

The Encino Neighborhood Council (ENC) supports the creation of a Digital Communications Policy to ensure all NCs conduct themselves professionally while using digital communication platforms. However, the ENC does not support the draft Digital Communications Policy, dated October 14, 2021 for the following reasons:

- Section 6.1 – The ENC has several different digital communication accounts that have been setup for several years. Further clarification is needed to determine whether each NC that currently has active social media accounts will be required to setup a new email address specifically for the use of the NCs social media accounts. Furthermore, if each NC is required to have a dedicated email address, the Department should motion City Council to increase the annual budget each NC receives to cover the additional costs of the Digital Communications policy.
- Section 6.3 – Further clarification is required to determine if each NC will be required to agendize existing digital communication accounts for approval from the board.
- Section 6.4 – NCs should not be limited in the amount of digital communication platforms used. Communities are diverse and just as diverse are the different platforms people use to obtain information. NCs should use a variety of digital communications to engage a diverse population.
- 8.3 – NCs should be able to post resolutions voted on by the full board using digital communication platforms. All other aspects of this section are redundant, Code of Conduct and Ethics covers discussions outside of NC meetings.
- 8.6.(1) – Further clarification is required for section 8.6.(1). Are NCs able to post Get Out and Vote messages and or reminders to vote for specific positions if there is no mention of a candidate?
- 8.7 – NCs often partner with City Council Members or other City Departments & non-profits for events or to promote events that may be occurring. One function of an NC is to promote events in and near the community. For example, several NCs support One Generation’s Senior Symposium and have booths at the event – NCs should be able to post these events which clearly indicate support from the NC.
- 9.1 – Several NC members have created personal social media accounts indicating their involvement with their respective NC. An example is when a board member has a personal Nextdoor account that identifies their involvement with the NC. Restricting a board member from identifying themselves as NC members on personal social media is counterproductive to being able to engage with the community. Several politicians have personal social media accounts that clearly have a disclaimer that the account is a personal account and is not an official account. The Department should enact a similar policy. The NCs committees are driven by Stakeholders who do not take any of the required trainings, are not sworn in but will forced

to conform to this policy as Stakeholder committee member – section 9 should be removed in its entirety and be completely revised to not restrict civic engagement.

- 9.2 – There is a grammatical error, a period is missing at the end of the first sentence.
- 9.2.(c) – No department, entity or organization should restrict those using personal social media accounts from; commenting, sharing, retweeting, liking, disliking, or use of emojis regarding any matter that is within the neighborhood council’s jurisdiction that is made, posted, or shared by any other member of the neighborhood council board or committee. This section restricts how board members use their personal social media – this overreach is a violation of personal rights.
- 9.2.(d) – NC board members should not be restricted or prevented in listing their position on an NC in their social media.
- 9.2.(g) – At no time should a policy restrict NC board members from, commenting, sharing, retweeting, liking, disliking, or use of emojis regarding a matter that is pending or may come before the neighborhood council board member or committee member. It is impossible to determine what “may” come before a neighborhood council. Additionally several committee members are only Stakeholders, who may include in their personal social media their involvement with the NC committee. A member of the public that serves on an NC committee should be able to share, like, retweet or use an emoji any post or update on an NC official site. Board members who list their position on their personal social media should also be able to; like, dislike, share, retweet, use an emoji or comment on a post from an official NC communications platform. This entire section should be removed.
- 10.4 – Are there legal ramifications in blocking a member of the public access to a city site which provides information to the public? If this section remains in the policy, it should be expressed that NCs would not be held responsible for any action taken by a member of the public for being blocked on a public site.
- Each post should not be required to have a disclaimer. Any and all disclaimers should be posted in the NC website rather than on each post.