

CITY OF RICHLAND CENTER

AGENDA ITEM DATA SHEET

Agenda Item: Request to Purchase Archive Social

Meeting Date: 12/20/2022

Requested by: Ashley Oliphant and Billy Jones

Background: Social media records are subject to open records law. As such, all records must be archived to comply with legal requirements. Social media platforms are not designed to archive data, nor are they required to preserve data compliant with open records law. Currently, the City does not have a mechanism in place to capture social media posts (including comments, deletions, etc) outside of an employee periodically screen capturing posts. The manual process of screen capturing is inefficient and flawed (posts can be altered before or after screen capture).

To automate this process and preserve all data on social media platforms, Chief Jones and Administrator Oliphant explored available options. After reviewing vendors and their capabilities, Archive Social was deemed to be the best fit for the City. Archive Social is a cloud-based platform which captures content in real time and archives the content. The archive is searchable, content is easily reproduced in report form to provide for open records requests and has an alert system if personally identifying information or inappropriate content is posted.

Archive Social is the only US based company focused solely on social media record retention. However, CivicPlus has recently acquired Archive Social. The City utilizes CivicPlus platforms for the new website, accounting program, and the ordinances once the recodification process is completed. Over 150 Wisconsin municipalities utilize Archive Social including Mauston, Viroqua, Reedsburg, and the Cashton School District. More information can be reviewed on archivesocial.com.

Financial Impact: \$3,588 per year (\$299/mo) for economy plan.

The economy plan allows for 12 accounts and up to 1,600 records per month. With the level of social media use the City currently engages in, this is sufficient. Once use expands, it will be necessary to transition to the standard plan. The standard plan allows for unlimited accounts and captures up to 3,500 records per month. The price of a standard plan is \$499/mo or \$5,988 per year. Archive Social has raised their fees once in the last five years. They indicated they did not foresee any near future pricing changes.

Funding Source: Expense included in 2023 budget

Requested Action: Motion to authorize the City Administrator to purchase Archive Social and implement use on all City social media platforms.