

**From:** [LaRocque, Linnea](#)  
**To:** [Madore, David](#)  
**Cc:** [LaRocque, Linnea](#)  
**Subject:** Required Public Records Retention requirements - Activating SMARSH archiving services  
**Date:** Tuesday, September 03, 2013 2:19:38 PM  
**Attachments:** [Smarsh Activation.docx](#)

---

Commissioner Madore,  
Sara Eckhardt in Public Information and Outreach, along with the PA's office, are asking you to please activate the SMARSH archiving services on your social media accounts.  
This attached document contains screen shots from Sara to assist you in this activation.

If I recall correctly Commissioner, you have two; Facebook and Twitter.

This archiving is necessary to meet our records retention requirements.  
Please let me know if you have any questions or concerns. Once the activation is complete, please advise so I can update Sara.

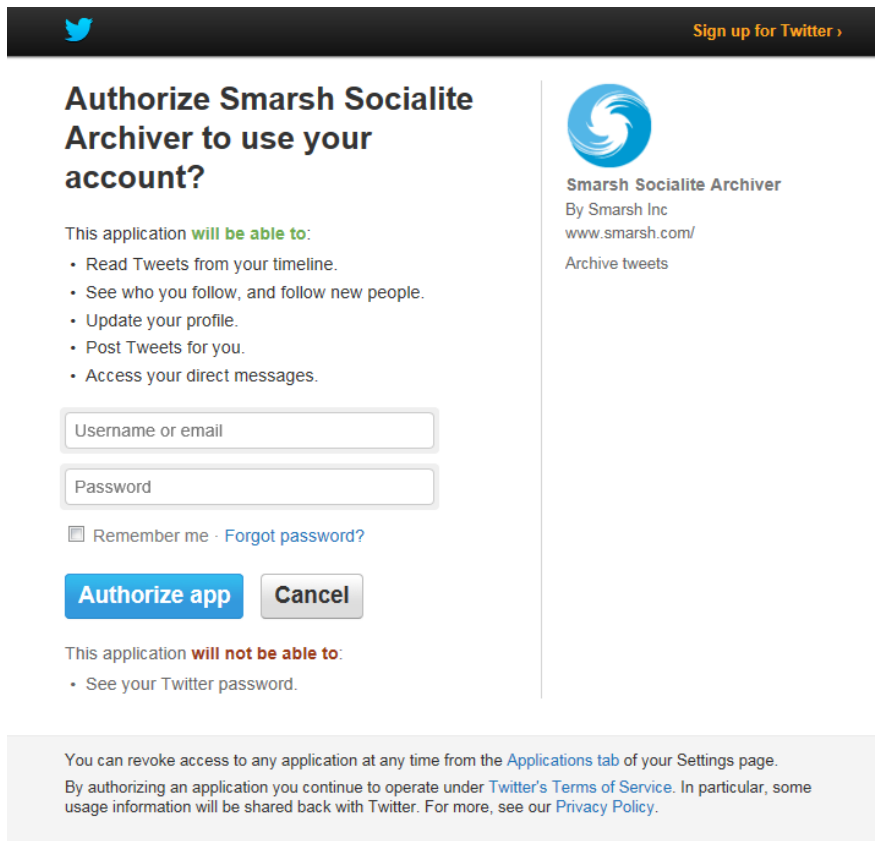
Thank you,  
Linnea

## ACTIVATING SMARSH SOCIAL MEDIA ARCHIVING SERVICES

The following are steps to activate SMARSH archiving services on your social media accounts.

### TWITTER

1. Click on the “Add Twitter monitoring application” link provided in the email from SMARSH. You will see the following screen.

