

**SILVER LAKE NEIGHBORHOOD COUNCIL
WEBSITE ACCESS AND USE POLICY**

(Revised November 14, 2017)

The purpose of this policy is to advise the Silver Lake Neighborhood Council of the proper access and use of the Neighborhood Council website as a means of conveying information to the members of the Silver Lake community.

AUTHORIZED ACCESS AND USE

For the purpose of conducting SLNC business, the following positions are authorized to access and use the website:

1. Webmaster
2. Secretary or designee
3. Designated board member as a temporary Admin (if there is no Secretary or Assistant to Secretary)

Specific access and use is limited to:

Webmaster: Website maintenance, updates, newsletter eblasts, troubleshoot technical issues and any other assignments approved by the board.

Secretary (or designee): Shall maintain a master list of all passwords and assume webmaster duties when webmaster is not available. This person is a point of contact with the webmaster.

Designated board member as a temporary Admin: If the Board is missing its Secretary and Assistant to Secretary or designee, the Governing Board may appoint a temporary Admin, who can complete webmaster duties when webmaster, Secretary and Assistant Secretary or designee are not available or able to complete tasks of an urgent nature.

No one else shall have authorized access to our website.

Note: Committee Co-Chairs shall not have access to the website, but shall submit their Meeting Agendas, Draft Minutes and Approved Minutes to the Webmaster for posting. Additionally, all Agendas must also be submitted to the Governing Board and NC Support (for the City's Early Notification System)

PASSWORDS

The SLNC Executive Committee will keep an updated list of usernames and passwords of the website on behalf of the SLNC.

Webmaster will have necessary passwords to complete his/her tasks. All authorizations for temporary access for the use of passwords are to be initiated by the SLNC Co-Chairs.

TRAINING

Upon seating of every new board, the Webmaster and/or veteran Board members are to educate new board members and committee co-chairs with the procedure for getting their Agendas, Draft Minutes and Approved Minutes posted on the website.

CONTENT AND POSTING GUIDELINES

All content posted on behalf of the SLNC on the SLNC website is to comply with Brown Act Requirements, DONE's ethical guidelines and Code of Civility for neighborhood councils.

In addition, content posted on behalf of the SLNC shall not contain any of the following:

1. Opinion in support of or opposition of any items that are agendized or have been agendized but not resolved by the board.
2. Content that is in opposition 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. Content that violates federal, state or local laws.

Removal of inappropriate content:

Content posted on behalf of SLNC on the website that violates the content and posting guidelines above shall be removed.

Any member of the SLNC 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, the Executive Committee shall then decide if discussion about such content will be considered on their agenda, for possible reversal of decision taken.

Date: November 14,2017

Committee/Requestor: Outreach Committee/Betsy Isroelit

Text of Motion: The Outreach Committee recommends that the Silver Lake Neighborhood Council (SLNC) approve the revised Website Access and Use Policy that was created by the Website and Social Media Policy Workgroup and revised in the November 14, 2017 Outreach Meeting. The updated Policy is attached.

Committee Vote:
5 in favor, none opposed

Describe the event or project in detail:
Update the SLNC's Website Access and Use Policy

If a committee submits the motion, describe how the motion supports the committee's mission and goals.
The Outreach Committee is dedicated to involving more members of the community in the Silver Lake Neighborhood Council and its Committees—and keeping residents, stakeholders and the media informed about activities and news. A clearly defined website policy helps streamline communications and insures that members of the Silver Lake Neighborhood Council are informed of proper access and use of the website as a means of conveying information to the members of the Silver Lake community.

What is the timeline for the project?
Policy will be effective upon approval by SLNC Governing Board

What is the total budget for the project? If this is a funding motion, please submit a completed Funding Request Form to the Treasurer at least 3 days before the Governing Board Meeting.
None

From which budget line(s) are the funds to be drawn? If this is a Neighborhood Purpose Grant (NPG), attach completed NPG forms and supporting documents.
N/A

How will this motion be implemented, and by whom?
After approval, Betsy Isroelit, secretary, will work with the web mistress to update the policy on SilverLakeNC.org

8.2

**SILVER LAKE NEIGHBORHOOD COUNCIL
SOCIAL MEDIA ACCESS AND USE POLICY
(revised November 14, 2017)**

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.

Date: November 14,2017

Committee/Requestor: Outreach Committee/Betsy Isroelit

Text of Motion: The Outreach Committee recommends that the Silver Lake Neighborhood Council (SLNC) approve the revised Social Media Access and Use Policy that was created by the Website and Social Media Policy Workgroup and revised in the November 14, 2017 Outreach Meeting. The updated Policy is attached.

