



CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD FOUR

tel: 212-736-4536
630 9th Avenue, Suite# 208
New York, New York 10036

www.nyc.gov/mcb4

LESLIE BOGHOSIAN MURPHY
Chair

JESSE R. BODINE
District Manager

Manhattan Community Board 4
Social Media
Guidelines, Best Practices, and Strategies
updated Feb 2026

Scope & Purpose

This guideline governs social media posts and account activity by the Manhattan Community Board 4 (MCB4) office relating to official board business and is intended to promote accurate, consistent, accessible, and appropriate communications with the public, while supporting community engagement, transparency, and compliance with applicable legal and recordkeeping requirements.¹

Guidelines

Any staff or board member responsible for the MCB4 social media platforms:

- will only post or repost content that is official board business;
- will not post or repost personal, confidential, or non-public matters involving staff, board members, or members of the public;
- will not tag board members, members of the public, or anyone's personal account;
- will refer to board members by first name only, unless explicitly consented to, and any board member will have the option of opting out of being referenced or presented on MCB4 social media platforms; and
- will not post or repost content that endorses or opposes any candidate for political office or contains any political campaign material.

Administration & Review

- All MCB4 social media platforms will be managed by two board members who shall serve as "Co-Administrators."
- The Co-Administrators shall be appointed by the MCB4 Chair at the start of each year.
- All MCB4 social media posts shall be reviewed and approved by the Co-Administrators, the Chair, and the MCB4 District Manager (or the MCB4 District Staff, in the absence of the District Manager).
- The Co-Administrators shall monitor the accounts and messages regularly (at least, once a month) for any activities and provide updates to the MCB4 Chair and District Office.
- The MCB4 Office and Co-Administrators shall create and maintain a secure password for all MCB4 social media accounts, not to be shared with anyone else, and update the password regularly (at least, once a year) for security purposes.

¹ These Guidelines were approved by the Executive Committee on February 23rd, 2026.

Best Practices

- **Content:** All MCB4 social media posts shall be fact-based and informational.
- **Photos:** Each person will be given the option to opt out of being photographed before posting.
- **Links:** MCB4 will check that any links shared are functional and secure (https://)
- **Copyright:** Any image or photo used should be free for public use and not limited by copyright, licensing, or royalty restrictions.
- **Content Calendar:** The Co-Administrators should work with the MCB4 office to develop a plan to post at least once a week, across all platforms at the same time.
- **Tags:** MCB4 social media posts may tag official governmental agencies or organizational partners to authenticate relevant content, direct the public to relevant information, services, or resources, and promote goodwill with community partners. For tags to individual accounts, see “*Guidelines*” above.
- **Quality Check:** The MCB4 Social Media Co-Administrators will each double check all social media posts for grammar, spelling, and factual accuracy.
- **Comments:** MCB4 social media platforms will enable the comments section but not respond to individual comments.
- **Direct Messages:** All MCB4 social media platforms shall have an automated standard response to direct messages (Sample: “Thank you for reaching out to MCB4. We do not respond to direct messages. Please contact our office directly for assistance at xxx-xxx-xxxx or xxxx@xxxx.gov.”).
- **Biography/Overview Section:** The biography or overview section should explain the role of MCB4 and its members and mention expectations for public decorum in comments.

Social Media Strategy

To ensure effective communication and enhance engagement with the public, MCB4 social media posts should strive to follow the 4-1-1 strategy, in accordance with the guidelines above:

- 4 value-driven posts that are consistent with the role and business of the board, including board announcements, board letters, neighborhood news, and community events.
 - Examples: MCB4 meetings or events, coat drive, and community outreach initiatives.
- 1 soft-sell post that highlight MCB4 work or MCB4 members or community partners, relevant to board business:
 - Examples: MCB4 board members touring Pier 97, MCB4 members at street fair.
- 1 hard-sell post with a call to action focused on community and related to MCB4 business, civic engagement, community services and resources, or other publicly useful information.
 - Examples: MCB4 public meetings or community board applications.

Internal Recordkeeping

- This guideline shall be maintained by the MCB4 Office and may be shared with MCB4 members upon request.
- This guideline may be revisited and amended by MCB4 Executive Committee vote.