

SILVER LAKE NEIGHBORHOOD COUNCIL SOCIAL MEDIA ACCESS AND USE POLICY

The purpose of this policy is to advise the Silver Lake Neighborhood Council (“Council”) of the proper access and use of the Neighborhood Council social media sites as a means of conveying information to the members of the Silver Lake community.

LEGAL STUFF

Definitions: "Social media sites" means content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the internet.

The goal of the Council’s social media channels is to serve as an online information source focused on neighborhood issues, projects, news and events, and is not intended as a public forum. The social media sites are administered by the Council, but the content on the sites is not entirely controlled by the Council. The Council does not endorse any link or advertisements placed on its social media sites. The Council reserves the right to remove any content from its social media sites at any time. Please note that the Council Charter at all times supersedes this Social Media Policy (“Policy”) document, and any policies derived from it.

Policy Purpose: This Policy establishes guidelines for the establishment and use by the Council of social media sites as a means of conveying information to the public.

The intended purpose of Council social media sites is to disseminate information from the Council about the Council’s mission, meetings, activities, as well as current issues to the public.

The Council has an overriding interest and expectation to protect the information posted on its social media sites and the content that is attributed to the Council through its Board Members and Committees.

“Council social media sites” means social media sites which the Council establishes and maintains, and over which it has control over all postings. Council social media sites shall supplement, and not replace, the Council’s required notices and standard methods of communication.

“Posts” or “a posting” means information, articles, pictures, videos or any other form of communication posted on a Council social media site.

OFFICIAL COUNCIL ACCOUNTS

Presently, the only sanctioned social media platforms are Facebook and Instagram. If a committee would like to have their own account outside of these two platforms, they can

do so through a written request to the Outreach Committee and each request will be decided on a case-by-case basis.

All official accounts must grant administrative access to the Council Secretary (the Council Secretary shall be designated as an “Admin” on all Facebook Pages and any other sites), in lieu of providing account passwords. This is to ensure that accounts can be accessed at any time, if the primary account holder is unable to login.

The purpose behind limiting the Council’s accounts is to ensure that the accounts are well maintained and properly managed by the resources available to the Council.

Posting Frequency: The Council recognizes that to be effective at communication, a steady cadence of posts is necessary in order to keep the neighborhood informed, as well as abide by Facebook best practices to be visible within a user’s feed.

It is recommended that Facebook posting be done daily, with Wednesday – Friday designated as posts pertaining to the bi-monthly Silver Lake Neighborhood Council Newsletter; Sunday to promote any upcoming events, and Monday & Tuesday open to the first Board Member who would like to post on the Neighborhood Council’s Facebook page. Best practices for Facebook posting is no more than one post per day for each page.

It is recommended that posts for the week be scheduled no later than 8pm the preceding Sunday.

The objective of scheduling out posts is two-fold:

- 1) To ensure there is proper pacing of posts throughout the week and ensure we’re communicating effectively with our page followers;
- 2) To thoughtfully plan our social media posts ahead of time, and to allow time for proofreading, and any additional edits from the original account poster, if needed.

Any Council Board Member is allowed to post to Council social media accounts, as long as they adhere to the posting schedule, and content guidelines set forth in this document.

If Council Committees maintain a separate social media account/page/group, they must adhere to content guidelines, but not the posting schedule listed above.

GENERAL POLICY

The Council’s official website is www.SilverLakeNC.org (or any domain owned by the Council) and will remain the Council’s primary means of internet communication.

The establishment of Council social media sites is subject to approval by the Outreach Committee. Upon approval, Council social media sites shall bear the name and/or official logo of the Council.

Council social media sites shall clearly state that such sites are maintained by the Council and that the sites comply with the Council's Policy.

Council social media sites shall link back to the Council's official website for forms, documents, online services and other information necessary to conduct business with the Council.

The Council shall use social media sites as consistently as possible and in conjunction with other established Council communication tools.

Council social media sites shall be managed consistently with the Brown Act. Members of the Council and its Committees shall not engage in serial meetings via their comments on any social media sites.

The Council reserves the right to terminate any Council social media site, upon a vote by the Board at a Board meeting.

Council social media sites shall comply with usage rules and regulations required by the site provider, including privacy policies.

Council social media sites shall adhere to applicable federal, state and local laws, regulations and policies.

The Council's Policy shall be displayed to users or made available by hyperlink.

Council social media sites are subject to the California Public Records Act. Any content maintained on a Council social media site that is related to Council business, posted communication, and communication submitted for posting, may be considered a public record and subject to public disclosure.

Anyone representing the Council on Council social media sites shall conduct themselves at all times as a professional representative of the Council and in accordance with all Council policies.

Council social media sites may contain content, including but not limited to, advertisements or hyperlinks, over which, the Council has no control. The Council does not endorse any hyperlink or advertisement placed on Council social media sites by the social media site's owners, vendors, or partners.

The Council reserves the right to change, modify, or amend all or part of this Policy at any time.

CONTENT GUIDELINES

All content posted on behalf of the Council on the Council's social media sites must comply with Brown Act Requirements, DONE's ethical guidelines and Code of Civility for neighborhood councils.

The Council shall have full permission or rights to any content posted by the Council and its Committees, including photographs and videos.

Postings should be made live between the hours of 9:00 am and 8:00 pm.

Anyone authorized to post items on any of the Council's social media sites shall review, be familiar with, and comply with this Policy and its terms and conditions.

Anyone authorized to post items on any of the Council's social media sites shall not express his or her own personal views or concerns through such postings.

Postings must contain information that is freely available to the public and not be confidential as defined by any Council policy or state or federal law.

Postings may NOT contain any personal information.

These guidelines shall be displayed to users or made available by hyperlink on all Council social media sites. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster, when available.

In addition, content posted on the Council's social media sites shall not contain any of the following:

1. Opinion by a Board or Committee Member in support of or opposition to any items that are agendized or have been agendized but not resolved by the Board.
2. Content by a Board or Committee Member that is in opposition to, or contradictory to, a position the Board has taken on any subject.
3. Content endorsing any business or political candidate.
4. Profane, discriminatory or harassing language or content, either toward any individual, group of people, or the Board generally.
5. Comments that are not topically related to the particular posting being commented upon.
6. Solicitations of commerce.
7. Content that violates federal, state or local laws.

Removal of inappropriate content:

Content posted on the Council's social media sites that violate the content and posting guidelines above shall be removed.

Any member of the Council's Executive Committee is empowered to remove such

inappropriate content immediately.

Any person that feels there is inappropriate content should send an email to Executive@SilverLakeNC.org for review. If a questionable item is removed by the Executive Committee, this Committee shall then decide if discussion about such content will be considered on their agenda, for possible reversal of the rendered decision.

If a Board Member or Committee Co-Chair violates the guidelines here, upon first offense, they shall be given a written warning issued by the Executive Committee. Upon the second offense, they shall automatically lose all posting privileges for the remainder of their Board term or Committee Co-Chair term. Any Board Member or Committee Co-Chair who loses their posting privileges may seek redress with the Executive Committee.