Committee Vote:
5 in favor, none opposed

Describe the event or project in detail:
Update the SLNC's Social Media Access and Use Policy

If a committee submits the motion, describe how the motion supports the committee's mission and goals.
The Outreach Committee is dedicated to involving more members of the community in the Silver Lake Neighborhood Council and its Committees—and keeping residents, stakeholders and the media informed about activities and news. Social media channels, such as Facebook, are an important part of this outreach. A clearly defined social media policy helps streamline these communications and insures that members of the Silver Lake Neighborhood Council Governing Board understand 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.

What is the timeline for the project?
Policy will be effective upon approval by SLNC Governing Board

What is the total budget for the project? If this is a funding motion, please submit a completed Funding Request Form to the Treasurer at least 3 days before the Governing Board Meeting.
None

From which budget line(s) are the funds to be drawn? If this is a Neighborhood Purpose Grant (NPG), attach completed NPG forms and supporting documents.
N/A

How will this motion be implemented, and by whom?
After approval, Betsy Isroelit, secretary, will work with the web mistress to update the updated policy on SilverLakeNC.org

9.1.

Dear Councilman O'Farrell:

New Year brings with it a hopeful spirit and a new sense of positive energy. In that positive spirit, the Silver Lake Neighborhood Council is reaching out to you to re-affirm our shared commitment to Silver Lake. We look forward to working with Council Districts 13 and 4, the LADWP, BOE, and BOS with regard to the upcoming Silver Lake Reservoir Complex Master Plan process. We are excited about the process, and are prepared, as elected partners, to do all that we can do to assist.

As the only elected body whose sole responsibility is to represent the needs of our neighborhood, the Silver Lake Neighborhood Council will ensure its' stakeholders that the upcoming Master Plan process will be as inclusive, receptive, and transparent as possible.

As is our habit, the SLNC will hold community meetings for every phase of the process and we look forward to working with the afore mentioned agencies to ensure all pertinent information is shared in an open and accessible fashion.

We agree with your stated position that, "those who will be mostly affected means a lot to me" (*March 2017 LADWP Community; Ivanhoe Elementary School*). The Reservoir affects the quality of life of our constituents, and we both take that responsibility seriously. This responsibility also includes the SLNC's commitment to share all information and decisions regarding the reservoir complex to all who consider themselves stakeholders of our community.

We look forward to working together to ensure that transparency is part of the Reservoir Master Plan process, and that all interests of the Silver Lake community are respected and represented, openly, avoiding any appearance of "back room dealings".

Best wishes for the New Year.

The Silver Lake Neighborhood Council Governing Board

10.

December draft minutes can be found at www.silverlakence.org

Monthly Expenditure Report



Reporting Month: November 2017 Budget Fiscal Year: 2017-2018

**NC Name: Silver Lake
Neighborhood Council**

6.1.

Monthly Cash Reconciliation					
Beginning Balance	Total Spent	Remaining Balance	Outstanding	Commitments	Net Available
\$35015.48	\$707.86	\$34307.63	\$0.00	\$0.00	\$34307.63

Monthly Cash Flow Analysis					
Budget Category	Adopted Budget	Total Spent this Month	Unspent Budget Balance	Outstanding	Net Available
Office	\$31800.00	\$259.93	\$24283.38	\$0.00	\$24283.38
Outreach		\$272.17		\$0.00	
Elections		\$0.00		\$0.00	
Community Improvement Project	\$7200.00	\$175.75	\$7024.25	\$0.00	\$7024.25
Neighborhood Purpose Grants	\$3000.00	\$0.00	\$3000.00	\$0.00	\$3000.00
Funding Requests Under Review: \$0.00		Encumbrances: \$0.00		Previous Expenditures: \$6984.52	

Expenditures						
#	Vendor	Date	Description	Budget Category	Sub-category	Total
1	COPYMAT HOLLYWOOD	11/02/2017	(Credit card transaction)	General Operations Expenditure	Outreach	\$39.86
2	DNH GOODADDY.COM	11/12/2017	(Credit card transaction)	General Operations Expenditure	Office	\$69.99
3	DNH GOODADDY.COM	11/13/2017	(Credit card transaction)	General Operations Expenditure	Office	\$97.98
4	STAPLES 00102277	11/15/2017	(Credit card transaction)	General Operations Expenditure	Office	\$16.96
5	COPYMAT HOLLYWOOD	11/15/2017	(Credit card transaction)	Community Improvement Project		\$175.75
6	MAILCHIMP MONTHLY	11/29/2017	(Credit card transaction)	General Operations Expenditure	Office	\$75.00
7	FACESK QCKJ8EEVD2	11/30/2017	(Credit card transaction)	General Operations Expenditure	Outreach	\$125.00
8	COPYMAT HOLLYWOOD	11/30/2017	(Credit card transaction)	General Operations Expenditure	Outreach	\$107.31
Subtotal:						\$707.86