

Andrea Barnes

From: Abby Yenni <abby.yenni@archivesocial.com>
Sent: Wednesday, March 2, 2022 6:46 PM
To: Andrea Barnes; Jason McBride
Cc: oliva.roston@galionhealth.org
Subject: Re: Recap: Need for ArchiveSocial + Demo

Andrea, Jason, and Olivia,

It was a pleasure speaking with you. I know we covered a lot of information, so I wanted to recap the presentation for you, with the intent to simplify and help expedite your ability to get ArchiveSocial in place for the Galion Health Department. Please feel free to forward this email along!

ArchiveSocial Recap

We agreed that ArchiveSocial will bring Galion Health Department in compliance with the Sunshine Law requirements, as well as address your concerns related to deleted or edited content and searching through social media for information. I also shared why ArchiveSocial is recognized as the Industry Standard in Government and demonstrated how our solution stands alone in terms of addressing your requirements. Specifically:

- Our 100% specialization in social media ensures that we provide the highest level of social media compliance available, even as social networks make unannounced changes and introduce new features (such as live video)
- ArchiveSocial provides several unique capabilities that are critical for responding to records requests for social media, including:
 - Automatic detection & tagging of edits, deletions, and hidden content across all social networking platforms
 - The ability to generate a ready-to-go response in PDF that fully reconstructs and recombines individual search results back to their original social media conversations
- As the only archiving solution focused almost entirely on public agencies, ArchiveSocial has an unmatched track record in terms of protecting agencies in real-world public information requests and legal situations. As I mentioned, agencies including Wyandot Public Health, Fayette County Public Health, Noble County Health Department and others already rely on our solution. I strongly encourage you to speak with any of our customers.

Ease of purchase:

Based on our discussion, I indicated that your agency would likely fall into our Standard Plan which is \$499.00 per month with an annual subscription. Some key points about getting ArchiveSocial in place:

- Agencies find that purchasing ArchiveSocial is substantially easier than other IT purchases given our low price point. We also do not require contracts and can prorate invoicing to ensure that it is a discretionary spend.
- Our [pricing model](#) gives you a single, fixed price with absolutely no hidden or additional fees. It provides your agency with the flexibility to arrange and grow your social media as needed within your usage tier. We understand that there will be temporary spikes (especially during crisis situations and controversies!) and never charge overages.
- On average, our customers are up and running with their entire presence being archived in less than 20 minutes. We can truly deliver an “instant win” when it comes to compliance and protecting your agency on social media.

Next step:

You indicated that your next step is to speak internally about getting ArchiveSocial in place. I will send a calendar invite shortly for 3/8 at 3:15 PM EST for us to follow up on that conversation and prep for your board meeting based on the next best steps that you all discuss. Please do not hesitate to contact me if you have any questions in the meantime.

Thank you for your time today. I look forward to speaking with you again soon!

Abby

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On Tue, Mar 1, 2022 at 12:26 PM Abby Yenni <abby.yenni@archivesocial.com> wrote:

Andrea and Jason,

It was a pleasure speaking with you today. I know we covered a lot of information, so I wanted to recap our discussion for your benefit and the benefit of others that could be involved in the decision making process for a solution like ArchiveSocial.

Recap

We agreed that the Galion Health Department could be at risk by not having a solution in place, and would benefit immediately from a social media archive. Specifically, we discussed:

- The way you are using social media to share and receive important information with the public including public safety notifications, clarifications on local events, and responses to citizen concerns.
- The fact that this type of social media usage generates public record according to the [Sunshine Law](#) and the [additional guidance released by the Ohio Electronic Records Committee](#) on social media records.
- The reality that you cannot rely on social networks such as Facebook to maintain your records, especially when it comes to deleted, hidden, and edited content from your citizens.
- Could be at risk because of the fact you're currently relying on Facebook to retain your social media public records and would benefit by having a social media archive in place.

We also reviewed examples of why it's important to address these challenges sooner rather than later:

- I shared a case study from Glen Rock, NJ explaining how maintaining social media records can save significant time and costs when you do receive a records request for social media.
- I shared a case study from Erie, CO explaining records requests can be unexpected, and you can't anticipate the information that will be requested. It's essential to keep all public records in a way that's easily searchable and reliable.
- I mentioned that the Village of Crestline, the City of Ontario, and the Wyandot County Health Department around you have already made it a priority to archive their social media using ArchiveSocial.

Next step

Given your belief that archiving your social media is a priority need for the Galion Health Department, we agreed that the next appropriate step would be to schedule a product demonstration. I have set up a call to take you through a demonstration of ArchiveSocial on 3/2 at 3 PM EST. I will send a calendar invite shortly.

Thank you,



Abby Yenni

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