

Encino Neighborhood Council Website & Social Media Operations Guide

Roles, Responsibilities, and Governance Framework

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Purpose

To maintain a transparent, accessible, and informative digital presence that reflects the council's work, engages the community, and complies with city standards. The website and social media platforms serve as key tools for sharing agendas, meeting materials, announcements, and community impact updates.

Governance Overview

The Encino Neighborhood Council's digital platforms—its website and social media channels—are governed by a framework designed to ensure transparency, accessibility, and compliance with city and state regulations. These platforms serve as public-facing tools for sharing agendas, meeting materials, announcements, and community updates, and must reflect the council's commitment to open and inclusive communication.

Governance of these platforms is structured around clearly defined roles, delegated responsibilities, and legal obligations. Admin 1 holds full ownership of the council's digital presence, setting standards for content, structure, and compliance. Admin 2 provides technical support and serves as a backup, while the Secretary ensures timely documentation and public posting of meeting materials. Other board members and committee chairs may contribute content under guidance and approval protocols.

All digital operations must comply with the **Brown Act**, including the 72-hour posting rule for agendas, and adhere to city guidelines for digital accessibility. User permissions, content workflows, and data backups are managed to maintain security, accountability, and continuity.

This governance model ensures that the council's online presence remains accurate, secure, and aligned with its mission to serve the Encino community.

The Encino Neighborhood Council must also comply with the [Board of Neighborhood Commissioners Digital Communications Policy for the Neighborhood Councils](#). Should there be any conflict between this document and the BONC Policy, the latter shall be the prevailing policy.

Roles and Responsibilities

The Encino Neighborhood Council's digital operations rely on a coordinated team to ensure transparency, accessibility, and technical integrity across its website and social media platforms. Each role is designed to support the council's mission of public engagement and compliance with city standards. Together, these roles form a robust framework that keeps the council's online presence accurate, secure, and responsive to community needs.

Role	Overview & Responsibilities	Website Access	Platforms	Tasks
Account Admin 1 <i>(ENC President)</i>	Oversee all aspects of the council's digital presence—owning the site's structure, content, functionality, and governance to ensure alignment with council priorities, city standards, and public accessibility. As the backbone of the site's technical integrity and governance, Admin 1 plays a critical role in ensuring the digital infrastructure remains secure, accessible, and fully compliant with city requirements.	• Full Website	• Website • Facebook • Instagram • X • TikTok • YouTube • Nextdoor • Constant Contact • Eventbrite • Other emerging platforms as approved	• Oversee Website Infrastructure – Manage website structure, plugins, and security settings to ensure stability and performance • Ensure Compliance – Adhere to city guidelines for digital accessibility, transparency, and public record requirements • Troubleshoot Technical Issues – Resolve website-related problems and coordinate fixes as needed • Approve and Publish Content – Review, approve, and publish all digital content across the site • Manage User Accounts – Add or remove users and assign appropriate roles and permissions • Maintain Website Data – Safeguard data integrity • Support Members – Assist council members in maintaining and updating their committee pages • Lead Digital Governance – Set standards, workflows, and priorities for all online operations • Coordinate Admin Team – Direct Admin 2 and other support roles to ensure smooth execution of digital tasks • Ensure Brown Act Compliance – Adhere to public posting requirements, including the 72-hour notice for agendas and other relevant materials

Role	Overview & Responsibilities	Website Access	Platforms	Tasks
Account Admin 2 <i>(Nominated by Outreach Committee & Approved by Board)</i> <i>Must have thorough technical proficiency. Can be non-Board member if necessary.</i>	Plays a critical role in maintaining the technical integrity and accessibility of the council's digital presence. As the backbone of the site's functionality and governance, this role ensures that the council's digital infrastructure remains secure, accessible, and compliant with city standards.	• Full Website	• Website • Facebook • Instagram • X • TikTok • YouTube • Nextdoor • Constant Contact • Eventbrite • Other emerging platforms as approved	• Oversee Website Infrastructure – Manage website structure, plugins, and security settings to ensure stability and performance • Ensure Compliance – Adhere to city guidelines for digital accessibility and transparency • Troubleshoot Technical Issues – Resolve website-related problems and coordinate fixes as needed • Approve or Publish Content – Review and publish content as delegated by Admin 1 or Content Creator 1 • Maintain Website Data – Safeguard data integrity • Support Members – Assist council members as needed in maintaining and updating their committee pages • Serve as Backup to Admin 1 – Step in to fulfill Admin 1 responsibilities when unavailable or as delegated • Ensure Brown Act Compliance – Adhere to public posting requirements, including the 72-hour notice for agendas and other relevant materials
Secretary <i>(ENC Secretary)</i>	The Secretary plays a vital role in maintaining transparency, organization, and compliance across council operations. This role is responsible for minutes related to both Executive and General Board meetings and supports Committee Chairs with uploading committee materials to their respective committee webpages.	Editor/Uploader to all committee pages	• Website	• Upload Documentation – Manage and upload approved Executive and General Board meeting minutes • Assist Committee Chairs – Support committee chairs, as needed, with uploading meeting materials to their respective committee pages • Collaborate on Records – Work with website administrators to ensure records remain current • Ensure Brown Act Compliance – Adhere to public posting requirements, including the 72-hour notice for agendas and other relevant materials

