



Why Nashville, TN Switched to Social Media Archiving Software from CivicPlus®

Keys to Project: Exporting a large volume of records.

City: Nashville, TN

Population: 715,884

Products: Social Media Archiving

CHALLENGE:

After releasing a new social media policy, the city of Nashville found that their current archiving software was difficult to use, inconsistent and disconnected from several accounts.

SOLUTION:

CivicPlus Social Media Archiving

RESULT:

Since launching Social Media Archiving, the City has seen a night-and-day difference with its archive. According to the City, their exports are now thorough, clear, and easy to retrieve.

The City of Nashville, TN, was on a mission to rein in its many social media accounts. With a new social media manager in place, the communications team was confident they'd be able to pull it off. To kick off the project, the City unveiled a new social media policy and made it mandatory for every department to archive social media records using the City's existing social media archiving tool.

Putting Their Social Media Archive to the Test

Soon after launching its new policy, Nashville found itself dealing with a high-profile issue that required the communications team to export a large volume of social media records. When they tried to use their archive, the team faced multiple problems that caused them to realize it wasn't working as expected.

The Archive That Wasn't Actually Archiving

The team was shocked to find out how difficult their archive was to use. Among the problems reported by the City were:

- The user interface was difficult to use, and it was unclear how to find the information they needed
- The archived records weren't exporting as expected — they often failed completely, and when they did work, they were often incomplete, causing the team to have to comb through 50+ page PDFs to ensure everything was there
- The City's accounts were frequently disconnected from the archive for unexplained reasons, flooding the administrator's inbox with emails prompting him to reconnect

Finally Protecting Themselves With Social Media Archiving

As the City became aware of the problems with their archiving tool, they began to seek out other solutions. The communications team spent three months evaluating every solution on the market. After careful consideration, they determined that CivicPlus' Social Media Archiving software (formerly ArchiveSocial) was the best government social media archiving service available — and the only one they could trust to comprehensively archive their social media records. Additionally, while cost had been a factor in their initial choice of a solution, their first archiving company had dramatically increased their rates when their contract came up for renewal, making the CivicPlus Social Media Archiving solution both the better product and the more cost-effective one.

The Perfect Social Media Archiving Solution for Nashville

Since launching CivicPlus' Social Media Archiving software, the City has seen a night-and-day difference with its archive. According to the City, their exports are now thorough, clear, and easy to retrieve. The user interface is modern, simple, and clear. And the City is no longer inundated with confusing prompts to reconnect its accounts. As Nashville continues to engage and inform residents and visitors with modern, creative social media communication, the City feels confident that its records will be protected with Social Media Archiving as it grows.