

**PORT OF PALM BEACH DISTRICT  
REQUEST FOR DISCUSSION AND  
COMMISSION ACTION**

**CONSENT AGENDA  
ITEM H-10**

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**PREPARED BY:** Aidy Alonzo    Communications Manager    September 20, 2018

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**SUBJECT:**                    **Social Media Archiving Solution**

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**BACKGROUND:**

In order to ensure compliance with legal requirements for public records, it is critical that the content of our social media accounts be captured and archived. Based in Durham, North Carolina, ArchiveSocial is a leading provider of social media archiving for government entities, including Palm Beach County and Solid Waste Authority of Palm Beach County. Benefits of the service include:

- Continuously archives content in real-time, around the clock, minimizing the risk of losing records
- Offers the ability to search the archive with advanced filters
- Simplified deployment as a pure cloud-based solution with no software installation required
- Capture of data in its original, native format, regardless of type of device or network utilized for transmission
- Preservation of underlying data including metadata such as user IDs and timestamps
- Provides the digital signature of an entry to prove that the data has not been tampered with or falsified

As of September 10, 2018, the Port's 6 social media accounts – Twitter (2), Facebook, Instagram, YouTube and LinkedIn – contain 7,971 records that require archiving.

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**ADDITIONAL INFORMATION ATTACHED:**                    No \_\_\_\_\_    Yes   X  

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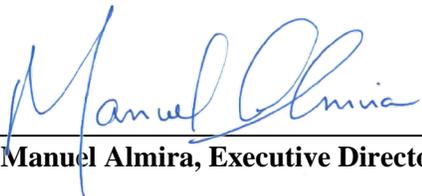
**FINANCIAL IMPACT:** This purchase in the amount of \$199 per month, \$2,388 billed annually, will be funded from the FY 2019 Business Development Budget.

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**RECOMMENDATION:** Motion to approve the purchase of 12 months of social media archiving service from ArchiveSocial with the service date to begin on October 1, 2018.

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**Respectfully Submitted By:**

  
\_\_\_\_\_  
**Manuel Almira, Executive Director**

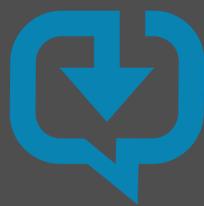
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**DATE ACTION TAKEN:** \_\_\_\_\_  
Approved: \_\_\_\_\_  
Disapproved: \_\_\_\_\_  
Deferred To: \_\_\_\_\_  
Incorporated into Minutes: \_\_\_\_\_

Motion By: \_\_\_\_\_  
Seconded By: \_\_\_\_\_  
Unanimous:    Yes \_\_\_\_\_    No \_\_\_\_\_  
By: \_\_\_\_\_



