



Department Source: Community Relations

To: City Council

From: City Manager & Staff

Council Meeting Date: December 20, 2021

Re: Archive Social contract

Executive Summary

Establishes a new agreement between the City of Columbia and ArchiveSocial, Inc. for a software service which connects directly to the City's social media account to capture and archive all of the content including posts, photos and comments. The platform is a secure archive, allowing the City to easily manage online communications and stay compliant with public records laws, regulations and records initiatives.

Discussion

Social media is considered public record in every state. Accurate archiving for compliance includes preserving meta-data, comments (even if edited or deleted), and original content exactly as it happened across all of the City's social media platforms and website pages.

Social media records in Missouri are governed by two different chapters in the Missouri Revised Statutes. In Chapter 109, Public and Business Records, records are defined as any, "document, book, paper, photograph, map, sound recording or other material, regardless of physical form or characteristics." This definition includes electronic records. The second statute, also known as the Missouri Sunshine Law, has its foundations in Chapter 610 of the Missouri Revised Statutes: Governmental Bodies and Records.

This service historically was provided by GovQA's Social Media Archive Service, which was recently discontinued, forcing the City to acquire a new solution to satisfy public records laws.

Implementation costs have been included in the FY 21 budget.

Recurring annual maintenance fees of \$8,388 will need to be appropriated.

Fiscal Impact

Short-Term Impact: \$0

Long-Term Impact: \$8,388 annually

Strategic & Comprehensive Plan Impact

[Strategic Plan Impacts:](#)

Primary Impact: Organizational Excellence, Secondary Impact: Reliable Infrastructure, Tertiary Impact: Inclusive Community



City of Columbia

701 East Broadway, Columbia, Missouri 65201

[Comprehensive Plan Impacts:](#)

Primary Impact: Mobility, Connectivity, and Accessibility, Secondary Impact: Inter-Governmental Cooperation, Tertiary Impact: Infrastructure

Legislative History

None

Suggested Council Action

Staff recommends approval of the appropriation.