

LNA SOCIAL MEDIA GUIDELINES

Social media policies will be determined through LNA social media committee with approval of Lents Neighborhood Association board. LNA social media committee will endeavor to set guidelines of use and to improve LNA existing website and LNA Facebook site. Two sets of rules and guidelines shall be established one for LNA website and a second for LNA Facebook page.

1. LNA WEBSITE GUIDELINES

Purpose: Lents Neighborhood Association web site shall be used for representing the LNA and to share related information with the public. The LNA website will post LNA events such as general and board meetings, posting of minutes of LNA meetings and other works and events by LNA. LNA board members may post information from other sources that may be relevant or important to the residents of Lents. The official LNA website will be open to entire public, not requiring user registrations or logons to view public content. At this time there will be no visitor comments on LNA website. The LNA website will be used for factual information only not opinion or editorial. People wanting to express views or leave comments for LNA are welcomed and encouraged to do so on LNA facebook page, a social media venue created for this purpose.

Roles: It is proposed that all board members have access to post on the LNA website with an understanding of these rules and guidelines. Non-board members allowed access to LNA website will be limited and must be approved by board. Anyone allowed access to LNA website passwords will be required to sign a confidentiality clause, this includes board members and any other persons given access to website.

What to share: The LNA website shall be used for sharing factual information relevant to the residents of Lents neighborhood. The information shared on LNA website shall be free from bias and non-editorial. Our goal is to share information pertinent to Lents. Personal opinion, reviews or promotions are not allowed. Any mention of a business or organization shall be done as informational only, not as a review. All businesses, organizations and persons shall be treated equally.

In the future it is proposed that there will be links to other Lents groups and events not directly related to LNA but pertinent to Lents, forming strong community connections and addressing concerns. (Example: Green Lents, Lents Street Fair, Groundbreaking ceremonies, road closures and safety information, history of Lents, things to do in Lents etc.) Seeking to elevate our community and promote Lents. Sharing information about community-based work happening in Lents. Sharing information about local businesses, activities, events and people. As source to

provide information: Distribute city, county and public information that directly affects Lents.

The social media committee will make a commitment for official website to be accessible to people with disabilities. I don't know if we can manage full Section 508 compliance, but we should at least work in that direction.

What not to share: Items that are discriminatory based on the City of Portland's legal non-discrimination clause, items that have nothing to do with Lents, items that do not support our pursuit of equity and accessibility. Opinion, editorial or self-promotion by LNA board members. Abusive language, Personal attacks or insults, Personal information without permission. Information not relevant to LNA.

Monitoring: The hope is that with these guidelines all LNA board members will have access to post on LNA websites. In a case of inappropriate posts any LNA member will have the ability to remove posts but must account for the action with appropriate reason for the posts removal if questioned. Any posts not fitting the guidelines can be removed. Reasons to remove posts might include offensive language, unfair or unequal promotion/ favoritism, discrimination against a particular person or group, items irrelevant to Lents, biased or promotional items, slander, or political opinions and information deemed to be false or inaccurate.

Responding to negative comments: Make every effort to encourage conversations face-to-face, offline for controversial or emotion-laden issues.

Always remain appropriate and polite. Approach the conversation from a perspective of educating, listening and defusing. Provide information that can help direct peoples' frustration towards the appropriate venue if the issue is a matter to be dealt with by a public agency. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly.

Negative comments should not be deleted unless they are offensive or inappropriate. We want to encourage people with different viewpoints and opinions to join the conversation, to debate, and to discuss their side of a specific argument.

Delete comments that are threatening, inflammatory, degrading, racist, and sexist, homophobic, ableist, xenophobic or otherwise outside the spirit of respectful engagement or that may be seen as personal attacks against a person or business.

Privacy: If community members provide stories or photos to use on this site, we will attempt to gain permission from those people before using materials for printed organizational publications. No personal information will be shared without that persons permission.

