

Outreach Committee's proposed CIS to the BONC regarding the October 14, 2021 proposed Digital Media Policy – December 7, 2021

**2.3 This policy also contains information and an attachment (Attachment A) regarding the Neighborhood Council System Commenting Policy.**

To confirm, *Attachment A* should be included on the TNC Facebook and NextDoor Accounts, where public comments are allowed; however, it would not apply to the TNC website as public comments are not posted on the website.

**6.3 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 any other group.**

We are still opposed to the statement that *All Digital Communications shall originate from the neighborhood council, acting through its board, and not any committee or any other group.* -This is too restrictive and implies that the full Board would need to approve all social media posts, emails, newsletters, and website content. If this were the case, the NC would need to decide whether to substantially detract from the board effectiveness and outreach efforts.

**7.1 Whenever a City service, activity or event is referenced, to ensure accuracy and build credibility, all Neighborhood Council Digital Communications must provide a way to learn more, such as an email address to write to or link to a city website.**

If an announcement of an official event is presented verbatim, is it necessary to reference a point of contact? If there is no specific party, will a general email address or website for the city department suffice?

**8.1 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. Neighborhood Council Digital Communications are most appropriately used to promote 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 or for political lobbying or advocacy is strictly prohibited.**

What about community events not sponsored or supported by the NC, such as a senior day at the local community center or local food bank? Perhaps our councilmember's annual bike ride. Not all things in the community lead back to the NC.

**8.3 Prohibition of Discussion, Deliberation, or Taking Action on Neighborhood Council Matters. Although Neighborhood Council Digital Communications may contain relevant information concerning the neighborhood council's meetings, events, and activities, neighborhood council board members may not discuss, deliberate, or take action on any neighborhood council matters via Neighborhood Council Digital Communications. Neighborhood Council Digital Communications must promote civic engagement and open and transparent discourse, by directing that the public attend neighborhood council meetings. Therefore, whenever possible, the Neighborhood Council Social Media and Newsletters should link back to the Neighborhood**

***Council Website and its section relating to agendas to encourage the public to attend and provide any comment at neighborhood council meetings.***

We understand the intent, however, in practice this directive needs further clarity. What about important community discussions promoted by local or state level elected officials? Can an NC post something like a telephone town hall put on by a congress person?

**8.6 (1) *General Content Prohibitions. A neighborhood council may not, on its Neighborhood Council Digital Communications, publish any content:***

***(1) that relates to campaign related purposes, including but not limited to statements in support or opposition to any candidate or ballot measures, requests for campaign funds or references to any solicitation of campaign funds, and references to the campaign schedule or activities of any candidate***

It's understood that once a measure is on the ballot an NC should not take a position on it. However, there should be no restriction on an NC informing stakeholders of a position taken via CIS if the matter is being considered by the city council. Also, there should be no retroaction on informing stakeholders of an upcoming candidate forum put on by a local chamber or other community organization so long as all candidates are included.

**8.7 *No Neighborhood Council Digital Communications may include endorsements 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."***

Please clarify what is meant by "endorsement". It would seem rather counterintuitive if an NC gives an NPG to a non-profit for a booth and then attends the event to have to post a disclaimer. Also, the disclaimer should be written as..."Acknowledgement of any entity or person(s) does not constitute the neighborhood council's support or endorsement of it or its products or services."...and will be stated in one place per social media platform.

**9.2 *Neighborhood Council board or committee members, in their personal or individual capacities, may maintain their own websites, social media sites, or other digital communications channels. They may also engage in separate conversations or communications on an internet-based social media platform to answer questions, provide information to the public, or solicit information from the public regarding a matter that is within the subject matter jurisdiction of the legislative body so long as those conversations and communications do not otherwise violate laws, such as the Brown Act or the First Amendment; however, the following is expressly not authorized by this policy and applicable law.***

**a). *Display of any neighborhood council or City seal, logo, trademark, apparel, vehicle, badge, patch, or other official neighborhood council or City image***

This needs further clarity. Does this in essence say NC Board members in helping promote NC business, events, or City business should not post these types of announcements on their personal social media accounts and instead only post links to the original post? i.e., TNC meeting agendas?

**g). *Posting or publishing of any response (such as commenting, sharing, retweeting, liking, disliking, or use of emojis) regarding any matter that is pending before or may come before the neighborhood council.***

This is overly broad; how would the NC know what will come before the board.