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## COMMUNITY BOARD NO. 2, MANHATTAN

3 WASHINGTON SQUARE VILLAGE

NEW YORK, NY 10012-1899

[www.cb2manhattan.org](http://www.cb2manhattan.org)

P: 212-979-2272 F: 212-254-5102 E: [info@cb2manhattan.org](mailto:info@cb2manhattan.org)

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### **Bylaws Working Group**

The Bylaws Working Group (“BWG”) of Community Board 2, Manhattan (“CB2”) held a virtual meeting via Zoom on March 7<sup>th</sup> at 5:00 pm.

**Committee Members Present:** Susan Kent (Chair), Katy Bordonaro, Michael Levine, Matthew Metzger

**Committee Members Absent with Notice:** David Gruber

**Other CB2 Members Present:** William Benesh, Carter Booth, Chris Dignes, Jeannine Kiely (CB2 Chair), Donna Raftery

**Agenda:** Discussion of Draft of Communications Policies

This month’s agenda topic picks up a thread from the February meeting, during which discussion of the need to expand the applicability of bylaws Art. 1, sec. e, (board members’ responsibilities when making public statements) led to renewed conversation regarding the development of formal communications policies. A revised draft reflecting the group’s feedback was circulated in advance of the March meeting, Also distributed was a draft of the complete bylaws showing all recommended changes made to date.

In contrast to last month’s discussion, there was consensus now that responsibility for management of CB2’s social media accounts be vested in the Board’s office staff and that an appointed manager is unnecessary at present. A modified draft eliminating mention of a communications manager was prepared by the chair and is attached hereto as **Exhibit A** to enable all board members’ to review and provide comments.

The remainder of the meeting involved discussion of which sections of the bylaws still required review. Several suggested changes to the draft bylaws were also accepted for addition to the draft.

The meeting was adjourned at approximately 6:05 pm.

Respectfully submitted,  
Susan Kent, Chairperson

## Communications Policies

### Public Statements

When making a public statement, whether made in a verbal, written, or electronic form, it is a Member's responsibility to clearly state that they represent only themselves; they are to avoid creating the impression that they represent Community Board 2, Manhattan ("CB2M"), or are permitted to speak on its behalf, unless expressly authorized to do so. A "public statement" are any remarks made with the expectation that they will be shared at some point with the public, whether made to the press, disseminated electronically (including posting on a social media platform), or made and/or submitted at any event to which the public is invited. To avoid confusion, a Member shall identify themselves as a Member of CB2M but shall use best efforts to make it clear that they are speaking solely in a personal, and not an official capacity.

### Use of Name and Likeness

To further promote transparency and consistent with a Member's obligations as stated above, a Member is to use reasonable best efforts to avoid having their name and/or likeness reproduced or otherwise used in a manner that could create the impression that they are functioning as an official representative of CB2M, except when such Member has been formally appointed to represent the interests of the Board, and then only in the particular context of such appointment.

### Social Media Policies

#### Purpose of Use

Any engagement through the use of social media should be guided by the principle that its use is to further CB2M's connection with the community it serves and to educate and inform the public on its activities and positions. Thus, the primary goals behind CB2M's social media platforms and content are 1) to encourage and increase public participation in CB2M's meetings and activities, and 2) to keep the public informed about updates and changes to the Board's official work.

#### Technical Management

Technical management of all social media accounts shall be the responsibility of the Board office. All CB2M social media accounts should be registered under an email address controlled

by the Board's staff, and should be shared only with Board members and select persons who have been designated as content contributors. The Board staff shall ensure that notices of all committee, working group, and full Board meetings from the monthly calendar of meetings are posted to the Board's social media accounts as appropriate. Such posts shall identify the committee (or working group, etc.) and the time and location of each meeting.

Inquiries regarding CB2M's social media presence should be directed to the Board office.

### Branding

The Chair, in consultation with the Executive Committee, may develop a style guide for the CB2M brand to ensure consistency across all communications. This may include:

- a visual identity that may include a logo, fonts, colors, and guidelines for images;
- a Zoom background for use by CB2M Members when conducting official business, either during CB2M meetings or when representing CB2M on other Zoom calls;
- standard language for use on social media and in all other official communications when describing CB2M, its purpose, and its work;
- rules about how to indicate which are official CB2M materials, such as always providing information about the Board website;
- templates for routine communications materials;
- guidelines for branding social media accounts.

### Posting Original Content

The focus of CB2M's social media accounts should be the posting of original content (including meeting schedules and agendas). Content from secondary sources should be selected with an eye to enhancing and supporting the Board's original content and established positions and should avoid creating the appearance of bias.

Original content not generated by CB2M, such as photographs and videos, and not in the public domain cannot be posted on its social media accounts without express permission from the owner of said materials. Reposting or sharing third-party material via an article link or reference to the original text or material does not require permission if it adheres to the rules laid out in these Communications Policies.

Any Member of CB2M may request that high value information that is available on the Internet be linked to via a post/tweet on the Board's social media accounts. All requests are to be forwarded to the Chair to provide them with an opportunity to approve or reject the link. If the request is approved or not rejected by the Chair within 24 hours of the request, the link shall be posted/tweeted. A request rejected within 24 hours may not be posted/tweeted. It is the prerogative of the Chair to define whether information is of "high value," *i.e.* information that does not originate with CB2M but which clarifies or illustrates subjects addressed or contemplated for review by the Board, supports official Board positions, or otherwise educates the community on issues relevant to the Board's functioning or operations.

#### Reposting/Retweeting

A Member may make a written request to the Chair that a link be posted on the Board's social media accounts in order that an article, blog post, or other item be reposted/retweeted on the Board's accounts. Reposted/retweeted items should be of specific relevance to the Board, not just the community in general and, if referenced, should reflect the work of the Board in a neutral or positive light.

An item approved for reposting/retweeting or not rejected within 24 hours of the request by the Board Chair shall be reposted/retweeted; an item rejected within 24 hours of a request shall not be reposted/retweeted.

#### Limitations on Use

CB2M social media platforms and content should never promote or seek to increase the exposure of a for-profit commercial enterprise, an elected official or a candidate for political office, or advocate for any person or organization unless it is to promote an event of which CB2M is a sponsor, co-sponsor, or participant. The creation or use of social media accounts operated by third parties purporting to represent CB2M or claiming to represent the Board's official views are prohibited; it is the responsibility of the Board staff to identify any unofficial accounts that purport to be official CB2M accounts and to take the appropriate steps promptly to shut down unofficial accounts.

Final decisions on the use of social media platforms and content are the prerogative of the Chair who, in consultation with the Executive Committee, shall determine whether, and to what extent, the Board shall make use of social media platforms.

#### Crisis Management

In the event a CB2M social media account is hacked or a post has been made erroneously (*e.g.* tweeting from the Board's account instead of from a personal account), the Chair and the Board office are to be notified immediately. Based on the content of the post and the duration of time it has been up, the Chair shall determine whether or not a statement is to be issued on the platform where the incident occurred.