

Standing Rules. Organized by Bylaws Template, not all sections have supplemental rules.

ENCINO NEIGHBORHOOD COUNCIL STANDING RULES

AS AMENDED OCTOBER 22, 2025

Article I NAME

Article II PURPOSE

Article III BOUNDARIES

Section 1: Boundary Description

Section 2: Internal Boundaries

Article IV STAKEHOLDER

Article V GOVERNING BOARD

Section 1: Composition

I. Unless the presiding officer appoints a Parliamentarian at the commencement of the meeting, the Sergeant at Arms shall be the Parliamentarian for the meeting to provide interpretations of parliamentary procedure as requested from time to time by the presiding officer. [Adopted 12-6-06]

Section 2: Quorum

Section 3: Official Actions

A. The proposals and recommendation of the ENC shall be in the form of a Community Impact Statement (CIS). The CIS will include findings of fact, recommendations and a summary of the public input (i.e. speaker's comments). Should there not be a consensus on an issue, then a Majority Statement and a Minority Statement will be included in the CIS. It shall be improper to submit the results of a majority vote of the ENC, without the required Statement of findings of fact, proposals and recommendations of the ENC. (ADD DATE)

B. Explanation of Vote Tally:

Voting Tally - Eligible Votes for motions shall be counted in the manner exemplified by <https://empowerla.org/neighborhood-council-voting-facts/> ***Note: As of the 2022 Bylaws, Encino NC has selected Option 2 of the linked guide per Article V, Section 3 of the Bylaws, as follows:

The board will take action in the following way: By vote of a simple majority of board members present and voting.

For example:

A Neighborhood Council has 21 board seats and has a quorum of 11 board members to take action. Fourteen board members are present, but only 12 are qualified to vote for an item because 2 of them do not meet training requirements.

Thus, the simple majority of board members present and voting is 12, and requires 7 votes "for" for it to pass.

If the final vote is 7 "for", 5 against, then the motion passes. However, if the final vote is 6 "for", 5 against, and 1 abstention, the motion fails. For the purpose of determining a majority of votes, abstentions are counted as a "no" vote (Encino NC Bylaws Article V, Section 3).

Note, the required number of votes necessary can change between each agenda item. For instance, if in this scenario, an agenda item requires 1 board member recusal, then some of the important numbers have shifted because now only 11 board members are present and qualified to vote.

Thus, a simple majority of board members present and voting requires 6 "for" votes to pass. If the final vote is 6 "for" and 5 against, then the motion passes. If at any point a recusal(s) brings the number of board members to less than a quorum, no action may be taken on the item.

Although a board member may be ineligible to vote on a particular item, they still count towards quorum. They do not, however, count towards the number of board members voting. A recused board member does not count towards quorum, nor the number of board members present, nor the number of board members voting. (7/27/2022)

C. Conflict of Interest

A representative, alternate or committee member who is concerned that he or she may have a conflict of interest in connection with a matter before the council or committee of the council is encouraged to consult (but is not required to do so) the City Attorney. If a person receives advice that there is a conflict of interest, the board member shall recuse themselves from participating in the decision. Absent an opinion of the City Attorney, it is the responsibility of the representative, alternate or committee member to personally determine whether or not he or she has a conflict of interest. The board or committee may determine by a majority vote that an individual board or committee member should seek advice of the City Attorney as to whether or not a conflict exists as to a matter and if the board member refuses to seek advice, then the board member may not participate in the decision, including voting on the matter; in which case, the matter will be put over to the next regular meeting of the Council unless two-thirds (2/3) of the Representatives vote to hear the matter immediately. This rule does not affect the rights, obligations, and remedies of the representative, alternate, committee member and any other persons resulting from a representative, alternate or committee member's failure to declare a conflict of interest in connection with the matter voted upon. A board member who does not seek advice of the City Attorney assumes the risk of their behavior and may be subject to civil or criminal liability without the indemnification protections offered by the City Charter. Similarly, someone who "personally determines" their own conflict, presents an entirely different set of

ethical concerns under Government Code section 1090. Any board member concerned with a Government Code section 1090 violation should immediately contact the City Attorney, and if warranted, the City Attorney may issue an advice letter voiding the expenditure and preventing the Neighborhood Council from entering or voting on the subject. [Adopted 7-26-06]

Section 4: Terms and Term Limits

Section 5: Duties and Powers

I. The Board, by majority vote, may select an ambassador for specific issues or representation at Neighborhood Council alliances and groups. The ambassador may be removed by majority vote. Such authorized ambassadors must vote in meetings outside of the ENC in the manner consistent with the ENC Board as expressed as a position and/or vote on a given issue.