## SOLUTION OVERVIEW

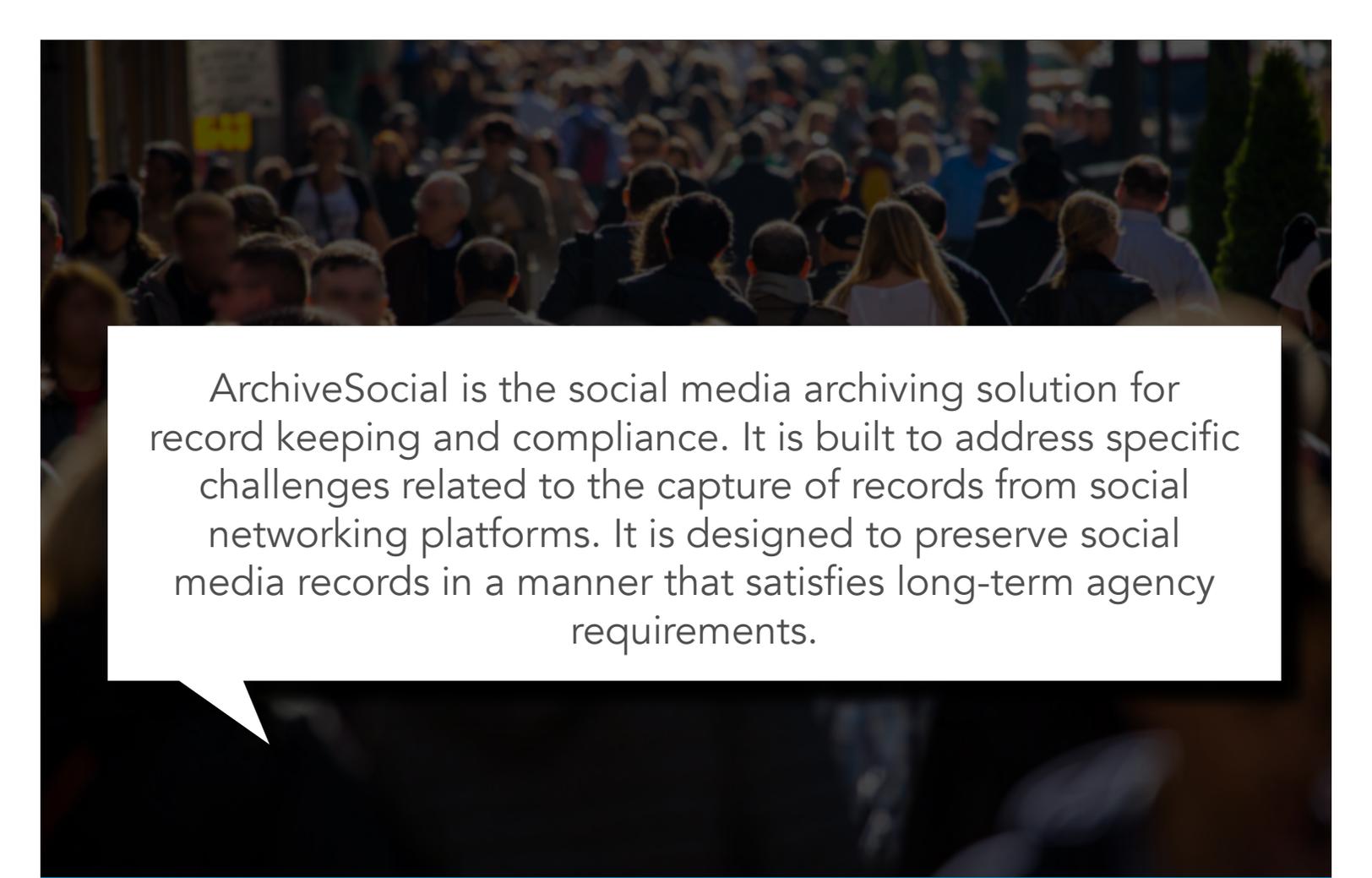


# ArchiveSocial

Social media archiving for government

[archivesocial.com](http://archivesocial.com)

[info@archivesocial.com](mailto:info@archivesocial.com) | (888) 558-6032 | 201 W. Main St. Suite 200 Durham, NC 27701



ArchiveSocial is the social media archiving solution for record keeping and compliance. It is built to address specific challenges related to the capture of records from social networking platforms. It is designed to preserve social media records in a manner that satisfies long-term agency requirements.

It is critical that a social media archiving solution captures records regardless of how or when content is posted. Such a solution must archive records in their native format and ensure authenticity of records to meet legal and compliance requirements.

