



REPORT TO Village Board

ITEM NAME:	Archive Social; Purchase of New Software Program for Social Media Open Records Request Compliance
MEETING DATE:	August 28, 2023
PRESENTING COMMITTEE:	APC
COMMITTEE CONTACT:	
STAFF CONTACT:	Clerk Bobbi Birk-LaBarge
PREPARED BY:	Clerk Bobbi Birk-LaBarge

ISSUE: The Village of Kronenwetter uses multiple social media sites to easily and quickly communicate with residents. Social media offers a wider reach and more cost-effective way to communicate and engage with residents. For example, over 4,000 users subscribe to the Village's Facebook page. In order to comply with the state's Public Records Law Wis. Stats. §§ 19.31-19.39 and to protect the Village of Kronenwetter in real-world public information requests and legal situations, social media sites must be properly tracked and archived.

OBJECTIVES: To bring the Village of Kronenwetter into compliance with the Public Records Law requirements, as well as address your concerns related to efficiently searching for information in the event of a request for social media information, keeping a good record of changes to the website, and alerting to important notifications across the village social pages.

ISSUE BACKGROUND/PREVIOUS ACTIONS: The Village of Kronenwetter currently has no means of protecting ourselves with social media requests and possible future litigations. We are at risk because we currently have no retention practices, no oversight and no means of providing accurate (real-time) information for public records requests.

PROPOSAL: To approve Archive Social as the Village of Kronenwetter's the City of Mosinee, the Village of Weston, Marathon County, the City of Wausau, Portage County, and others rely on Archive Social for their social media compliance. Over 5000 public agencies are using archive social. A link to social media webinar is here: https://urldefense.proofpoint.com/v2/url?u=https-3A_learn.archivesocial.com_first-2Damendment-2Dand-2Dcomment-2Dmoderation-2Dvideo_&d=DwMF-g&c=euGZstcaTDllvimEN8b7jXrwqOf-v5A_Cdp gnVfiiMM&r=aCLzbzGeApj1Qwwb5tIF-R8E5itq1fgAqW5-fh6ywH8&m=Wt_gzHbim866dWmLxPm6B_Zf6JgEECC4jBl_gtT6TpgoZKTA8PfNLU36GZit_G-9&s=xE4jTqTLPk9dSHA65x4paEiwJB7nFACEvSbwpH20Wzc&e=

ADVANTAGES: There is no contract with Archive Social. Purchasing Archive Social is substantially easier than other IT purchases. No contracts are required and Archive Social can prorate invoicing to ensure that it is a discretionary spend. Archive Social provides the flexibility to arrange and grow our social media as needed within your usage tier. There might be temporary spikes (especially during crisis situations and controversies) but they never charge overages. Archive social can link and connect all of VOK's social media pages and is included in the standard plan. The Village of Kronenwetter can be up and running in less than 20 minutes as proven during our current free trial 31-day basis. The prior 6-months of our social media history is backtracked with our current 31-day trial period. If we flip to a subscription, Archive Social can go back and capture our ENTIRE social media history with the exception of any social media posts that were removed by the VOK social

media Admin. Archive Social would automatically captures each post, image, video, story, mention and comment (even if it's been edited, deleted, or hidden), for every single social media page, profile, and group managed by VOK. As well as the pages and profiles VOK engages with.

DISADVANTAGES: During our trial period, Archive Social cannot capture our LinkedIn social media account.

ITEMIZE ALL ANTICIPATED COSTS (Direct or Indirect, Start-Up/One-Time, Capital, Ongoing & Annual, Debt Service, etc.)

The cost of the Standard Plan is \$7,188 annually with a one-time \$1,000 provisioning fee. Archive Social will prorate our cost of the standard plan from 9/1/2023-12/31/2023 with a cost of \$3396.00

RECOMMENDED ACTION: To approve a budget amendment for the software and to forward to the Village Board to consider approval of Archive Social for the Village of Kronenwetter.

OTHER OPTIONS CONSIDERED: N/A

TIMING REQUIREMENTS/CONSTRAINTS: September 01, 2023

FUNDING SOURCE(s) – Must include Account Number/Description/Budgeted Amt CFY/% Used CFY/\$

Remaining CFY

Account Number: 100-51400-485-000

Description:

Budgeted Amount:

Spent to Date:

Percentage Used:

Remaining:

ATTACHMENTS (describe briefly): Archive Social overview, Archive Social policy template, PowerPoint presentation, pro-rated quotes, Village of Kronenwetter social media landscape