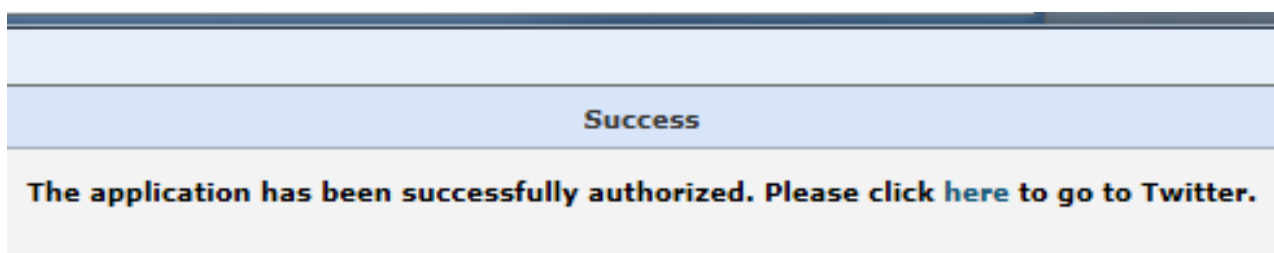


The screenshot shows the Twitter authorization interface. At the top, there is a dark header with the Twitter logo on the left and a "Sign up for Twitter" link on the right. The main content area is titled "Authorize Smarsh Socialite Archiver to use your account?". Below the title, it states "This application will be able to:" followed by a list of permissions: "Read Tweets from your timeline.", "See who you follow, and follow new people.", "Update your profile.", "Post Tweets for you.", and "Access your direct messages." There are two input fields: "Username or email" and "Password". Below these fields is a checkbox for "Remember me" and a link for "Forgot password?". At the bottom of the form are two buttons: "Authorize app" (in blue) and "Cancel". To the right of the form, there is a section for the application details, featuring the Smarsh Socialite Archiver logo, the name "Smarsh Socialite Archiver", the developer "By Smarsh Inc", the website "www.smarsh.com/", and the permission "Archive tweets". Below the form, there is a grey box with a disclaimer: "You can revoke access to any application at any time from the Applications tab of your Settings page. By authorizing an application you continue to operate under Twitter's Terms of Service. In particular, some usage information will be shared back with Twitter. For more, see our Privacy Policy."

2. Enter your email and password

3. Click on Authorize app

If installation was successful, you will see the following message.



## FACEBOOK

1. Click on the “Add Facebook monitoring application” link provided in the email from SMARSH. You will see the following screen.



 **Smarsh Socialite Archiver** would like to access your public profile, friend list, email address, custom friends lists, messages, friend requests, News Feed, relationships, relationship interests, chat status, notes, work history, status updates, checkins, education history, events, groups, interests, current city, photos, questions, religious and political views, follows and followers, videos, personal description, likes and your friends' relationship interests, chat statuses, notes, work histories, status updates, checkins, events, groups, interests, photos, questions, personal descriptions and likes.

[Privacy Policy](#)

Okay

Cancel

2. Click on “Okay”. You will see the following screen:

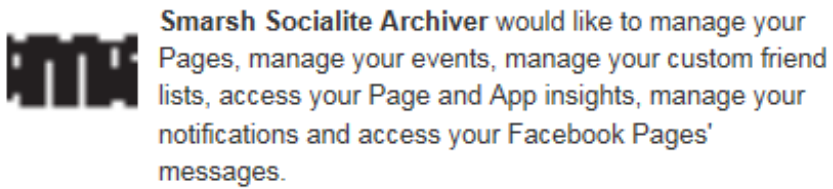


 Let Smarsh Socialite Archiver post to your friends for you.

 Friends ▾

Okay Skip

3. Click on **“Okay”**. You will see the following screen:



4. Click on **“Okay”**. If installation was successful , you will see the following screen:



**From:** [LaRocque, Linnea](#)  
**To:** [Madore, David](#)  
**Subject:** RE: Required Public Records Retention requirements - Activating SMARSH archiving services  
**Date:** Thursday, September 19, 2013 1:56:20 PM

---

Thank you Anna!

---

**From:** Madore, David  
**Sent:** Thursday, September 19, 2013 1:55 PM  
**To:** LaRocque, Linnea  
**Subject:** RE: Required Public Records Retention requirements - Activating SMARSH archiving services

I will bring this to his attention. Thank you.