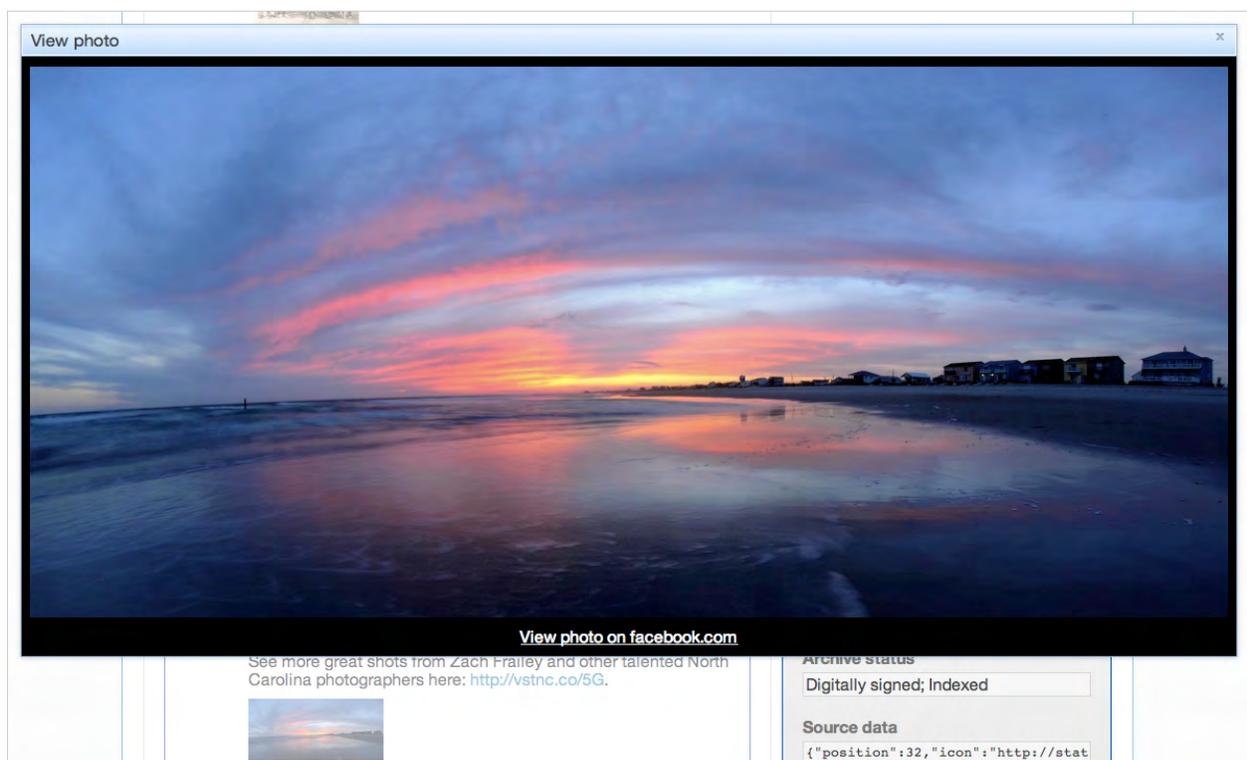
ArchiveSocial is that solution.



# RICH SOCIAL MEDIA DATA CAPTURE

Social media communication involves a variety of rich data formats transmitted across many social networks outside the corporate entity. While this can make archiving complicated, a truly compliant solution must handle each of these formats correctly.

A photo, for example, should be preserved at full resolution rather than as just a link or thumbnail to ensure no data is lost.



ArchiveSocial correctly captures each of the various data formats used in social media and presents the resulting records in an intuitive interface. ArchiveSocial also archives social media regardless of the device or network used to transmit communications.



# PRESERVATION IN NATIVE FORMAT

Social networking platforms are not just websites. Correctly capturing records of social media requires more than taking snapshots of HTML.

Like email, all social media communications have an underlying data format containing important metadata about the communication. This metadata includes user IDs, timestamps, and other information not displayed on a webpage.

The image shows a Facebook post titled "Visit North Carolina" with the text: "Did you know North Carolina is home to one of only four female-owned distilleries in the nation? CBS This Morning recently spent time with Troy Ball, the mother of three who's giving moonshine a class makeover from Western North Carolina. Watch her story below!". The post includes a video thumbnail and a timestamp of "22 days ago".

