



## **Winnetka Neighborhood Council**

WinnetkaNC.com

board@winnetkanc.com

The Winnetka Neighborhood Council opposes the Board of Neighborhood Commissioners proposed Digital Communications Policy for the Neighborhood Councils.

Neighborhood councils were created with the mission to connect LA's diverse communities to City Hall, and digital communications, including social media, are crucial tools for implementing an effective community outreach strategy, especially under constrained budgets; however, the proposed Digital Communications Policy for Neighborhood Councils severely limits Neighborhood Councils' to build effective digital outreach strategies.

The stringent compliance and moderation of the proposed policy could be difficult for many Neighborhood Councils to comply with as councils rely on part time volunteers for account management.

The proposed policy restricts content and interaction to such an extent that it inhibits the very impetus of these tools—community engagement.

The Winnetka Neighborhood Council would welcome training and resources for how to improve digital communications; but has significant concerns over any proposed Digital Communications Policy that would limit the Neighborhood Council's ability to govern its own means of digital communications and community outreach strategy.