

EXECUTIVE SUMMARY FOR CITY OF GREENFIELD, IN

09/07/2023

SUBJECT: Approve agreement with ArchiveSocial social media archiving service for the service period of 10/01/2023 - 09/30/2024.

PURPOSE: To inform and recommend to the City of Greenfield's Board of Works that the City of Greenfield implements ArchiveSocial to satisfy our need for archiving social media as public records due to the Indiana Access to Public Records Act (APRA).

BACKGROUND INFORMATION:

At the 09/26/23 meeting, the City of Greenfield will seek approval for the agreement with ArchiveSocial for their automated social media archiving services \$8,188 for service dates 10/01/2023-09/30/2024.

ArchiveSocial is an automated social media archiving service. ArchiveSocial helps meet the needs for public records archiving and servicing public records act requests. Communications on social media and messaging applications are subject to the same disclosure guidelines as communications on more conventional mediums such as email or text.

The Indiana APRA defines public records as, "any writing, paper, report, study, map, photograph, book, card, tape recording, or other material that is created, received, retained, maintained, or filed by or with a public agency and which is generated on paper, paper substitutes, photographic media, chemically based media, magnetic or machine readable media, electronically stored data, or any other material, regardless of form or characteristics". The information posted to social media by public agencies, as well as the comments and replies received on that information, can constitute public records in Indiana and must be retained. Moreover, the Indiana Public Access Counselor released guidance in 2013 on the application of the Indiana APRA to Municipal Social Media Accounts. This guidance states "if a public agency creates a website or social media account and maintains its content, then any records request relevant to that site would need to be fulfilled".

Social media increasingly serves as a primary communications channel with the public. The ability to retain and produce accurate records of our social media is becoming increasingly important. Records of social media content may prove critical in protecting the City of Greenfield during legal proceedings and other risk-oriented circumstances.

ArchiveSocial currently archives social media such as Facebook, Twitter, Youtube, Instagram, LinkedIn, Vimeo, Pinterest, TikTok and Flickr.

Archiving government agency's social media pages is something that thousands of agencies across the country are already addressing by using ArchiveSocial. This includes many agencies in Indiana, including Fortville, McCordsville, Cumberland, and Shirley.

ArchiveSocial is the #1 provider of social media archiving and risk management technology for public agencies, servicing over 7,500 state, local and federal government agencies in more than 49 US states.

Submittee(s)

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