

**[Proposed] Resolution by the Board of Neighborhood Commissioners  
approving the Digital Communications Policy for the Neighborhood Councils**

**[提案]鄰裡委員會理事會關於批准鄰裡委員會數碼化通訊政策的決議**

**(Draft Version as of 9/29/2020)  
(2020年9月29日草案)**

WHEREAS, the Board of Neighborhood Commissioners (Commission) is charged with policy setting and oversight regarding the Neighborhood Council system (Charter § 902);

鑑於，鄰裡委員會理事會（委員會）負責有關鄰裡委員會系統的政策制定和監督（《憲章》第902條）；

WHEREAS, the Department of Neighborhood Empowerment (the Department), is charged with, among other things, arranging training and assisting Neighborhood Councils and implementing and overseeing the compliance with City ordinances and regulations relating to a system of neighborhood councils. (Admin. Code § 22.801; Charter § 901);

鑑於，鄰裡賦能部（本部門）負責安排培訓和協助鄰裡委員會，以及實施和監督與鄰裡委員會系統有關的洛杉磯市法令、法規的遵循情況等事宜（《管理法規》第22.801條；《憲章》第901條）；

WHEREAS, pursuant to the City's Charter, neighborhood councils have an advisory role to the City on issues of concern to the neighborhood (Charter § 900);

鑑於，根據市憲章，鄰裡委員會應就本市的重點問題向本市提供諮詢服務（《憲章》第900條）；

WHEREAS, neighborhood councils increasingly utilize websites, social media, electronic and online newsletters, as well as other forms of digital media in accordance with their Chartered role;

鑑於，鄰裡委員會根據其特許職責，使用網站、社交媒體、電子期刊和在線期刊以及其他形式的數碼化媒體的頻率與日俱增；

WHEREAS, neighborhood councils have requested guidance on the use of their websites, social media, and newsletters to allow them to engage with their stakeholders without infringing on the rights of the public;

鑑於，鄰裡委員會已申請提供關於使用其網站、社交媒體和電子期刊的指引，以確保其在不侵犯公眾權利的前提下與其利益相關者互動；

WHEREAS, neighborhood councils have requested guidance on the permissible discussion of neighborhood council matters by individual neighborhood council members on private social media and websites;

鑑於，鄰裡委員會已申請提供關於鄰裡委員會成員在私人社交媒體和網站上對鄰裡委員會事項進行討論的允許範圍的指引；

WHEREAS, the Department presented the Commission with a draft digital communications policy based upon the City's Information Technology Agency policies;

鑑於，本部門已向委員會提交基於本市訊息技術局政策編寫的數碼化通訊政策草案；

WHEREAS, the Commission discussed the digital communications policy at a public meeting held on \_\_\_\_\_.

鑑於，委員會於\_\_\_\_舉行的公開會議上討論了數碼化通訊政策。

NOW, THEREFORE, BE IT RESOLVED that the Board of Neighborhood Commissioners hereby adopts the attached "Digital Communications Policy" for Neighborhood Councils.

因此，當前鄰裡委員會理事會決議實施所附的鄰裡委員會「數碼化通訊政策」。

Adopted this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.  
本決議於20\_\_\_\_年\_\_\_\_生效。

MOVED BY:

\_\_\_\_\_  
Member, Board of Neighborhood Commissioners

簽發：

\_\_\_\_\_  
鄰裡委員會理事

SECONDED BY:

\_\_\_\_\_  
Member, Board of Neighborhood Commissioners

附議：

\_\_\_\_\_  
鄰裡委員會理事

WITNESSED BY:

\_\_\_\_\_  
Staff, Department of Neighborhood Empowerment

見證人：

\_\_\_\_\_  
鄰裡賦能部職員

VOTES

投票

Ayes: \_\_\_\_\_

支持：\_\_\_\_\_

Nays: \_\_\_\_\_

反對：\_\_\_\_\_

[Proposed] Board of Neighborhood Commissioners' Digital Communications Policy  
for the Neighborhood Councils

[提案]鄰裡委員會理事會關於鄰裡委員會的數碼化通訊政策

Effective Date: \_\_\_\_\_

生效日期：\_\_\_\_\_

## 1. Overview: The Advisory Role of the Neighborhood Councils

### 概述：鄰裡委員會的諮詢職能

Pursuant to the Charter of the City of Los Angeles (City), a citywide system of neighborhood councils and the Department of Neighborhood Empowerment (Department) were created “[t]o promote more citizen participation in government and make government more responsive to local needs.” (Charter § 900). The Charter further provides that “neighborhood councils shall include representatives of the many diverse interests in communities and shall have an advisory role on issues of concern to the neighborhood.” (Charter § 900).

