



REQUEST FOR CITY COUNCIL ACTION

Meeting Date:		July 15, 2024					
Item Name:		Contract with ArchiveSocial for Social Media Archiving Solution					
Originating Department:		Administration					
Presented by:		Jackie Schulze					
Previous Council Action (if any):							
Item Type (X only one):	Consent	<input checked="" type="checkbox"/>	X	Regular Session	<input type="checkbox"/>	Discussion Session	<input type="checkbox"/>
RECOMMENDATIONS/COUNCIL ACTION/MOTION REQUESTED <i>(Include motion in proper format.)</i>							
Adopt Resolution No. 2024-148 Authorizing Contract with Archive Social for Social Media Archiving Solution							
EXPLANATION OF AGENDA ITEM <i>(Include a description of background, benefits, and recommendations.)</i>							
<p>The City of Waconia currently operates a City Facebook page in order to get news out to the public in a timely manner. In recent trainings, we have learned that social media posts, comments by members of the public on City's posts, deleted comments on City's posts, modified posts, and events by the City is considered part of the public record, and we must be prepared to respond to public record requests. We currently do not have an archiving solution.</p> <p>The City recommends using ArchiveSocial, which is part of the CivicPlus (City's website) family. ArchiveSocial will automatically and constantly pull social media from all of the City's channels. They will go into a cloud-based archive. If we do need to respond to a data request, we can easily search this archive to find anything related to the data that is being requested. We also have the option of integrating a search feature on our website that would allow members of the public to search for social media posts.</p> <p>There are several archiving solutions, but because ArchiveSocial integrates with our CivicPlus platform, we feel like it would be the best fit for us. In addition, over 5,000 other public entities use this product, including Shakopee, Eden Prairie, Orono, Minneapolis, the Department of Justice, and the White House. We have the option to link future social media accounts as well, if the City were to create accounts on other platforms.</p> <p>We were able to secure a discounted rate for the first year of ArchiveSocial, of \$2,489.30. Because this is an unbudgeted expense, we would be expected to pay half in 2024 and half in 2025. Renewals would be annual for a total of \$3,978.</p>							
<u>Attachments:</u>							
<ol style="list-style-type: none">1. Resolution No. 2024-148 Authorizing Contract with ArchiveSocial2. ArchiveSocial Solution Overview3. ArchiveSocial Account Order Form Updated							
FINANCIAL IMPLICATIONS:				ADVISORY BOARD RECOMMENDATIONS:			
Funding Sources & Uses:							
Budget Information:				Planning Commission			
<input type="checkbox"/> Budgeted				Parks and Recreation Board			
<input type="checkbox"/> Non Budgeted				Safari Island Advisory Board			
<input type="checkbox"/> Amendment Required				Other			