Anna



**DAVID MADORE**  
**CLARK COUNTY COMMISSIONER**

---

1300 Franklin Street, Vancouver, Washington 98666-5000  
Telephone 360-397-2232, Cell: 360-601-3056  
Email: [david.madore@clark.wa.gov](mailto:david.madore@clark.wa.gov)  
*We strive to help you thrive!*

---

**From:** LaRocque, Linnea  
**Sent:** Tuesday, September 03, 2013 2:20 PM  
**To:** Madore, David  
**Cc:** LaRocque, Linnea  
**Subject:** Required Public Records Retention requirements - Activating SMARSH archiving services

Commissioner Madore,  
Sara Eckhardt in Public Information and Outreach, along with the PA's office, are asking you to please activate the SMARSH archiving services on your social media accounts.  
This attached document contains screen shots from Sara to assist you in this activation.

If I recall correctly Commissioner, you have two; Facebook and Twitter.

This archiving is necessary to meet our records retention requirements.  
Please let me know if you have any questions or concerns. Once the activation is complete, please advise so I can update Sara.  
Thank you,  
Linnea

**From:** [LaRocque, Linnea](#)  
**To:** [Madore, David](#)  
**Subject:** Required Public Records Retention requirements - Activating SMARSH archiving services  
**Date:** Monday, November 04, 2013 11:43:36 AM  
**Attachments:** [Smarsh Activation.docx](#)

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Hi Anna,

Do you remember back, when you asked whether Comm. Madore had enrolled in the SMARSH “thing”? I had not heard from the PIO department, however they did contact me today. Apparently, he has yet to activate the account.

It is important that this be completed as soon as possible. The documents I was about to bring you when you needed to take your call, are here at my desk to assist in this process. Should you have any questions, please contact me or the PA’s office.

---

**From:** LaRocque, Linnea  
**Sent:** Tuesday, September 03, 2013 2:20 PM  
**To:** Madore, David  
**Cc:** LaRocque, Linnea  
**Subject:** Required Public Records Retention requirements - Activating SMARSH archiving services

Commissioner Madore, Sara Eckhardt in Public Information and Outreach, along with the PA’s office, are asking you to please activate the SMARSH archiving services on your social media accounts. This attached document contains screen shots from Sara to assist you in this activation.

If I recall correctly Commissioner, you have two; Facebook and Twitter.

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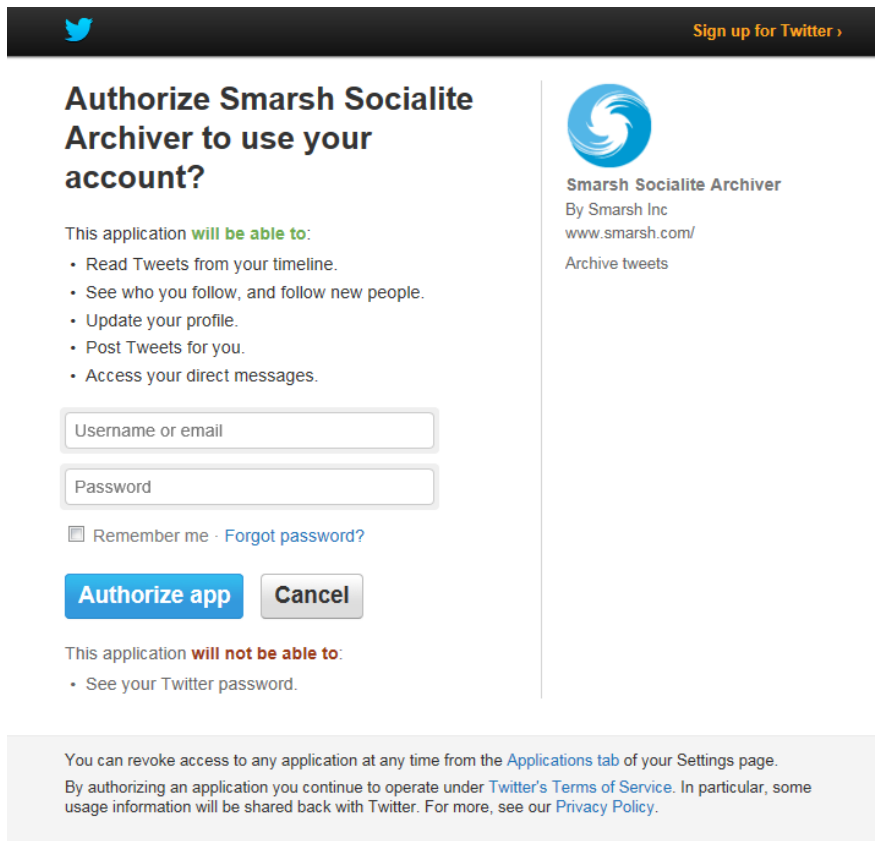
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Linnea

