

AIR Social Media Monitoring Technology 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?)

Yes

2.2 Please provide an updated list of authorized job titles.

9920 - Interns; 1250 - Recruiter and 0932 Manager IV - Assistant Director of Talent Acquisition.

2.3 Why have the job titles changed?

Marketing Interns and HR Recruiting members were added.

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): *

Civic Edge Consulting and D&A Impact provide Social Media Monitoring updates.

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

Social Media Monitoring Technology allows the Airport to review all social media accounts in one place, search all accounts and public content at once by typing in key words through a dashboard interface, schedule posts in advance on social media platforms and analyze the engagement with those posts.

The social media monitoring software allows the Airport to communicate with the public about services and programs offered by the Department, improving the accessibility of these services.

The technology also allows the Airport to quickly communicate a consistent message across platforms, respond to public/passenger's concerns in a timely manner, use post engagement information to strategize on the most effective way to reach specific audiences, and collect vital information on the public/passenger's concerns and need for Airport services.

Data Sharing ▾



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

Yes

9.2 Was the data shared with city and county departments or other entities associated with city and county government?

Yes

9.3 List which departments received surveillance technology data from your department, what type of data was disclosed, under what legal standard the information was disclosed, and a justification for the disclosure.

The following CCSF Departments receive surveillance technology data from the Airport: the City Attorney, SF Fire Department (Airport Division) and SF Police Department - Airport Bureau. The Airport shares Situational Awareness information (name, organization, information shared via social media) with the above referenced Departments in relation to potential or actual incidents that could or have occurred at the Airport.

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).**

Two and a half (2.5) FTEs

14.2 Are there one-time costs for Fiscal Year 2024-2025?

No

14.15 Are there annual costs for Fiscal Year 2024-2025:

Yes

14.16 Are there annual Salary and Fringe costs?

Yes

14.17 List total annual Salary and Fringe costs for FY 2024-2025:

\$298,000

14.18 Are there annual Software costs?

Yes

14.19 List total annual Software costs for FY 2024-2025:

50,000

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 2024-2025?

Operating Expense - Software licensing budget

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?

Yes

14.32 Why have the annual costs changed?

Annual cost increases.