On the right, an "Entry Details" sidebar shows:
 

- Original timestamp: 2012-06-07T16:25:03Z
- Status: Signed; Indexed
- Download data button

A central window displays the raw JSON data for the post, including fields for icon, id, name, link, caption, from, type, updated\_time, message, picture, and actions.

ArchiveSocial interfaces directly with each social network in order to capture and preserve data in its pure native format. The underlying data format for a social media record can be accessed and downloaded from ArchiveSocial at any time.



# DIGITAL SIGNATURES FOR AUTHENTICITY

Proof of authenticity is a critical requirement when providing electronic records as evidence in regulatory and legal situations.

Investigators and courts must be assured that a social media record was not falsified using a web page editor, image manipulation software, or some other means.

The image shows a social media post on the left and its corresponding archival details on the right. A green arrow points from the post to the details, and a blue arrow points from the details back to the post.

**Post Content:**

- Visit North Carolina**  
Do you have a favorite place on the North Carolina coast? Tell us what you love about it!  
8 days ago  
[View previous comments](#)
- Amy Harrington** Sunset beach! Closest thing to heaven on earth ;)  
8 days ago
- Kirsten Barrington-Hughes** Bald Head Island--tranquil, quiet, no light pollution, turtles, no cars, low key  
8 days ago
- Life Can Be Simple Blog** THE OUTER BANKS  
8 days ago
- David Wayne Hager** Southport/Oak island. Southport is so old and pretty. The locals are great people. The water is beautiful and my brother and sis-in-law live there!  
8 days ago
- Karen Osborne Le Lay** South Topsail Beach! My little piece of Heaven.  
8 days ago

**Entry Details:**

- Original timestamp:** 2012-06-20T00:40:03Z
- Archive status:** Digitally signed; Indexed
- Source data:**

```
{ "message": "Do you have a favorite place on the North Carolina coast? Tell us what you love about it!", "id": "44490119625_10150972913", "id": "179013222204542", "name": "Visit North Carolina", "count": 10, "data": {} }
```
- Download data**

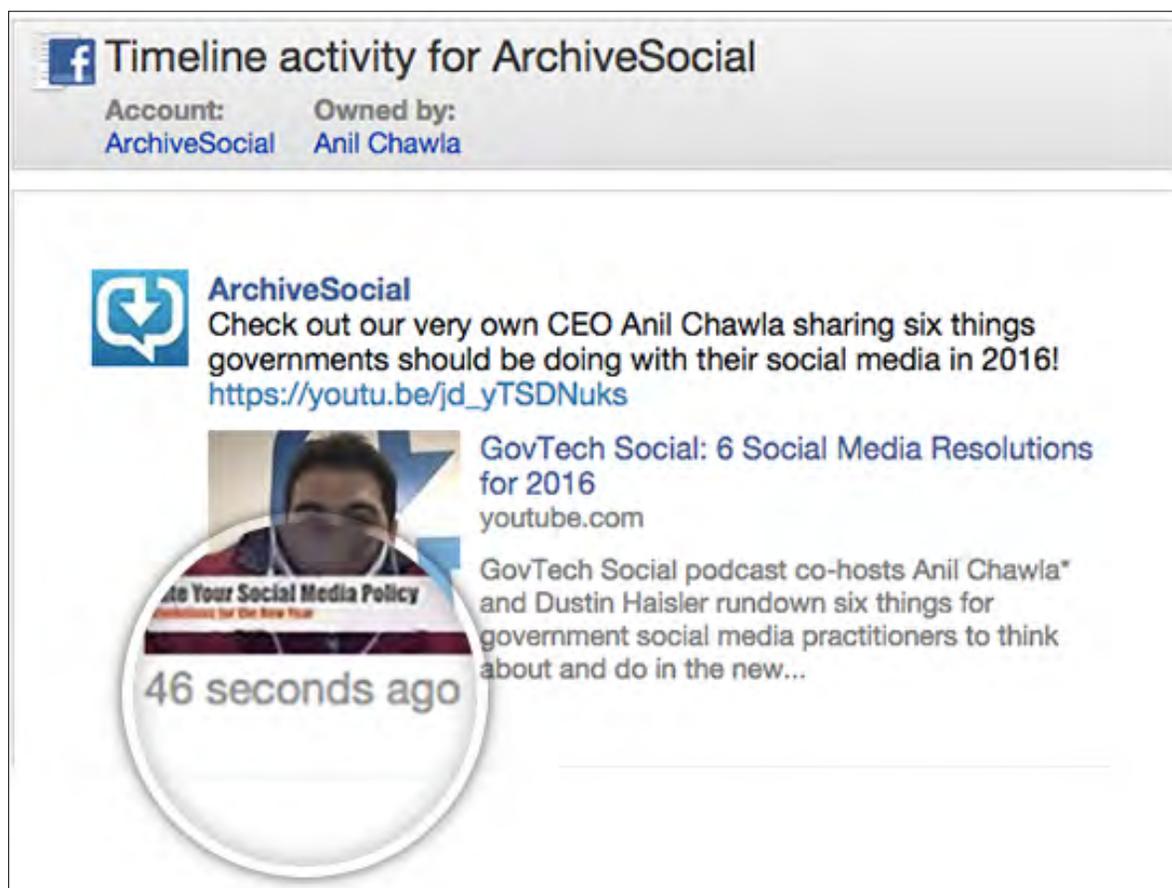
ArchiveSocial applies a trusted timestamp to each individual record stored in the archive. This digital signature proves that the data existed at the specified time in history and has not been edited or falsified in any way.