## ACTIVATING SMARSH SOCIAL MEDIA ARCHIVING SERVICES

The following are steps to activate SMARSH archiving services on your social media accounts.

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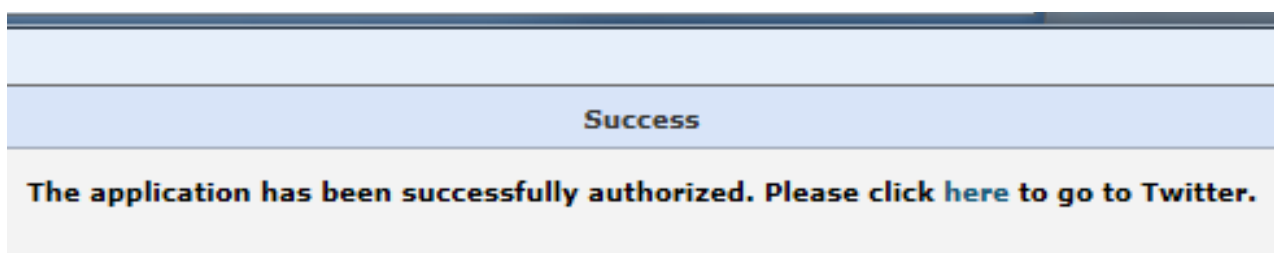


The screenshot shows the Twitter authorization interface. At the top left is the Twitter logo, and at the top right is a link to "Sign up for Twitter". The main heading is "Authorize Smarsh Socialite Archiver to use your account?". Below this, it states "This application will be able to:" followed by a list of permissions: "Read Tweets from your timeline.", "See who you follow, and follow new people.", "Update your profile.", "Post Tweets for you.", and "Access your direct messages." There are two input fields for "Username or email" and "Password", a checkbox for "Remember me" with a link to "Forgot password?", and two buttons: "Authorize app" and "Cancel". Below the input fields, it states "This application will not be able to:" followed by "See your Twitter password." On the right side, there is a logo for "Smarsh Socialite Archiver" and text: "By Smarsh Inc", "www.smarsh.com/", and "Archive tweets". At the bottom, there is a disclaimer: "You can revoke access to any application at any time from the Applications tab of your Settings page. By authorizing an application you continue to operate under Twitter's Terms of Service. In particular, some usage information will be shared back with Twitter. For more, see our Privacy Policy."

2. Enter your email and password

3. Click on Authorize app

If installation was successful, you will see the following message.



## FACEBOOK

1. Click on the “Add Facebook monitoring application” link provided in the email from SMARSH. You will see the following screen.