II. If an issue has not been brought up for consideration and an official position has not been taken by the ENC, the ambassador can vote and must report back to the Executive Committee. The Executive Committee shall report the position at the general board meeting in a manner of their choosing. If the Board deems to take an opposite position than voted on by the ambassador(s), the ambassador must immediately send notification to the NC alliance or group and notify the ENC board noting the change in position. Such a list of ambassadors shall be kept by the Executive Committee and listed by name, email address, and date of their term on the ENC website.

Section 6: Vacancies

Section 7: Absences

Section 8: Censure

Section 9: Removal

Section 10: Resignation

Section 11: Community Outreach

A. 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. This framework is defined in the ENC Digital Roles & Responsibilities Attachment A.” and include ENC Digital Roles & Responsibilities as Attachment A. [Adopted October 22, 2025]

Article VI OFFICERS

Section 1: Officers of the Board

1A: : Only Elected Representatives or Selected Organizational Representatives may serve as board officers. The positions may not be filled by Alternate Representatives or anyone not serving as a Representative. The assistant secretary position may be filled by any Representative, Alternate Representative, or non-board member Stakeholder. (9/28/2022)

Section 2: Duties and Powers

2A: the President will delegate or assume the duty of monitoring board member training compliance and verifying stakeholder status of applicants for vacant positions, and notify the Executive Committee of such assumption or delegation and any changes of assignment for such duties (5/27/2022)

Section 3: Selection of Officers

Section 4: Officer Terms

Article VII COMMITTEES AND THEIR DUTIES

Section 1: Standing Committees

I. List of Committees

1. Airport Committee
2. Bylaws Committee
3. Community Events [Amended 8/27/2025]
4. Education Committee
5. Executive Committee
6. Finance Committee
7. Homelessness Committee
8. Outreach Committee
9. Parks and Environment Committee
10. Planning & Land Use Committee
11. Public Safety Committee
12. Traffic/Transportation Committee
13. Youth Committee [Amended 9/24/2025]

Section 2: Ad Hoc

1. Election Committee

Section 3: Committee Creation and Authorization

A. Committee Authority -

I. Committee recommendations shall be decided by majority vote of committee members present and voting. Quorums see Bylaws Article VII. A minority report, if submitted, is to be provided with a written majority report when a recommendation is made to the Council. The vote count must be shown on the written recommendation. [Adopted 09/29/05; Amended 08/22/07; Amended 08/22/2018]

B. Committee Structure –

I. The Executive Committee shall consist of the officers of the Board. The Executive Committee shall have the authority to set the agenda and scheduling for each Board meeting. The Executive Committee may also discuss and make recommendations to the Board akin to any other committee. Meetings of the Executive Committee may be called by the President [Adopted 07/24/13].

D. Meetings –

I. Committees must meet at least once each calendar quarter at specified periodic times and written minutes or reports of the meetings must be filed with the Board within seven (7) business days of the meetings. If the Committee does not meet once each calendar quarter, the Vice President may disband the Committee. [Adopted 03/22/06].

i. Exceptions: Bylaws and Ad Hoc Committees meet as needed. [Amended 03/12/2021 by Committee]

J. In order to ensure transparency and document Board actions, motions passed by a committee will not be considered by the Board unless the committee vote is documented in the committee's minutes, along with the individual votes of each committee member listed by name. [Adopted 10/22/25]

II. Procedures. Committee meetings scheduled back-to-back should be avoided with a strong preference to have only one meeting scheduled per day and not to have meetings during normal work hours. Committee Agendas should show the committee members. Committee Chairs shall coordinate the meeting dates through the Council office before posting notices to avoid conflicting meetings. (ADD DATE)

Article VIII MEETINGS

I. Conduct: Unless the Chairperson announces otherwise at the commencement of the meeting, the conduct of the meetings of the council and committees shall be governed by Roberts Rules of Order Revised as articulated in the city of Los Angeles Department of Neighborhood Empowerment Board Orientation Packet's "The Basic Rules of Parliamentary Procedure for Neighborhood Councils". [Adopted 9/29/05]

