

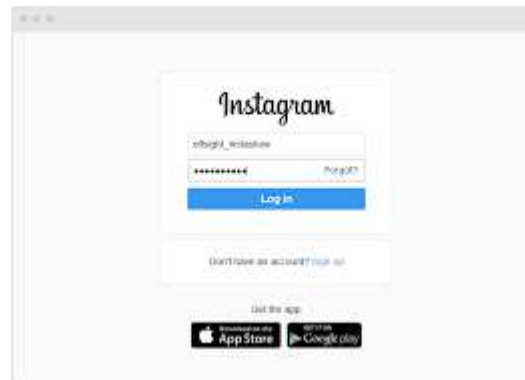


Using Social Media to Promote Your Neighborhood Boards

ADVISORY GUIDELINES

Creating a Neighborhood Board Social Media Page

- ▶ The Board at a Regular meeting should **pass a motion for the creation of a committee to develop and manage a Board social media page.**
 - ▶ **The Board will be responsible for all items that are posted/shared by the Board Page.**
 - ▶ The Makiki-Tantalus Neighborhood Board No. 10 has an Outreach Committee that engages their community which is a good example of a Board created committee with the goal to further activate their neighborhood.
- ▶ **Create and manage accounts as a team.**



Managing a Board Social Media Page

- ▶ The Board Page login information should be kept safely to avoid the creation of multiple social media pages for one Board. The Board Committee in charge of the Board's social media page should hold monthly meetings to discuss and update the members of the type of items being posted.
- ▶ **Separate personal and work accounts.**
- ▶ Do not neglect your duties for social media.
- ▶ Respect your audience.
- ▶ Ignore Trolls.
- ▶ Engage your followers.



What is Allowed to be Posted?

- ▶ Upcoming Meeting Agendas
- ▶ Community Events and Activities
 - ▶ The Board is encourage to recognize the community members and organizations for positives efforts in the neighborhood.
- ▶ Boards are allowed to post information that is relevant to the spreading of Board information:
 - ▶ Meeting time/date/location
 - ▶ Topics that will be in meeting
 - ▶ Summary of meeting
 - ▶ (Sub) Committee information
 - ▶ Responses for clarification



Social Media Do's

- ▶ Use social media as a tool to keep your communities engaged.
- ▶ The Board page should recognize people and projects in the community that are positive.
- ▶ Sharing upcoming Board agendas.
 - ▶ Highlighting big issues to increase community participation.
 - ▶ Encourage the Community to attend Neighborhood Board Meetings
- ▶ 2019 Neighborhood Board Elections
- ▶ **Social media is not the place to have extensive discussions.**



Don'ts: Discouraged Social Media Activities

- ▶ **No sharing of spam, fake news, and advertising.**
- ▶ The following items are prohibited to be posted by Board Social Media pages:
 - ▶ Campaigning
 - ▶ Opinions on an issue
 - ▶ **Let Board motions speak for the Board.**
 - ▶ No “I think” from Board page moderator.
 - ▶ **The internet never forgets.**
 - ▶ No discussion on topics that are going to be on upcoming agendas.
 - ▶ If someone is trying to engage in discussion: refer them to regular meetings.



Questions? Call Us!

- ▶ If you have questions, no matter how small, please feel free to call your Neighborhood Assistant or the Neighborhood Commission office at any time.
 - ▶ Our Public Relations team is also will to advise on anything in relation to social media.
 - ▶ Please feel free to distribute the Social Media Advisory Guideline developed by the Neighborhood Commission Office Public Relations team.



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