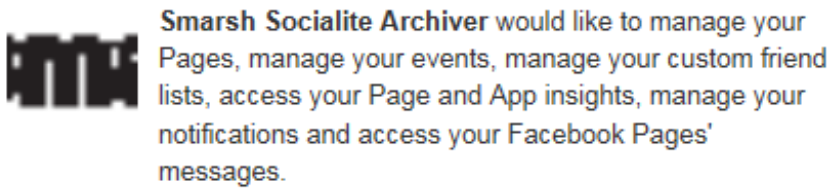


2. Click on “Okay”. You will see the following screen:





3. Click on **“Okay”**. You will see the following screen:



4. Click on **“Okay”**. If installation was successful , you will see the following screen:



**From:** [Madore, David](#)  
**To:** [LaRocque, Linnea](#)  
**Subject:** FW: Required Public Records Retention requirements - Activating SMARSH archiving services  
**Date:** Tuesday, February 11, 2014 2:57:06 PM

---



**DAVID MADORE**  
**CLARK COUNTY COMMISSIONER**

---

1300 Franklin Street, Vancouver, Washington 98666-5000  
Telephone 360-397-2232, Cell: 360-601-3056  
Email: [david.madore@clark.wa.gov](mailto:david.madore@clark.wa.gov)  
*We strive to help you thrive!*

---

**From:** Madore, David  
**Sent:** Tuesday, February 11, 2014 2:56 PM  
**To:** Madore, David  
**Subject:** FW: Required Public Records Retention requirements - Activating SMARSH archiving services



**DAVID MADORE**  
**CLARK COUNTY COMMISSIONER**

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---

**From:** Madore, David  
**Sent:** Thursday, September 19, 2013 1:55 PM  
**To:** LaRocque, Linnea  
**Subject:** RE: Required Public Records Retention requirements - Activating SMARSH archiving services

I will bring this to his attention. Thank you.

Anna



**DAVID MADORE**  
**CLARK COUNTY COMMISSIONER**

---

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---

**From:** LaRocque, Linnea  
**Sent:** Tuesday, September 03, 2013 2:20 PM  
**To:** Madore, David  
**Cc:** LaRocque, Linnea  
**Subject:** Required Public Records Retention requirements - Activating SMARSH archiving services

Commissioner Madore,  
Sara Eckhardt in Public Information and Outreach, along with the PA's office, are asking you to please activate the SMARSH archiving services on your social media accounts.  
This attached document contains screen shots from Sara to assist you in this activation.

If I recall correctly Commissioner, you have two; Facebook and Twitter.

This archiving is necessary to meet our records retention requirements.  
Please let me know if you have any questions or concerns. Once the activation is complete, please advise so I can update Sara.

Thank you,  
Linnea

**From:** [LaRocque, Linnea](#)  
**To:** [Madore, David](#)  
**Subject:** SMARSH  
**Date:** Tuesday, February 11, 2014 3:40:35 PM

---

Anna, this is what Sara had sent to me.

-----Original Message-----

From: Eckhardt, Sara  
Sent: Tuesday, February 11, 2014 3:01 PM  
To: LaRocque, Linnea  
Subject: RE: SMARSH

No, he has not activated the archiving service. I just spoke with Anna and will request an activation link be resent to the commissioner.

-----Original Message-----

From: LaRocque, Linnea  
Sent: Tuesday, February 11, 2014 2:54 PM  
To: Eckhardt, Sara  
Subject: SMARSH

did Comm. Madore ever sign up?  
He's asking.

**From:** [Madore, David](#)  
**To:** [LaRocque, Linnea](#)  
**Subject:** RE: SMARSH  
**Date:** Tuesday, February 11, 2014 3:42:47 PM

---

Thank you. I thought perhaps she had included the link in the email to you.

-----Original Message-----

From: LaRocque, Linnea  
Sent: Tuesday, February 11, 2014 3:41 PM  
To: Madore, David  
Subject: SMARSH

Anna, this is what Sara had sent to me.

-----Original Message-----

From: Eckhardt, Sara  
Sent: Tuesday, February 11, 2014 3:01 PM  
To: LaRocque, Linnea  
Subject: RE: SMARSH

No, he has not activated the archiving service. I just spoke with Anna and will request an activation link be resent to the commissioner.

-----Original Message-----

From: LaRocque, Linnea  
Sent: Tuesday, February 11, 2014 2:54 PM  
To: Eckhardt, Sara  
Subject: SMARSH

did Comm. Madore ever sign up?  
He's asking.