Copyright: LNA will make every effort to avoid posting copyrighted materials without permission of the original creator.

LNA will make every effort to attribute all material that is being shared from other sources.

Personal versus Professional: LNA board members are not expected to represent the organization outside of official LNA social media sites. If board members wish to personally comment or engage in a subject that directly relates to the work of LNA, board members are encouraged to post a disclaimer to the effect of “I am a board member of LNA These comments are entirely my own and do not represent views of the organization...”

LNA FACEBOOK PAGES

LNA Facebook should be able to allow for more relaxed rules than the LNA website. More leeway for personal opinion and editorial remarks by LNA board members, however said board members should state when responding with any non-fact opinion or editorial comments that those opinions are their own and not those of the LNA board. Board members should keep in mind that they are still posting on an LNA related site and should do so with respect and consideration. All Board members shall be granted access to post on LNA Facebook pages. Presently when doing so it shows only as LNA post so board members are requested to identify themselves when posting on LNA Facebook. *(The social media committee will look into seeing if each member can post with their own ID tag in the future). As a matter of decorum LNA board members shall refrain from profanity when posting on LNA Facebook page.

Purpose: LNA Facebook shall be used for representing the LNA and to share related information with the public. LNA Facebook page will also allow for the public to have a voice in LNA related matters and submit feedback.

Roles: It is proposed that at all board members have access to post on the LNA Facebook page with an understanding of these rules and guidelines. At least two-three members of LNA board should have administrative access to Facebook page and ability to act as moderators.

Monitoring: The hope is that with these guidelines all LNA board members will have access to post on LNA facebook. In a case of inappropriate posts any LNA member will have the ability to remove posts but must account for the action with appropriate reason for the posts removal. Any posts not fitting the guidelines can be removed. (No offensive language, unfair or unequal promotion, discrimination of any particular group)

Facebook Posts: Facebook posts must be approved by administrator/ moderator before being published. Inappropriate posts are outlined in social media guidelines. There will be a list of guidelines in the about section of facebook page explaining to the public what is and is not an acceptable post. Moderator approval and guidelines can be changed in the future with a vote by LNA. Posts must be relevant to LNA. No

abusive language, No personal attacks, No personal references that might put someone in harms way or reveal personal information.

Responding to negative comments: Make every effort to encourage conversations face-to-face, offline for controversial or emotion-laden issues.

Always remain appropriate and polite. Approach the conversation from a perspective of educating, listening and defusing. Provide information that can help direct peoples' frustration towards the appropriate venue if the issue is a matter to be dealt with by a public agency. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly.

Negative comments should not be deleted unless they are offensive or inappropriate. We want to encourage people with different viewpoints and opinions to join the conversation, to debate, and to discuss their side of a specific argument.

Delete comments that are threatening, inflammatory, degrading, racist, and sexist, homophobic, ableist, xenophobic or otherwise outside the spirit of respectful engagement.

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Copyright: LNA will make every effort to avoid posting copyrighted materials without permission of the original creator.

LNA will make every effort to attribute all material that is being shared from other sources.

ALL SOCIAL MEDIA POSTS

Personal versus Professional: LNA board members are not expected to represent the organization outside of official LNA social media sites. When LNA board members are posting on their personal Facebook pages and on other sites it is understood that they are posting as individuals NOT as board members. When posting on non-LNA sites board members should NOT indicate themselves as LNA board members or representing LNA board unless it is pertinent and fact related as opposed to personal opinion. If board members wish to personally comment or engage in a subject that directly relates to the work of LNA, board members are encouraged to post a disclaimer to the effect of "I am a board member of LNA These comments are entirely my own and do not represent views of the organization..."

All rules and guidelines for social media can be modified or changed by a vote of LNA board.

I hereby agree that I have read and understand the Social Media Guidelines for LNA Board members and agree to abide by these rules. (Print Name and signature of LNA board member)-----