

Encino Neighborhood Council (ENC) Social and Digital Media Communication Guidelines and SOP:

Objective:

The ENC's use of social media and digital communications aims to keep the Encino community informed about local issues, events, and the Council's initiatives. Our objectives include fostering public awareness, encouraging community participation, and facilitating community engagement with the ENC. Additionally, our communications may highlight non-ENC community events, such as farmers' markets, charity drives, outdoor activities, significant dates, holiday greetings, and public safety updates.

Scope:

Administration:

The ENC Board and Outreach committee shall appoint account administrator(s) to manage digital communications. The ENC Board is responsible for appointing, electing, or assigning at least one Account Administrator(s) to implement and ensure compliance with this policy. Absent designation, the Account Administrator will be the president or chair of the neighborhood council. ENC may also appoint, elect or assign a content creator and/or comment moderator to work with the Account Administrator(s). **Current Administrators March 1, 2024:**

Administrator #1 - Chair of Outreach:

Outreach Committee Members: 2 Administrators

Executive Committee Member: 1 Administrator

Administrators shall abide by the DONE Digital Communications Policy.

Administrators shall have full access to ENC social and digital platform accounts and shall have authority to post, edit, remove and modify posts as they deem necessary to be in accordance with DONE Digital Communications Policy and Guidelines.

Administrators shall have account login credentials for all ENC digital and social media accounts.

This will include the ability to "boost" posts on platforms that have a budgeted allocation for such action. Boosted posts shall be approved by the outreach chair prior to boosting.

Account Administrator(s) are responsible for managing and maintaining Neighborhood Council Digital Communications and should: (1) ensure that a Neighborhood Council's Digital Communications are regularly maintained and comments are regularly checked; (2) ensure that the neighborhood council board is informed about Neighborhood Council Digital Communications activities through regular reports; (3) review content posted to the

Neighborhood Council's Digital Communications to ensure the content is timely, professional, and relevant to neighborhood council's activities and resources, and is consistent with the neighborhood council's bylaws and standing rules, City policies, including policies set forth by the Board of Neighborhood Commissioners, Department of Neighborhood Empowerment, and applicable law; and (4) ensure that the neighborhood council is in compliance with the rules, guidelines, and policies of the third-party websites, social media sites, newsletters, platforms, and accounts being used; and (5) ensure that (a) accounts are in active use; (b) content published by the neighborhood council is timely and accurate; (c) comments are checked and reviewed on a regular basis; and (d) comments are moderated according to this policy. Neighborhood council boards are responsible for ensuring that the content is consistent with the Neighborhood Council System's mission pursuant to the Charter, professionally presented, accurate, and respectful to their diverse communities.

Platforms:

The ENC's presence may span across various platforms, including but not limited to:

- Facebook
- Instagram
- X
- Thread
- Nextdoor
- Constant Contact
- Email newsletters
- Email notifications
- The ENC website

Other platforms may be utilized as deemed suitable for achieving council's communication Objectives.

Content Submission and Approval Process:

- ENC Committee Chairs and General Board members are encouraged to engage with the Encino community via social media and other digital communication platforms. Committee activities, meetings, events and relevant issues may be promoted via digital media. Committee chairs and ENC board members may submit content and posting requests to the Outreach committee for consideration, review and approval.

- Content submitted to the Outreach committee will undergo a review process by the designated administrators. Post review and approvals shall be made in a timely manner.

Content Guidelines:

- All social media posts and digital communications shall comply with the EmpowerLA Digital Communications Policy for The Neighborhood Councils April 5, 2022.
- Content must be relevant to the Encino community, abide by city and

Neighborhood Council (NC) regulations, and maintain neutrality.

- Posts should not be of a commercial or political nature, nor should they endorse commercial entities or events.