



How Fairfield Police Department Simplifies Social Media Compliance

In 2022, one of the easiest, least expensive and meaningful ways to build connections with the community you serve is through social media. This has been a great tool for the Fairfield, CA Police Department which prides itself on strong communication and transparency. But social media is a two-way street and under the California Public Records Act, all posts, comments, images, videos, and meta-data associated with produced content are public record. These posts can be used to aid in investigations and logged as evidence.

Police Support Manager Jeremy Profit leads the Fairfield Police Department's social media efforts. With a multi-faceted strategy and almost 100,000 followers across Facebook (Meta), Instagram, Twitter, and other platforms, the Department's social media accounts reach about 85 percent of the city's current population and creates almost 3,200 public records monthly.

In order to meet its obligations under the law, the Fairfield Police Department has turned to ArchiveSocial to continuously archive its social media accounts and help mitigate online risk.

"My passion has always been community engagement and community outreach," said Profit. "While I was in the military, I had the wonderful opportunity to serve in multiple countries, Iraq, Afghanistan, and that community connection with other countries, really built relationships and built bridges. And with today's time and technology, I can reach a broader audience."

There are more citizens in the City of Fairfield than city staff. Social media allows the city to reach, connect and bridge our community to their local government. To the Fairfield Police Department, transparency includes engaging in conversations with those who comment on department social

media channels as well as providing accurate public records related to social media as they are requested. Officers of various ranks and commands have department-issued social media accounts from which they can communicate with the public and share perspectives from their particular beat. With ArchiveSocial, staff can now easily maintain these records, regardless of whether an individual account still exists, and distribute the requested information in a timely manner when needed.

"Archiving and documenting our social media is not only the law but it's also critical because we do get a lot of public records requests," said Deanna Cantrell, Chief of Police at the Fairfield Police Department. "Being able to house that and hang onto all of it in a fashion where we can go find it is incredibly important and if we didn't have (ArchiveSocial) then we couldn't be transparent."

Profit expanded, "There are messages we have to put out there that we are definitely sad that we had to share. But it's important that our community knows whether we did good things or whether we messed up and did bad things. So transparency means sharing it all."

As with any marketplace of ideas, sometimes people make statements that can be deemed threatening or even illegal. In such cases, the Fairfield Police Department utilizes ArchiveSocial's Risk Management and Analytics feature to create **Keyword Alerts** to determine in real-time if there is an active threat against a person, place, or group.

"Unfortunately, we have had department staff directly threatened with a personal information release saying that they're going to cause harm to an individual," said Profit. "So **Keyword Alerts** help us keep our citizens and department safe."

"Citizens also have the due process to show this is what was done or not done. It's not just 'he said, she said,' but a tangible piece of documentation, archived. So it helps us but it also helps the community to keep their rights preserved as well."

To ensure the First Amendment rights of constituents are protected the police department also has a no-blocking policy.

"We do not block anybody in our department," said Profit. "**Blocked Lists Management** is a feature that allows us to detect if an individual officer blocks (someone) so we can immediately make sure that the account gets unblocked."

ArchiveSocial is also able to assist California Police Departments remain compliant with Section 13665 of the California penal code. This new law has made the process of archiving social media posts as important as it has ever been.

"Legally, we have to take down certain suspect photos from social media," explained Profit. "With ArchiveSocial, I can track where that post is and with the push of a button, it searches all of the posts connected to that person's name,

I can now remove the photos so we are in compliance but I can also show an audit trail that the photo was there but that I also took the photo down. So it is transparent, follows state legislation, and gives people due process."



What is Section 13665?

Section 13665 of the California penal code governs blocking photos of suspects posted to social media. If an individual's photo has been shared and they are later deemed not a suspect or have been found not-guilty during their trial, the photo must be removed from social media postings.

Better Serving the People of Fairfield, CA

Whether it is a city handling public records requests or law enforcement attempting to connect with its community, Optimere's product line features solutions to help municipalities transcend the current definition of open government. In the case of Fairfield, CA, efficient transparency is at the forefront of what the city's public servants strive to accomplish every day. With the help of **ArchiveSocial** and **NextRequest**, Fairfield, CA is able to reach these goals with just a few clicks of a mouse.

"Transparency is a big word that means a million different things to a million different people," said Cantrell. "For us, I equate it to the word trust. Transparency is about sharing as much as we can with the community and the way the world is today, they have information at their fingertips and they expect a lot and they expect to know what is going on."