II. Consent Items: The Agenda of the Council may have as an item following the approval of the minutes an item denoted "Consent Items". Consent Items shall consist of recommended actions of a routine nature passed unanimously by a committee for referral to the Council. The presiding officer will ask if there are any objections to the Consent Items, if there are none, they shall be deemed unanimously adopted by the affirmative vote of all Representatives and seated Alternate Representatives present. If there is an objection/question or public comment to an Item by a Representative, Alternate Representative, or attendee, the "pulled" item shall be heard and acted upon under the report of the Committee that referred the item. Each consent item will be described in approximately 20 words or less. Materials related to the Consent Item shall be available to the Representatives at the meeting. [Adopted 07/26/06] [Amended 03/05/2021]

Section 1: Meeting Time and Place

Section 2: Agenda Setting

I. All items within the subject matter purview of an existing committee shall be heard by that committee prior to going to the full board.

a) Exception: If an item has exigent circumstances and/or "time is of the essence," it may bypass the respective jurisdictional committee and be placed on the Executive Committee agenda as an item for possible recommendation to the full board.

- b) Executive Committee Challenge: Five (5) Representatives and/or Alternates in good standing (current with all required trainings) may challenge such bypass by submitting written communication to the executive committee.
- c) Board Meeting Challenge: Any Representative and/or Alternate in good standing (current with all required trainings) may raise an objection during the regular or special Board Meeting, prior to its' consideration with the vocal support of four other members. If the challenge is successful, the item is immediately referred to the appropriate committee.

II. Public comment for items not on the council Agenda, including announcements, comments, or requests, shall be Agenized as Public. Public Comment speakers shall be limited to two minutes each. The total Comment period shall not last more than ten minutes. At the conclusion of all business, if time allows, the presiding officer may, at his or her discretion, open another Comment Period. The Agenda shall include Board Member Comment on non-agenda items which shall be limited to one minute per person. The Chair may impose a reasonable time limit on any speaker. [Adopted 9-29-05]. [Amended 3/12/2021]

III. The Council shall make every reasonable effort to host at least two positions of equal time for every issue on which a vote is expected [Adopted 9-29-05] [Amended 1-28-2022]

Section 3: Notifications/Postings

I. Copies of Agendas, Minutes, and other materials from meetings will be available for public inspection at the Encino Neighborhood Council and to the extent feasible be posted on the website: [Adopted 9/29/05] www.encinonc.org [Amended 03/05/21]

II.

III. E. The Final Agenda for the regular Council meetings shall be posted at least 72 hours in advance in Brown Act compliance, at outside the Encino Chamber of Commerce at 4933 Balboa Blvd, Encino, CA 91316, and NCsupport@lacity.org and a good faith effort shall be made to also post the agenda at the Encino community Center, Encino Tarzana Branch of the Los Angeles Public Library, and such other public places as the council determines. All materials emailed or distributed to Council Representatives and Alternates shall be similarly distributed in a timely manner to members of the public who have so requested receipt of same. A form for this purpose shall be made readily available to interested persons on www.encinonc.org. Copies of the Agenda, Minutes, and other materials distributed to Council Representatives and Alternates shall be made available to the public at each meeting. A copy of each item for the current meeting shall be placed in a clearly marked binder which shall be readily available for public review. [Adopted 09/29/05, Amended 07/26/06] [Amended 03/05/2021]

Section 4: Reconsideration

Article IX FINANCE

C. In allocating funding for community projects, the highest priority shall first be given to expenditures that would be for use within the boundaries of the Council. The intent of the program is to provide benefit to the Council's geographic area. An expenditure for use not within the Council's geographic boundaries (such as for schools that are located outside of the Council

boundaries but serve Encino children) requires the Council to (i) make findings that the funds are not needed for projects of equal or greater new within the boundaries of the Council, (ii) be supported by a statement of need from the applicant, including disclosure of the participation of the Neighborhood Councils within whose boundary the applicant is located or provides services, (iv) be supported by a letter of acknowledgement from the applicant of the request for the assistance, and (v) be approved by DONE. [Adopted 8-22-07]

Article X ELECTION

Section 1: Administration of Election

Section 2: Governing Board Structure and Voting

Section 3: Minimum Voting Age

Section 4: Method of Verifying Stakeholder Status

Section 5: Restrictions on Candidates Running for Multiple Seats

Section 6: Other Election Related Language

I. Newly elected Representatives will not be seated pending the final result of a recount or an election challenge. The incumbent Representative will continue in their duly elected/appointed positions until all election challenges are resolved.

