

## **NRC Social Media Work Group**

Meeting Notes – 11.1.17

Commissioners in attendance: Chuck Welch, Angie Manke, Jim Bagniewski, Courtney Lokken

### **Social Media Platforms:** Facebook

**Audience:** Engaged citizens who are interested in staying in the loop regarding the activities of the NRC, those who are interested in promoting neighborhood revitalization in the city, and individuals interested in neighborhood associations generally.

**Primary Function of Social Media Presence:** to disseminate information that directly pertains to the work of the City of La Crosse Neighborhood Revitalization Commission, e.g. policies/statements, meeting agendas & minutes, mayor's expo promotion, connecting citizens to their respective neighborhood associations, dissemination of information pertaining to all-neighborhood ( such as the "Fall in Love with your Neighborhood" event).

**Administrators:** Two members of the NRC, along with Sara Olsen from City Planning.

**Administrator Roles:** NRC Members – Create, manage, and monitor all activity on the Facebook page. Sara Olsen – Post links to agenda and minutes when available (perhaps this should be done on a scheduled time and day in relation to the respective meeting?). The NRC will provide a template for Sara to utilize.

**Various Policies:** -Remove public posting capability from page

-Remove public review option (if possible) and wipe out all previous reviews to start with a blank slate

-Commissioners can reach out to the page administrators requesting a special post be made. Do we have examples of the types of posts this might entail?

-If a commissioner disapproves of a post that is made, that member should reach out to Sara Olsen and request that a discussion of the post be on the next meeting agenda. The NRC will then vote on whether to leave or remove the post. If the NRC votes to remove a post, it will simply be removed – there will be no new post made stating why the post was removed.

-The NRC Facebook page will no longer share various articles, e.g. Strong Towns articles. Rather, we will encourage all commissioners to follow a specific list of Facebook pages that share credible articles regarding neighborhood planning and revitalization. This list has not yet been created, but it will remain fluid. This is purely a suggestion, not mandatory.