**From:** [Madore, David](#)  
**To:** [Madore, David](#)  
**Subject:** ACTIVATING SMARSH  
**Date:** Thursday, February 20, 2014 2:09:12 PM

---



**DAVID MADORE**  
**CLARK COUNTY COMMISSIONER**

---

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*We strive to help you thrive!*

---

**From:** Eckhardt, Sara  
**Sent:** Thursday, February 13, 2014 9:41 AM  
**To:** Fisher, Sally; Stienbarger, Cindy; Stuart, Steve; Madore, David  
**Cc:** LaRocque, Linnea  
**Subject:** FW: ACTION REQUIRED: Facebook, LinkedIn, and Twitter archiving upgrades by Smarsh

Please see the email below and let me know if you have any questions.

Thanks,

Sara

---

**From:** Jere Hawn [mailto:[jere.hawn@smarsh.com](mailto:jere.hawn@smarsh.com)]  
**Sent:** Thursday, February 13, 2014 5:03 AM  
**To:** Eckhardt, Sara  
**Subject:** ACTION REQUIRED: Facebook, LinkedIn, and Twitter archiving upgrades by Smarsh



RE: Case 523513

Hello Sara,

Over the next few weeks, Smarsh will be upgrading the way the Archiving Platform captures Facebook, LinkedIn, and Twitter. As mandated by each social network, the planned upgrade does require your employees to re-authenticate their user accounts for archival. The process will occur as follows:

1. All of your confirmed users will receive an email requesting they accept activation. Each user **MUST ACCEPT** activation of social media archiving for their relevant Facebook, LinkedIn and/or Twitter account(s) within 10 days.
2. Once the upgrade is complete, you will be able to review your list of users and add, modify or remove users yourself using the new social connections page.

If you have any questions, please contact Jere Hawn at 1-503-928-3165. Please refer to your case number 523513.

Best regards,

Jere Hawn | Smarsh Social Media Representative

Phone 1-866-SMARSH-1  
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[Unsubscribe](#)

Smarsh  
921 SW Washington Street  
Suite 540  
Portland, OR 97205



**From:** [Lily Falbo-Berg](#)  
**To:** [Madore, David](#)  
**Subject:** Smarsh Introduction  
**Date:** Monday, March 03, 2014 11:48:55 AM

---

Hey David,  
Thank you for giving me a moment of your time. It was nice to make the introduction.

Kind Regards,  
**Lily Falbo-Berg** | *Account Executive*  
(503) 928-8074 (direct)

**Smarsh**  
921 SW Washington St., Ste 540 | Portland, OR 97205  
1-866-SMARSH-1 | 971-998-9967 (fax)  
[www.smarsh.com](http://www.smarsh.com)

Immediate customer support:  
Call 1-866-762-7741 (x2) or email [support@smarsh.com](mailto:support@smarsh.com)



**From:** [LaRocque, Linnea](#)  
**To:** [Madore, David](#)  
**Subject:** FW: Smarsh - Social media archiving  
**Date:** Wednesday, March 05, 2014 4:17:58 PM

---

**Anna, per your direction, this is the message from Sara asking for the email address in order to archive Comm. Madore's personal facebook page along with his public page.**

**From:** Eckhardt, Sara  
**Sent:** Wednesday, March 05, 2014 4:11 PM  
**To:** LaRocque, Linnea  
**Subject:** Smarsh - Social media archiving

Hi Linnea,

could you remind Commissioner Madore to activate his Smarsh social media archiving account? When I met with the Commissioner he also asked about archiving his personal Facebook account which he on occasion speaks about county business. In order to set up archiving services for this account, I will need the email he used to set up the Facebook page.

Thank you,

Sara

**From:** [Madore, David](#)  
**To:** [Madore, David](#)  
**Subject:** FW: Smarsh  
**Date:** Tuesday, April 01, 2014 5:06:54 PM

---

---

**From:** Madore, David  
**Sent:** Tuesday, April 01, 2014 5:06 PM  
**To:** Eckhardt, Sara  
**Subject:** RE: Smarsh

Sara, Commissioner Madore has not received the Facebook activation link you mentioned you were sending.

