

Media Policy of the Mar Vista Community Council

POL-2019-001

Approved by MVCC Board of Directors on
August 13, 2019

1. The purpose of this Media Policy is to establish guidelines for the establishment and use - by the Mar Vista Community Council ("Council") - of media designed to convey information to members of the public. This media will be categorized as:

1.1. Traditional media--- which includes, but is not limited to: Printed materials such as flyers, banners, signs, paper agendas, business cards, certificates and door hangers; displays such as bulletin boards; identification items such as name badges and event t-shirts; and branded outreach items such as reusable bags and embossed pens.

1.2. Social media---which refers to any electronic communication outlet intended to facilitate the distribution of user-generated content to a broad audience. Examples of social media include, but are not limited to, Facebook, Twitter, Blogs, RSS, YouTube, LinkedIn, and Flickr. "Council social media sites" means social media outlets established and maintained by the Council and its committees. Currently the Council operates an official website and a Facebook page. "Posts" or "a posting" means information, articles, pictures, videos or any other form of communication posted on a social media outlet.

1.3. The Council has an overriding interest to protect the information posted on its media and the content that is attributed to the Council and its officials; and to prevent unauthorized use of its name or official logos.

2. The following are General Media Guidelines and Rules

2.1. All Council-generated media must adhere to Standing Rule #2. Communications and be consistent with the governing Authority of the Mar Vista Community Council.

2.2. The content (which includes, but is not limited to, information, images, videos and hyperlinks) of Council media must pertain to one of the following:

1. Policy positions adopted by the Board.
2. Council-sponsored or Council---endorsed programs, services, and events.
3. A Council committee's approved mission.

2.3. Media must NOT contain any of the following:

1. Profane or obscene language or content
2. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, or status with regard to public assistance,
3. Sexual content or links to sexual content
4. Solicitations of commerce
5. Conduct or encouragement of illegal activity

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6. Information that may tend to compromise the safety or security of the public or public systems
7. Content that violates a legal ownership interest of any other party
8. Content to support or oppose political campaigns, candidates, or ballot measures unless the Council has approved the position at a public meeting and authorized the media.
9. Information that is confidential as defined by any Council policy or state, federal, or local law or regulation.

2.4. Use of a Council logo or name as well as claims of endorsement by another media platform not controlled by the Council requires pre-approval by the Board. When unauthorized use is discovered and reported, the Council Chair, or designee, must request immediate removal; if this request is not heeded, the Chair must request the support of DONE and/or the City Attorney, as appropriate.

2.5. Council media may acknowledge supporters of Council activities on a Council media platform related to the activity. Support may include, but is not limited to donation of funding, goods, services, facility use and expertise. Acknowledgement may include, but is not limited to, posting of a logo, a link to the entity's web or social media site, images that identify the entity. Acknowledgement is recognition of support and must not promote the purchase of products and services, or solicit votes.

3. Additional Social Media Guidelines and Rules:

3.1. All social media outlets established by the Council or any of its committees are deemed to be Council sites and content is subject to approval by a designated director. Approved Council sites must bear the name and/or official logo of the Council and include a link back to the Council's official website.

3.2. The Council administers Council social media sites, but the content on the sites is not entirely controlled by the Council. The Council does not endorse any link or advertisements on its social media sites placed by the outlet's owners or their vendors or partners. The Council reserves the right to remove any content from its social media sites at any time.

3.3. Comments can provide valuable information and feedback to MVCC and community members. All comments posted to the Council's social media sites shall be subject to moderation to the extent allowed by the platform. The Council reserves the right to remove inappropriate comments.

3.4. Members of the Council and Council Committees must not respond to any published postings, or use the site or any form of electronic communication to respond to, blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body.

3.5. Council social media sites are subject to the California Public Records Act. Any content maintained on a Council social media site that is related to Council business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a

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public record and subject to public disclosure. Prior written consent considerations may limit disclosure of Stakeholder information.

3.6. These guidelines must be displayed to users or made available by hyperlink on all Council social media sites when feasible. When possible, any content removed based on these guidelines should be retained, including the time, date and identity of the poster, when available.

3.7. The Council reserves the right to implement or remove any functionality of its social media site, when deemed appropriate by a designated director or a quorum of the Board of Directors. This includes - but is not limited to - information, articles, pictures, videos or any other form of communication that is posted on a Council social media site.

3.8. No individual Board member or MVCC stakeholder, other than the Chair, shall represent the Board in the absence of approval by the Chair or an authorizing motion or resolution.

4. Website:

4.1. All substantive changes to the MVCC Website, including – but not limited to – design, hosting, and choice of management (webmaster), shall be approved by majority vote of the Directors present at a scheduled meeting of the Board of Directors.

4.2. The Outreach Committee is charged with facilitating substantive website changes - in collaboration with all interested Board members - and shall consider multiple options before presenting any substantive proposals to the full Board for approval.

4.3. The final proposal will be presented in appropriate detail to the full Board. The Board and public will review this proposal for 30 days, and at the next meeting of the Board the proposal will be submitted for approval.