Role	Overview & Responsibilities	Website Access	Platforms	Tasks
Content Creator 1 <i>(ENC Outreach Chair)</i>	Crucial for keeping the community engaged and informed, the Content Creator plays a key role in shaping the council's public-facing communications. This role supports outreach and engagement efforts by managing digital content across platforms.	• Website calendar • Website news	• Website • Facebook • Instagram • X • TikTok • YouTube • Nextdoor • Constant Contact • Eventbrite • Other emerging platforms as approved	• Crafting & Publishing – Create social media content, announcements, and event information on the website to keep the community informed • Homepage Updates – Refreshing featured items to reflect current priorities and events • Designing Outreach Materials – Creating graphics or flyers for events and initiatives • Collaborating on Messaging – Working with committees to ensure consistent and effective communication • Scheduling Communications – Managing social media posts, emails and newsletters to maintain regular engagement • Ensure Brown Act Compliance – Adhere to public posting requirements, including the 72-hour notice for agendas and other relevant materials
Content Creator 2 <i>(Selected by Content Creator 1 as needed, and approved by Account Admin 1)</i>	Content Creator 2 has access to a specific social media platform(s) to assist Content Creator 1. This role supports outreach and engagement efforts by sharing digital content on a specific platform(s).		• Facebook • Instagram • X • TikTok • YouTube • Nextdoor • Constant Contact (newsletter editor only) • Eventbrite • Other emerging platforms as approved	• Crafting & Publishing – Social media post creation & newsletter publishing to keep the community informed. • Collaborating on Messaging – Working with committees to ensure consistent and effective communication

Role	Overview & Responsibilities	Website Access	Platforms	Tasks
Chair <i>(ENC Committee Chairs)</i>	Each Committee Chair sets the tone and direction for their specific committee, guiding its priorities, discussions, and actions in alignment with the broader goals of the board; to support transparency and consistency, each committee page should clearly reflect the committee's purpose, activities, and documentation, including agendas, minutes, and relevant public record.	Editor/Uploader to assigned committee page	Website	Reflect Committee Information – Clearly present the committee's purpose, current initiatives, members and alignment with board decisions and priorities Coordinate Messaging – Work with Content Creator to ensure consistent and accurate messaging across platforms Schedule Meetings – Add scheduled committee meetings to website for public visibility Upload Documentation – Post meeting agendas, minutes, and supporting documents in a timely manner Ensure Brown Act Compliance – Adhere to public posting requirements, including the 72-hour notice for agendas and other relevant materials

Social Media Management Overview

The Encino Neighborhood Council uses social media to enhance public engagement, share timely updates, and promote transparency in local governance. These platforms serve as a complement to the website, offering a more immediate and interactive way to reach the community.

Platforms Used

The council currently maintains active accounts on:

- **Facebook**
- **Instagram**
- **X (formerly Twitter)**
- **TikTok**
- **YouTube**
- **Nextdoor**
- **Constant Contact**
- **Eventbrite**

Additional platforms may be considered based on community needs and board approval.

Posting Guidelines & Tone

Content shared on social media must adhere to the following standards:

- **Factual and Respectful** – Posts must be accurate, civil, and free from bias or inflammatory language
- **Non-Partisan** – Avoid political endorsements, personal opinions, or commentary on candidates
- **Mission-Aligned** – Content should reflect the council's goals, priorities, and commitment to public service
- **Professional and Accessible** – Use a clear, respectful tone that is easy for all community members to understand
- **Accessible Media** – Include alt text for images whenever possible to support digital accessibility
- **Relevant and Informative** – Focus on council activities, public meetings, community impact, and city-wide initiatives

These guidelines help ensure that the council's social media presence remains trustworthy, inclusive, and aligned with its public responsibilities.

Approval Process

To ensure consistency, accuracy, and alignment with the council's mission, all social media content must follow a clear approval workflow. This process helps maintain the integrity of public communications and ensures that messaging reflects the council's values and complies with city standards.

- **Admin 1 and Content Creator 1** oversee all social media activity and set policies for content approval prior to publication
- **Admin 2** may assist with scheduling and posting, under the direction of Admin 1 & Content Creator 1
- **Committee Chairs and Board Members** may submit content for consideration, subject to review and approval
- **Emergency or Time-Sensitive Posts** may be expedited with Admin 1's or Content Creator 1's direct approval

This structured approach ensures that all posts are properly vetted, timely, and representative of the council's commitment to transparency and community engagement.

Crisis Communication & Moderation Policies

In the event of a crisis or urgent issue, the council's digital response must be clear, responsible, and aligned with public expectations. The following protocols guide how messaging and engagement are handled:

- **Admin 1** coordinates all messaging in collaboration with city officials and board leadership
- **Posts** must be accurate, timely, and sensitive to the nature of the issue and community concerns
- **Comments** are actively monitored to ensure civility, relevance, and constructive dialogue
- **Inappropriate or abusive comments** may be hidden or removed in accordance with city moderation guidelines
- **The council does not engage** in debates, personal exchanges, or argumentative threads on social media

These policies help maintain public trust and ensure that the council's digital platforms remain respectful, informative, and focused during critical moments.

Conclusion

The Encino Neighborhood Council's digital platforms are vital tools for transparency, accessibility, and community engagement. By clearly defining roles, responsibilities, and workflows, this guide ensures that website and social media operations remain consistent, secure, and aligned with city standards.

Whether managing content, troubleshooting technical issues, or responding to urgent events, each role contributes to a well-governed and responsive online presence. As technology and community needs evolve, this framework provides the flexibility to adapt while maintaining the council's commitment to public service.