

## **Draft Outreach Committee observations and comments on the Proposed Social Media Policy**

**Item 5.6** states: *Although a neighborhood council may determine that only one person is needed to fulfill both the Account Administrator and Account Moderator roles, the neighborhood council shall always designate alternates to ensure access by more than one person. The neighborhood council shall also create distinct role specific email accounts for shared use by its Account Administrator, Account Moderator and their alternates.*

-- The TNC Outreach Committee would like additional information on how this applies to the TNC Nextdoor (EMPOWER LA account) and the TNC Facebook Account.

**Item 6.3** states: *The establishment of a Neighborhood Council Digital Communications account must be approved by official action of the neighborhood council. A neighborhood council shall not establish or authorize Digital Communications accounts for its committees or any other groups. All Digital Communications shall originate from the neighborhood council, acting through its board, and not any committee or group.*

--The TNC Outreach Committee would like clarification on this statement - Does this mean a TNC Committee chair can or cannot post their own agendas on their TNC Website Committee page or forward their agendas to the TNC Facebook moderator for posting without first going through the entire NC board for approval?

**Item 8.1** states: *Publication of Official Information. Neighborhood Council Digital Communications are for official use only. All information disseminated must be directly related to the official duties and responsibilities of a neighborhood council under the city Charter and Administrative Code. Proper use for a neighborhood council's website, social media or newsletters/reports is the promotion of neighborhood council membership and attendance at meetings and promotion of approved and authorized neighborhood council events. The development and use of Neighborhood Council Digital Communications for personal gain and use is strictly prohibited. "*

--The Outreach Committee would like to know if this limits what can be posted to either promoting NC events or NC meetings? Can information be posted about such things as renter's relief, rules for mask wearing, or about free covid tests? Or check out this link to Bob Blumenfield's office for free mask giveaway, etc.

**Item 8.8** states: *No Neighborhood Council Digital Communications may include endorsement of private entities, including non-profit organizations, but may provide links as necessary to the operation of a neighborhood council-approved event, and in that circumstance, must also include the*

*following disclaimer: "Acknowledgement of any entity or person(s) on this page does not constitute the neighborhood council's support or endorsement of it or its products or services."*

--If the TNC posts that it gave funding/NPG to OneGeneration or West Valley Food Pantry and information about how they are helping the community; is this OK? Do we have to include an "acknowledgement of any entity of person (s) on this page does not constitute the neighborhood council's support or endorsement of it or its products or services"?

**Item 9.1** states - *No neighborhood council board or committee member is authorized to establish or administer a personal website, Social Media, or newsletter utilizing their title or position on a neighborhood council to publish information concerning the neighborhood council's meetings, events, and activities. If individual board members wish to encourage civic engagement through the neighborhood council, they may post a link to the Neighborhood Council Website, and shall, to the greatest extent that a given platform allows, block the ability of any posts and/or comments to avoid any discussion regarding neighborhood council matters.*

--Need some clarification. Situation – Can one of our board members post TNC info on their Nextdoor account, ie., copying and pasting the agendas, flyers for fairs? Is this allowed? If so how? Does this work – Devon posts TNC events on the TNC Nextdoor; and separately a board member shares the official TNC Facebook post?

**Item 10.1** states - *Comments from the public may be disallowed or disabled on Neighborhood Council Digital Communications, provided they are blocked at all times. In the event that comments are allowed on Neighborhood Council Digital Communications, they must be monitored daily (see Attachment A - Neighborhood Council System Commenting Policy Notice)*

--According to the above, comments on TNC Digital Communications must be blocked or open at all times; if open it has to be monitored every day (attachment A) Does this apply to TNC Facebook and NextDoor, what if comments are turned off? Does the TNC board recommend turning comments off or leaving on? If leave on then do we need to include (Attachment A – NC System Commenting Policy Notice-and if so, how do we reference or post the "Attachment A: Neighborhood Council System Commenting Policy Notice on TNC Facebook or TNC Nextdoor Account? Devon, who monitors and posts on TNC Facebook and TNC Nextdoor also requested guidelines for Direct Messaging.

**Item 11.2** states - *If a security breach is suspected to have taken place or is confirmed, the Account Administrator must notify the president or chair of*

*the neighborhood council and the Department immediately, regardless of time of day or day of the week. If necessary, the Neighborhood Council Digital Communications account will be suspended or deactivated.*

--Are we calling the TNC President at 4 AM?

Item 12.1 states - *Content on all Neighborhood Council Digital Communications may be subject to disclosure as required by the California Public Records Act (CPRA).*

-- What are the record retention requirements? For example, TNC posts news items on the website, can we delete old news such as free mask giveaways or information about participating in the Census? Additionally, how far back should Committee minutes/agendas, etc. go back?

Additionally; as a result of reading this document, the Outreach Committee would like to recommend:

1. The TNC reviews its Website Resources' pages regularly to confirm that the information and links posted are accurate and to update as needed.