Anna Miller  
Executive Assistant to  
Commissioner David Madore

---

**From:** Eckhardt, Sara  
**Sent:** Thursday, March 27, 2014 2:10 PM  
**To:** Madore, David  
**Cc:** LaRocque, Linnea  
**Subject:** Smarsh

Hello David,

I've spoken with the Jere at Smarsh. He indicated that the issue you had with activating your professional, not personal, Facebook account may have been due to the fact that you were logged into your personal account at the time of activation. Please be sure to completely logoff of Facebook before you try to activate.

I'm sending another Facebook activation link. Please let me know if you have an issues.

Thank you for your patience.

Sara  
Ext. 4455

**From:** [Madore, David](#)  
**To:** [Eckhardt, Sara](#)  
**Subject:** RE: Smarsh  
**Date:** Friday, April 04, 2014 12:07:47 PM

---

Thank you Sara.

---

**From:** Eckhardt, Sara  
**Sent:** Friday, April 04, 2014 9:09 AM  
**To:** Madore, David  
**Subject:** RE: Smarsh

Anna,

The activation link has been sent to the email that was used to set up the social media account - [david.m@usdigital.com](mailto:david.m@usdigital.com).

Thank you,

Sara

---

**From:** Madore, David  
**Sent:** Thursday, April 03, 2014 3:24 PM  
**To:** Eckhardt, Sara  
**Subject:** RE: Smarsh

Sara, where are you sending the link? Commissioner Madore and I do not see it in this inbox.

Are you sending it to another address?

Anna

---

**From:** Eckhardt, Sara  
**Sent:** Wednesday, April 02, 2014 9:50 AM  
**To:** Madore, David  
**Subject:** RE: Smarsh

Anna,

I have resent the activation link. Will you please confirm when it has been received?

Thank you,

Sara Eckhardt  
Online Content Manager

---

**From:** Madore, David

**Sent:** Tuesday, April 01, 2014 5:06 PM  
**To:** Eckhardt, Sara  
**Subject:** RE: Smarsh

Sara, Commissioner Madore has not received the Facebook activation link you mentioned you were sending.

Anna Miller  
Executive Assistant to  
Commissioner David Madore

---

**From:** Eckhardt, Sara  
**Sent:** Thursday, March 27, 2014 2:10 PM  
**To:** Madore, David  
**Cc:** LaRocque, Linnea  
**Subject:** Smarsh

Hello David,

I've spoken with the Jere at Smarsh. He indicated that the issue you had with activating your professional, not personal, Facebook account may have been due to the fact that you were logged into your personal account at the time of activation. Please be sure to completely logoff of Facebook before you try to activate.

I'm sending another Facebook activation link. Please let me know if you have an issues.

Thank you for your patience.

Sara  
Ext. 4455

**From:** [Richardson, Bill](#)  
**To:** [Madore, David](#)  
**Cc:** [McCauley, Mark](#)  
**Subject:** RE: ATTORNEY CLIENT COMMUNICATION - Facebook  
**Date:** Monday, October 20, 2014 8:47:50 AM

---

Commissioner,

I believe you are right. I am working on that right now.

Bill

---

**From:** Madore, David  
**Sent:** Monday, October 20, 2014 8:19 AM  
**To:** Richardson, Bill  
**Subject:** RE: ATTORNEY CLIENT COMMUNICATION - Facebook

Bill,

I believe that to install SMARSH, they need to set it up first and send an email with the link and some credentials.

Thanks

David

---

**From:** Richardson, Bill  
**Sent:** Friday, October 17, 2014 12:16 PM  
**To:** Madore, David  
**Subject:** ATTORNEY CLIENT COMMUNICATION - Facebook

Commissioner,

I reviewed the SMARSH contract and find that using the software on your Facebook Community page is appropriate. However, I am having difficulty determining how to overlay process of SMARSH works. I believe Sara Eckert sent you an email when our County first started using the SMARSH program that instructed you on how to apply the SMARSH program to our Facebook page. Do you still have that email; and if not, do you recall the suggested process. I will be out of the office during the second half of the day today, so please give me a call on Monday to discuss.

