitor social media posts related to San Francisco Public Library. It is also used to identify trending posts. All information available via Hootsuite has already been made public by individuals and is not retained by the Library.

This social media platform has been effective in monitoring mentions of SFPL and allows our PR dept to respond to any corrective action or celebrate any positive public comment with SFPL management and staff.

Data Sharing ▾



9.1 Has data acquired through the surveillance technology been shared with entities outside of the department?

No

9.4 Was the data shared with entities outside of city and county government?

No

Accidental Receipt of Face Recognition Data ▾



10.1 Did your department inadvertently or unintentionally receive, retain, access or use any information obtained from Face Recognition Technology?

No

Complaints ▾



11.1 Has your department received any complaints and/or concerns from community members about this surveillance technology?

No

Violations ∨



12.1 Were there any violations of the Surveillance Technology Policy or Surveillance Impact Report, reported through community members, non-privileged internal audits, or through other means in the last year?

No

12.4 Has your department conducted any internal audits of the technology?

No

Statistics and Information about Public Records Act Requests ∨



13.1 Has your department received any public records act requests for this surveillance technology?

No

Total Annual Costs for the Surveillance Technology ∨



14.1 List the number of FTE (new & existing).

18

14.2 Are there one-time costs for Fiscal Year 2023-2024?

No

14.15 Are there annual costs for Fiscal Year 2023-2024:

Yes

14.16 Are there annual Salary and Fringe costs?

Yes

14.17 List total annual Salary and Fringe costs for FY 2023-2024:

\$150,491

14.18 Are there annual Software costs?

Yes

14.19 List total annual Software costs for FY 2023-2024:

\$7,200

14.20 Are there annual Hardware/ Equipment costs?

No

14.22 Are there annual Professional Services costs?

No

14.24 Are there annual Training costs?

No

14.26 Are there annual "Other" costs?

No

14.28 What source of funding will fund the Surveillance Technology for FY 2023-2024?

Library preservation fund (LPF)

14.29 Have there been any changes to the one-time costs from your department's approved Surveillance Impact Report?

No

14.31 Have there been any changes to the annual costs from your department's approved Surveillance Impact Report?

No