覆蓋全市範圍的鄰裡委員會和鄰裡賦能部（部門）體系乃根據《洛杉磯市憲章》創建，「以鼓勵市民參與政府事務，並促使政府對當地需求做出更迅速的反應（《憲章》第900條）」。  
《憲章》進一步規定，「鄰裡委員會應包括社區中各類多元化利益的代表，並應就鄰裡問題發揮諮詢職能（《憲章》第900條）」。

Accordingly, in all respects, a neighborhood council's online and electronic communications practices shall promote civic engagement *by and for the diverse interests of its communities*, with the aim of fulfilling a neighborhood council's *advisory role to the City* on issues of neighborhood concern.

因此，在所有方面，鄰裡委員會的在線和電子通訊活動均應注重促進社區民衆參與，並為其社區多元化利益服務，旨在履行鄰裡委員會為本市就鄰裡問題提供諮詢的職能。

Proper use for a neighborhood council's website, social media, or newsletters/reports is the promotion of neighborhood council membership and attendance at meetings and promotion of approved and authorized neighborhood council events.

正確使用鄰裡委員會網站、社交媒體或電子期刊/報告旨在促進鄰裡委員會的成員資質和會議出席，以及促進鄰裡委員會活動的批准、授權。

## 2. Purpose of this Policy

### 政策目的

2.1. This policy was passed by the Board of Neighborhood Commissioners (Commission) in accordance with its Charter role of policy setting and oversight for the neighborhood council system.

本政策由鄰裡委員會理事會（委員會）基於其對鄰裡委員會系統的政策制定和監督的憲章特許職能批准通過。

2.2. This policy provides procedures and standards for neighborhood councils' Digital Communications, including the use, management, design, development, and maintenance of websites, social media accounts, newsletters and other platforms as defined and described herein.

本政策包含鄰裡委員會數碼化通訊的流程和標準，包括網站、社交媒體賬戶、電子期刊和本文定義和描述的其他平台的使用、管理、設計、開發和維護。

2.3. This policy also contains information and an attachment (Attachment A) regarding the Neighborhood Council System Commenting Policy.

本政策亦包含關於鄰裡委員會系統評論政策的訊息和附件（見附件A）。

2.4. The Department and the City Clerk's Office are authorized to create rules, regulations, forms, or

guidelines to administer, implement and enforce this policy, including but not limited to, enforcement that results in suspension of a neighborhood council's Digital Media Communications account, disqualification of an individual or neighborhood council from participating in a matter pending or that may come before the board, or remedies such as those listed at Section 22.818(e) of the Los Angeles Administrative Code.

本部門和市書記辦公室有權制訂規則、條例、格式或指引用於管理、實施和執行此政策，包括但不限於：暫停鄰裡委員會數碼化媒體通訊賬戶的使用，剝奪個人或鄰裡委員會參與待決事項或待提呈至理事會商議的事項的資格，或採取諸如《洛杉磯行政法》第22.818(e)條所列的補救措施。

### 3. Scope

#### 範圍

3.1. This policy applies to all certified neighborhood councils and governs the use, management, design, development and maintenance of Digital Communications accounts, platforms, and tools utilized by neighborhood councils.

本政策適用於所有經認證的鄰裡委員會，並適用於鄰裡委員會所用的數碼化通訊賬戶、平台和工具的使用、管理、設計、開發和維護。

3.2. This policy applies to all individuals utilizing a neighborhood council's Digital Communications accounts, platform, and tools, including board members, committee members, interns, other volunteers, and paid vendors and service providers.

本政策適用於所有使用鄰裡委員會數碼化通訊賬戶、平台和工具的個人，包括理事、分委會成員、實習生、其他志願者以及付費供應商和服務提供商。

3.3. Because many neighborhood council board members use social media and have created websites or newsletters in their personal lives and individual capacities, this policy (at Section 8) also provides basic guidelines for neighborhood council board members who utilize websites, social media, newsletters, and the like as private individuals and in their individual capacities.

由於許多鄰裡委員會理事在個人生活中以個人身份使用社交媒體並創建網站或電子期刊，因此本政策（第8節）就私人以個人身份使用網站、社交媒體、電子期刊等事宜為鄰裡委員會理事提供基本指引。

### 4. Terms and Definitions

#### 條款與定義

4.1. Neighborhood Council Digital Communications: For purposes of this policy, Neighborhood Council (or Neighborhood Council's) Digital Communications means Neighborhood Council Website(s), Neighborhood Council Social Media, and Neighborhood Council Newsletter(s).

鄰裡委員會數碼化通訊：就本政策而言，鄰裡委員會數碼化通訊特指鄰裡委員會使用的網站、社交媒體及電子期刊。

4.2. Neighborhood Council Website: A Website established or administered by a neighborhood council using neighborhood council resources of any kind, such as the labor of neighborhood council board members, neighborhood council funds, and neighborhood council resources, to communicate and engage with the public about neighborhood council business.

鄰裡委員會網站：由鄰裡委員會使用任何形式的鄰裡委員會資源，如鄰裡委員會理事的個人勞動、鄰裡委員會資金和鄰裡委員會資源而建立或進行管理的網站，以供同公眾就鄰裡委員會的業務進行交流和互動。

4.3. Neighborhood Council Social Media: Social media accounts, tools, applications, and/or websites established or administered by a neighborhood council using neighborhood council resources of any kind, such as the labor of neighborhood council board members, neighborhood council funds, and neighborhood council resources to communicate and engage with the public about neighborhood council business.