# CONTINUOUS ARCHIVING

Because social media exists outside of an organization's network, content can be deleted at any time. Agencies need to minimize the risk of losing content that could be deleted between records collections.

A continuous archiving solution automatically preserves content throughout the day and minimizes the risk of losing deleted records.



ArchiveSocial's continuous archiving solution automatically captures and preserves new content throughout the day, 24/7. For Facebook content, ArchiveSocial even captures updates in real-time.



# ADVANCED SEARCH AND TAGGING

Combing through years worth of previous posts, tweets, and comments is a challenge without advanced search and tagging tools.

Organizations need an archiving solution with a sophisticated search engine and custom tagging system to organize and filter their archived content.

The screenshot displays the ArchiveSocial interface. On the left, a sidebar shows filters for 'Created time' (Fri Jun 12 9:18:46 EDT 2015), 'Archive status' (Digitally signed; Indexed), and 'Tags' (social, press). A search input field contains 'archivesocial'. The main content area shows a social media post from ArchiveSocial with the text: "If you leave it into the hands of individuals, it makes difficult" to archive, Winton said. Good thing ArchiveSocial is here to make it easy! Below the post is a navigation bar with 'Dashboard', 'Configure', 'Browse', 'Search', and 'Report'. The 'Search' section is active, showing 'Quick Search' and 'Advanced Search' tabs. The search filters include: 'Date Range' (All), 'Content Types' (Facebook, YouTube, Instagram, etc.), 'Scope' (All accounts, Specific accounts), and 'Search Terms' (match all, match any). A dropdown menu for 'Tag' is open, showing a list of tags including 'deleted', 'animal abuse arrest', 'april fires', and 'arrest'. A legend at the bottom explains search syntax: 'Separate multiple keywords with spaces', 'Use double quotes (") around phrases', and 'Specify asterisk (\*) for wildcard search'.

ArchiveSocial's advanced search allows you to scope by a variety of options to find the needle in the haystack. Search by content type, date range, network, keywords, participants, or tags. Custom tags for content make it easy to organize any archive and filters can quickly refine results.