Article XI GRIEVANCE PROCESS

D. Grievance Procedures [Adopted 11/23/05; Amended 03/22/06] (see also Bylaws Section XI)

A. Any non-conflicted Stakeholder may serve on the AD HOC Grievance Panel ("Grievance Panel") excluding Representatives and Alternates of the Council.

B. The President and the Vice President, or their designees, shall represent the Council in connection with the Grievance. In the event the President or the Vice President is conflicted, the non-conflicted Member shall designate the Council Representative to participate in the Grievance processes. If both are conflicted, then the Executive Committee shall select two(2) Council Representatives in their place. Such designation shall be made within five (5) days of receipt of the Grievance.

C. The Grievance Panel shall set a meeting date within ten (10) days of their appointment for the purpose of having a hearing on the grievance, at which sufficient time shall be set aside to have the aggrieved parties present their concerns and for response by the Council Representatives and other interested parties. The Grievance Panel shall endeavor to encourage the resolution of the grievance by agreement of the parties. If agreement is not possible the Grievance Panel shall include in its report the positions of the parties and its recommendation to the Council for proposed action on the Grievance.

D. In the event that the Grievance Panel is unable to be selected (there being a lack of five persons who have previously indicated a willingness to serve on the Grievance Panel) or the parties were unable to reach agreement, then the matter shall be referred to mediation with a professional mediator, preferably who is willing to act on a pro bono basis. It shall be the responsibility of the Secretary (or if the Secretary is conflicted, the President, or if both are conflicted, the Executive Committee) to select the mediator. The mediation shall be held within ten (10) days of the selection of the mediator. The mediator shall be selected within five (5) days

of the receipt of the grievance if a Grievance Panel is not able to be selected by the Secretary or within five (5) days of the Grievance Panel reporting that the parties did not reach agreement at the hearing. In the event a Grievance Panel has not been selected or the parties have not been able to reach agreement through the Grievance Panel process and the mediation has not been commenced by the next regularly scheduled Executive committee meeting more than ten (10) days after the time for the Secretary to select a mediator, the Executive Committee shall cause within five (5) days a mediation to be opened with the City Attorney Dispute Resolution Program or any of its affiliated participating programs (213)485-8324.

E. An appeal to DONE shall not be undertaken until the grievance process has been completed with a vote by the Council on the report of the Grievance Panel or the Council's rejection of implementation of agreements reached in the Grievance process.

F. The filing of a Grievance shall not affect the action of the Council to which the Grievance applies.

G. The President shall report to the Executive Committee at its regular meetings the status of all open and/or pending Grievances.

Article XII PARLIAMENTARY AUTHORITY

Article XIII AMENDMENTS

C. Bylaws. At the first reading of a proposed bylaw amendment, no vote or action may be taken until the second reading; however, Council Members may comment or make suggestions regarding the proposed amendment(s). [Adopted 08/22/07]

Article XIV COMPLIANCE

Section 1: Code of Civility

E. Code of Civility. Council Representatives and Alternates are encouraged to abide by the following Code of Civility to the best of their abilities.

- I. Conduct oneself in a professional and civil manner at all times as representative of the council.
- II. Treat each member of the board and members of the public with respect at all times, regardless of an individual's opinion, ethnicity, race, sexuality, age, disability or religion.
- III. Even in the face of disagreement or differences of opinion, to demonstrate respect for colleagues and the public.
- IV. Under no circumstances during Council meetings, functions, or events to engage in or threaten to engage in any verbal or physical attack on any other individual.
- V. Communicate ideas and points of view clearly and allow others to do the same without interruption.
- VI. To not use language that is abusive, threatening, obscene, or slanderous, including using profanities, insults or other disparaging remarks or gestures.
- VII. Derogatory language about an individual's ethnicity, race, sexuality, age, disability, or religion is not acceptable.
- VIII. To take responsibility for your own actions, and work to fulfill your role and responsibilities as specified in the bylaws, including required trainings.