Best,

**Bill Richardson**

Attorney

Clark County Prosecutor's Office

Civil Division

(360) 397-2478

[Bill.Richardson@clark.wa.gov](mailto:Bill.Richardson@clark.wa.gov)

**From:** [Madore, David](#)  
**To:** [Richardson, Bill](#)  
**Subject:** RE: Facebook page  
**Date:** Saturday, February 13, 2016 4:27:51 PM

---

Bill,

I think there is a misunderstanding. Chris Horne recommended setting up a new Facebook page hosted by the county for each councilor for county business as recorded in this email history.

We are waiting for that to be set up. I am not aware of that being done yet. Please let me know when that is complete so I can do whatever is needed to enable SMARSH if that is what the county elects to use for archiving.

Thank you,

David

---

**From:** Richardson, Bill  
**Sent:** Friday, February 12, 2016 11:48 AM  
**To:** Madore, David  
**Subject:** Facebook page

Councilor,

I understand SMARSH sent you an email to enable archiving of your FaceBook page. I understand the email was sent in response to the conversation below. Did you get the email? If so, how do you intend to proceed?

Thank you,

Bill Richardson

---

**From:** Richardson, Bill  
**Sent:** Monday, February 01, 2016 3:29 PM  
**To:** Madore, David  
**Subject:** RE: councilor Facebook page

Councilor,

The policy would go through a drafting process that would result in a product to be presented to the BoCC for consideration, comment and eventual approval.

Bill

---

**From:** Madore, David  
**Sent:** Monday, February 01, 2016 2:48 PM  
**To:** Richardson, Bill  
**Subject:** RE: councilor Facebook page

Bill,

Sure. I also assume that any policy related questions will be answered by the County Council.

Thank you,

David

---

**From:** Richardson, Bill  
**Sent:** Monday, February 01, 2016 8:49 AM  
**To:** Madore, David  
**Cc:** Horne, Chris; Kim, Sam; Keltz, Mary  
**Subject:** RE: councilor Facebook page

Councilor Madore,

I copied Mr. Horne, Mr. Kim and Ms. Keltz on your email. I was not aware of an endeavor to set up a Councilor Facebook page. If that is to happen, I believe the first step should be taken by Mr. Kim and Ms. Keltz. The first step will be design and creation of the page. The second step, which can begin shortly after the design step, will be construction of the rules-of-use mentioned in your email below. I can work with Mr. Horne, Mr. Kim and Ms. Keltz on that issue. Does that plan sound good to you?

Sincerely,  
Bill Richardson

---

**From:** Madore, David  
**Sent:** Monday, February 01, 2016 7:51 AM  
**To:** Richardson, Bill  
**Subject:** councilor Facebook page

Bill,

Chris Horne recommended that a Facebook page be set up and hosted on the county servers to conduct county business. I will fully cooperate and look to you to make all the preparations for the new Facebook page.

Let me know when it is set up so I can use it. Please provide the applicable rules and guidelines. Since public funds will be used to host and oversee the resource, please provide the applicable rules and guidelines prescribed about appropriate content.

Since all content of the councilor Facebook pages will be considered part of the public record, I assume that no content should ever be deleted and no citizens will ever be banned. I assume that the PA's office will handle any exceptions, if any.

The PA's office rather than individual councilors may need to delete or hide vulgar, pornographic, or other such potentially offensive content. Not doing so, may result in Facebook disabling the page.

Creating new Facebook pages for individual councilors will add one more way that citizens and citizen representatives can engage to conduct public business.

I have other Facebook pages that I use for family, a newspaper, and for advocating for issues. I will inform my guests that my current pages are not for county business and that citizens can use the new county Facebook page that you will set up for county business.

Thank you,

David