

## Attachment "G"

### Bel Air-Beverly Crest Neighborhood Council DRAFT Standing Rules Outreach Committee & Digital Assets May 18, 2024

The Outreach Committee's primary purpose is to promote awareness of our Neighborhood Council, its purpose and its activities as well as to provide information on our election and selection processes.

As such, it is responsible for:

- Regular communication with stakeholders
  - Newsletters and email communications
    - Communication should focus on activities of the Neighborhood Council, items related to positions the board has taken, City programs and general information about our neighborhood.
    - Communications about issues on which the board has no position should be composed in a neutral fashion.
    - Advocacy is specifically prohibited.
  - Social media
- Website maintenance
- Outreach events
- Banners and other branded signage to be used at events or city-wide

The Outreach Committee should work closely with committee chairs of all committees to ensure that information about all committees can be communicated to stakeholders.

Information and materials meant for public dissemination must be approved by the President before publication. All communications should comply with DONE's Digital Media Policy.

The Outreach Committee is the custodian and may be the procurer of the digital assets of the Neighborhood Council. These are:

#### Website

The website should act as a resource for constituents looking for information about the operations of the Neighborhood Council and may also act as a resource for those looking for general information on City services.

The website should maintain and keep current:

- A listing of those serving in each seat on the council, including an email address or link for communication for each member as well as a listing of committees chaired or serving on by each member
- Pages for each committee with the committee's mission statement, a description of the committee's work and agendas, supplemental materials and minutes for recent and future meetings
- A calendar of meetings

Committee chairs may be given passwords for the website so that they can edit their pages. Generally the Administrator shall be responsible for posting of agendas and minutes. The Outreach Committee is responsible for ensuring that all committee pages are kept up to date.

As a general matter, an effort should be made to ensure that there is fresh content on the landing page of the website.

Website updates should be followed with a request for review by the President of any changes.

### Mailing List

A primary function of the Outreach Committee is to communicate with stakeholders and to expand the number of stakeholders for whom we have email addresses. Newsletters, agendas and other information important to stakeholders are the critical types of communication. Any communication shall be approved by the President prior to sending.

The current email service used is Mailchimp. Our Mailchimp account has three possible users. Current users are the Chair of the Outreach Committee, the Administrator and Web Corner. User capability should always be available to the primary editor of the newsletter and the Administrator. The choice of the third user shall be made by the Chair of the Outreach Committee and the President jointly.

The email list shall not be shared or used for anything other than Neighborhood Council communications.

### Nextdoor

At times, the City has provided governmental accounts for the Nextdoor website to Neighborhood Council members designated by the Chair. This account has the potential to reach numerous stakeholders. Therefore, it is recommended that at least one person on the Outreach Committee hold such an account.

### Canva

The Department of Neighborhood Empowerment provides a Canva Pro account for all Neighborhood Councils. Canva is a graphic design tool useful for producing flyers and social

media posts, among other things. The President and the Outreach Chair should maintain an awareness of the username and password for this account.

### Other Social Media

The Neighborhood Council currently has accounts on several social media sites - Facebook, Instagram and Twitter. The Outreach Chair and the President must maintain an awareness of the passwords for any social media account for which the Neighborhood Council has a username and password.

Facebook is more complex. The Neighborhood Council has a business account and various board members have administrative authority on the Facebook page. The Outreach Committee should periodically review the population of administrators to ensure that only authorized persons can post to the page. At least two board members should understand the workings of the Facebook account. These individuals should be designated jointly by the chair of the Outreach Committee and the President. No postings should be made without the President's approval.

Additionally, messages may occasionally be received through any of these accounts. It is the responsibility of the Outreach Committee to respond to these messages as appropriate.

Additional social media sites may be deployed for the use of the Neighborhood Council. The Outreach Chair and the President should maintain an awareness of the user names and passwords for any new accounts.

Using an alias email address in login credentials that can be assigned to different individuals at different times can smooth transitions between designated social media posters and/or Outreach Chairs.

### **Outreach Events**

The Outreach Committee is encouraged to have in-person outreach events on topics that may be of interest to our stakeholders.

In order to have a successful event, the Outreach Committee must begin the process of procuring a venue and clearing City hurdles well in advance of the proposed date for the event. This is the first step in the organization of any event.

The Outreach Committee can also use the Zoom license to set up webinars on topics of interest that may involve participation of other committees.

All events need to be approved by the Board.