HSA Social Media Monitoring Software Annual Surveillance Report 2024

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?)**
>
> No

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): ***
>
> Communications Specialist (9252), Sprout Social

Surveillance Technology Goals ⌄

🔖

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

Yes

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

Using a social media management software, like Sprout Social, has allowed the SFHSA Communications Division to manage our Facebook, Instagram, LinkedIn, and X (formerly known as Twitter) social media channels within one platform, rather than multiple platforms. Importantly, it has also provided statistical data to analyze the performance of these channels, all of which helps in making sure we are effectively reaching San Franciscans who need our help the most.

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).

1

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

No

14.6 List total one-time Software costs for FY 2023-2024.

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:

The total salary and fringe for this individual is $157,028. However, only approximately 20% of this individual's time is spent using this technology, which amounts to $31,406.

14.18 Are there annual Software costs?

Yes

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

$14,506.68

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?

General Fund

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