# DATA EXPORT TO A VARIETY OF FORMATS

Storing data is only half the equation. A complete records management solution must provide the ability to easily locate and produce records in a usable format.

Because social media content is rich and dynamic, it is important that records can be exported in a variety of static formats based on how the data will be used. Furthermore, it is critical that all data – including metadata and images – can be included in the export.

	A	B	C
1	Timestamp	From	To Text
2	1/19/16 16:30	ArchiveSocial, ArchiveSocial	ArchiveSocial @ArchiveSocial Six #socialmedia resolutions government should consider in 2
3	1/19/16 14:20	ArchiveSocial, ArchiveSocial	ArchiveSocial @ArchiveSocial Great tips from @kristydalton22 for making a strong #govsoci
4	1/18/16 15:19	ArchiveSocial, ArchiveSocial	ArchiveSocial @ArchiveSocial #MLKDay2016 pic.twitter.com/k2QDfEfyXb at 15:19:26 on 1/
5	1/14/16 21:16	ArchiveSocial, ArchiveSocial	ArchiveSocial @ArchiveSocial @thelindsayist preach! at 21:16:40 on 1/14/2016 UTC in reply
6	1/14/16 21:15	ArchiveSocial, ArchiveSocial	ArchiveSocial @ArchiveSocial Great question! Would love to get more people in on this #gs
7	1/14/16 21:13	ArchiveSocial, ArchiveSocial	ArchiveSocial @ArchiveSocial @novalsi @kwagg we sure do. Glad there are more forward t
8	1/14/16 21:05	GovernmentSM, Gov Social Media, Gov Social Media	Gov Social Media @GovernmentSM.Q1: Is #socialmedia formally a part of your agencv&C™s
9	1/14/16 21:01	ArchiveSocial, ArchiveSocial	ArchiveSo
10	1/14/16 21:00	GovernmentSM, Gov Social Media, Gov Social Media	Gov Social Media @GovernmentSM.Q1: Is #socialmedia formally a part of your agencv&C™s
11	1/11/16 15:50	JessicaPierson, Jessica Pierson, Arch	Jessica Pierson
12	1/8/16 14:33	ArchiveSocial, ArchiveSocial	ArchiveSo
13	1/6/16 16:15	ArchiveSocial, ArchiveSocial	ArchiveSo
14	1/6/16 13:09	ArchiveSocial, ArchiveSocial	ArchiveSo
15	1/4/16 18:57	ArchiveSocial, ArchiveSocial	ArchiveSo
16	12/23/15 19:03	InnovateRaleigh, InnovateRaleigh, A	InnovateR
17	12/18/15 14:12	ArchiveSocial, ArchiveSocial	ChaThe ArchiveSo
18	12/17/15 22:03	ArchiveSocial, ArchiveSocial	ArchiveSo
19	12/17/15 21:46	ArchiveSocial, ArchiveSocial	TRMRo ArchiveSo
20	12/17/15 21:23	ArchiveSocial, ArchiveSocial	piddy ArchiveSo
21	12/17/15 21:03	ArchiveSocial, ArchiveSocial	ArchiveSo
22	12/17/15 19:05	ArchiveSocial, ArchiveSocial	ArchiveSo
23	12/16/15 14:07	JessicaAverhart, Jes Averhart, Archive	Jes Averha
24	12/16/15 13:37	ArchiveSocial, ArchiveSocial	ArchiveSo
25	12/15/15 14:52	Congressdotgov, Congressdotgov, A	Congressd
26	12/14/15 21:15	ArchiveSocial, ArchiveSocial	exiteve ArchiveSo
27	12/11/15 18:43	ArchiveSocial, ArchiveSocial	ArchiveSo
28	12/11/15 15:00	ArchiveSocial, ArchiveSocial	ArchiveSo
29	12/10/15 19:49	ArchiveSocial, ArchiveSocial	ArchiveSo
30	12/10/15 19:30	ArchiveSocial, ArchiveSocial	ArchiveSo
31	12/10/15 16:51	ArchiveSocial, ArchiveSocial	ArchiveSo
32	12/8/15 21:31	ArchiveSocial, ArchiveSocial	ArchiveSo
33	12/8/15 16:16	ArchiveSocial, ArchiveSocial	ArchiveSo