IX. To attempt to abide by the applicable laws that govern the Council, including bylaws, standing rules, the Brown Act, ethics rules, city ordinances, and the City Charter, and not knowingly violate any of the above. To abide by the Council's meeting procedures or rules in order to create a safe and effective environment for conducting business.

X. Promote and enforce a safe meeting environment at all times. At moments when members of the public become disruptive and violate these rules of civility that we have pledged to follow, to join fellow board members in demanding that the persons conduct themselves in a respectful and orderly manner even if you agree with the point of view that is being expressed.

XI. Seek to present information truthfully, and not knowingly misrepresent, mischaracterize, or misquote information received from others.

XII. Pledge to truly listen to and hear other points of view.

XIII. Practice the art of being able to disagree without being disagreeable.

Section 2: Training

Neighborhood Council Board Members, whether elected, selected or appointed, are required to complete and keep current all mandatory trainings in order to be seated at meetings (board, committee, and/or any alliance where the member represents the Board), make or second motions, or vote on issues that come before the Board. Trainings available to Board Members are created to ensure success during their period of service. This includes all mandatory trainings as may be promulgated by the Board as well as all local, county, state and federal laws, including, without limitation, the policies approved by the Board of Neighborhood Commissioners, the Department of Neighborhood Empowerment's rules and regulations, the City Governmental Ethics Ordinance (Los Angeles Municipal Code Section 49.5.1), the Brown Act, the Public Records Act, the Americans with Disabilities Act, and all laws and governmental policies pertaining to Conflicts of Interest. Newly seated Members must complete their required trainings within forty-five (45) days of being seated or the above conditions apply, and further, they must have completed Funding, Ethics, and Code of Conduct training prior to voting on any Funding matters. For continuing Board Members there is no grace period upon the expiration of any of their mandatory trainings. (Adopted 2/23/2022)

Section 3: Self-Assessment

Amended: October 22, 2025

Amended: September 24, 2025

Amended: August 27, 2025

Amended: September 28, 2022

ATTACHMENT A

Encino Neighborhood Council Website & Social Media Operations Guide

Roles, Responsibilities, and Governance Framework

September 2025



Table of Contents

| | |
|---|---|
| Purpose..... | 3 |
| Governance Overview | 3 |
| Roles and Responsibilities | 4 |
| Social Media Management Overview | 7 |
| Platforms Used | 7 |
| Posting Guidelines & Tone | 7 |
| Approval Process | 8 |
| Crisis Communication & Moderation Policies..... | 8 |
| Conclusion | 9 |

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> | <p>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.</p> | <ul style="list-style-type: none"> • Full Website | <ul style="list-style-type: none"> • Website • Facebook • Instagram • X • TikTok • YouTube • Nextdoor • Constant Contact • Eventbrite • Other emerging platforms as approved | <ul style="list-style-type: none"> • 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 |
|--|---|--|--|---|
| <p>Account Admin 2</p> <p><i>(Nominated by President & Approved by Board)</i></p> <p><i>Must have thorough technical proficiency. Can be non-Board member if necessary.</i></p> | <p>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.</p> | <ul style="list-style-type: none"> • Full Website | <ul style="list-style-type: none"> • Website • Facebook • Instagram • X • TikTok • YouTube • Nextdoor • Constant Contact • Eventbrite • Other emerging platforms as approved | <ul style="list-style-type: none"> • 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 |
| <p>Secretary</p> <p><i>(ENC Secretary)</i></p> | <p>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.</p> | <p>Editor/Uploader to all committee pages</p> | <ul style="list-style-type: none"> • Website | <ul style="list-style-type: none"> • 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 |
|---|---|--|--|--|
| <p>Content Creator 1 <i>(ENC Outreach Chair)</i></p> | <p>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.</p> | <ul style="list-style-type: none"> • Website calendar • Website news | <ul style="list-style-type: none"> • Website • Facebook • Instagram • X • TikTok • YouTube • Nextdoor • Constant Contact • Eventbrite • Other emerging platforms as approved | <ul style="list-style-type: none"> • 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 |
| <p>Content Creator 2 <i>(Selected by Content Creator 1 as needed, and approved by Account Admin 1)</i></p> | <p>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).</p> | | <ul style="list-style-type: none"> • Facebook • Instagram • X • TikTok • YouTube • Nextdoor • Constant Contact (newsletter editor only) • Eventbrite • Other emerging platforms as approved | <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • Website | <ul style="list-style-type: none"> • 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.