The PDF viewer shows the following tweets:

- Tweet 2:** ArchiveSocial (@ArchiveSocial) Six #socialmediareolutions government should consider in 2016, from our own @anilchawia [ow.ly/XgEtj](http://ow.ly/XgEtj) #govtechsocial at 16:30:41 on 1/19/2016 UTC
- Tweet 3:** ArchiveSocial (@ArchiveSocial) Great tips from @kristydalton22 for making a strong #govsocialmediaprogram even stronger! [ow.ly/XgDEF](http://ow.ly/XgDEF) #govtechsocial at 14:20:30 on 1/19/2016 UTC
- Tweet 4:** ArchiveSocial (@ArchiveSocial) #MLKDay2016 [pic.twitter.com/k2QDfEfyXb](http://pic.twitter.com/k2QDfEfyXb) at 15:19:26 on 1/18/2016 UTC

ArchiveSocial can export social media content to a variety of formats including PDF, HTML, and Excel. Furthermore, it is possible to export everything in the archive at any time, including all of the rendered content, native formats, images, and digital signatures.



# QUICK AND SEAMLESS DEPLOYMENT

Whether an organization's social media portfolio is managed by a single individual or distributed across several departments, a centralized social media records archive is the key to efficient and cost effective compliance.

Organizations need to be able to connect accounts quickly and easily without collecting personal login information from multiple users or granting blanket access to all of the data in the archive.

## CONNECT SOCIAL MEDIA ACCOUNTS

Welcome, Jane Govvie

ArchiveSocial is using ArchiveSocial to automatically archive your social media activity. Please connect each of your social media accounts below in order to allow ArchiveSocial to access your accounts and archive your activity.

**Please note: Sites such as Facebook and LinkedIn often associate business profiles with a personal login. If you are connecting an account using your personal login, you will need to first accept all permissions when prompted. You will then be able to select the exact profiles to archive, and can choose to omit your personal profile.**

-  Connect a Facebook Account
-  Connect a Flickr Account
-  Connect a Google+ Account
-  Connect a Instagram Account
-  Connect a LinkedIn Account
-  Connect a Pinterest Account
-  Connect a Twitter Account
-  Connect a YouTube Account

ArchiveSocial is a pure cloud-based solution that requires no software installation or IT expertise. It simplifies deployment across the organization and enables your business to automate social media record keeping in a matter of minutes.



# COMPLETE HISTORICAL ARCHIVE

For organizations that have not been maintaining records of social media, it is important for existing account history to be included in a complete archive.

A social media portfolio can change over time, with accounts falling in and out of relevancy. Even if a profile is removed, records of that content must continue to be stored and maintained for organizations to stay compliant

## **Sorry, this page isn't available**

**The link you followed may be broken, or the page may have been removed.**



ArchiveSocial collects a full archive of existing social media accounts from the start, ensuring a complete archive. When social media accounts are retired, they can be set to historical status. The data remains in the archive and is fully exportable and searchable.



## SOCIAL NETWORKS WE ARCHIVE

Organizations engage across the web and need an archiving solution that works with all of their social media networks. Preserving all social media records in one archive makes it easy to access content.



ArchiveSocial currently supports Facebook, Twitter, Youtube, LinkedIn, Instagram, Flickr, Pinterest, and Google Plus, all within one platform.



ArchiveSocial is the social media archiving solution for government and regulated industries.

Sign up today and take control of your social media data.



# ArchiveSocial

Social media archiving for government

Visit us on the web at [archivesocial.com](http://archivesocial.com)  
or reach us by phone at (888) 558-6032.