鄰裡委員會社交媒體：由鄰裡委員會使用任何形式的鄰裡委員會資源，如鄰裡委員會理事的個人

勞動、鄰裡委員會資金和鄰裡委員會資源而建立或進行管理的社交媒體賬戶、工具、應用程式及/或網站，以供同公眾就鄰裡委員會的業務進行交流和互動。

- 4.4. **Social Media:** Online communications channels dedicated to community-based input, interaction, content-sharing, content-creation, and collaboration. These channels include social networking sites, platforms, and applications, weblogs (blogs, vlogs, or microblogs), podcasts, online chat sites, forums, and video/photo posting sites or any other such similar output or format. Examples include, but are not limited to Facebook, Medium, Twitter, Tumblr, LinkedIn, Instagram, Snap, TikTok, and YouTube.

**社交媒體：**專用於社區相關的輸入、交互、內容共享、內容創作和協作的在線通訊渠道。這些渠道包括社交網站、平台、應用程式、網絡日誌（博客、vlog或微博）、播客、在線聊天網站、論壇、視頻/照片發佈網站，或任何其他類似的內容輸出或格式。示例包括但不限於Facebook、Medium、Twitter、Tumblr、LinkedIn、Instagram、Snap、TikTok和YouTube。

- 4.5. **Neighborhood Council Newsletter:** A newsletter, bulletin, periodic publication, or other report established or administered by a neighborhood council distributed via email, online, or by automated or prerecorded phone call, using neighborhood council resources of any kind, such as the labor of neighborhood council board members, neighborhood council funds, and neighborhood council resources, to communicate and engage with the public about neighborhood council subject matter.

**鄰裡委員會電子期刊：**由鄰裡委員會使用任何形式的鄰裡委員會資源，如鄰裡委員會理事的個人勞動、鄰裡委員會資金和鄰裡委員會資源而建立或進行管理並通過電子郵件、在線、自動或預先錄製的電話錄音傳播的電子期刊、公告、定期出版物或其他報告，以供同公眾就鄰裡委員會主題進行交流和互動。

- 4.6. **Account Administrators:** Individuals designated by a neighborhood council to administer Neighborhood Council Digital Communications.

**賬戶管理員：**由鄰裡委員會任命的專職管理鄰裡委員會數碼化通訊的個人。

- 4.7. **Account Moderators:** Individuals designated by a neighborhood council to moderate the content and comments posted on a Neighborhood Council Digital Communications platform, tool, or account.

**賬戶審核員：**由鄰裡委員會任命的負責審核在鄰裡委員會數碼化通訊平台、工具或賬戶上發表的內容和評論的個人。

## 5. Account Administrator and Account Moderator Responsibilities

### 賬戶管理員和賬戶審核員的職責

- 5.1. Neighborhood councils are responsible for ensuring that the content is consistent with the neighborhood council system's mission pursuant to the Charter, professionally presented, accurate, and respectful to their diverse communities.

各鄰裡委員會負責確保其內容與鄰裡委員會系統獲《憲章》授予的使命相一致、以專業的方式呈現、準確、且尊重其多元化社區。

- 5.2. Each neighborhood council is responsible for designating an Account Administrator to implement and ensure compliance with this policy. Absent designation, the Account Administrator will be the president or chair of the neighborhood council.

各鄰裡委員會負責任命一名賬戶管理員負責實施本政策並確保符合本政策要求。如未任命，賬戶管理員將由鄰裡委員會理事長或主席擔當。

- 5.3. An Account Administrator is responsible for managing and maintaining Neighborhood Council Digital Communications and must: (1) ensure that a Neighborhood Council's Digital Communications are regularly maintained; (2) ensure that the neighborhood council board is

informed about Neighborhood Council Digital Communications activities; (3) review content posted to the Neighborhood Council's Digital Communications to ensure the content is timely, professional, and relevant to neighborhood council's activities and resources, and is consistent with the neighborhood council's bylaws and standing rules, City policies, including policies set forth by the Board of Neighborhood Commissioners, Department of Neighborhood Empowerment, and City Clerk's Office, and applicable law; and (4) ensure that the neighborhood council is in compliance with the rules, guidelines, and policies of the third-party websites, social media sites, newsletters, platforms, and accounts being used.

賬戶管理員負責管理和維護鄰裡委員會的數碼化通訊，且必須：(1)確保定期維護鄰裡委員會的數碼化通訊；(2)確保向鄰裡委員會理事通報鄰裡委員會的數碼化通訊活動；(3)審查鄰裡委員會數碼化通訊發表的內容，以確保其內容及時、專業且與鄰裡委員會的活動和資源相關，並且與鄰裡委員會的章程和管理規章、本市政策（包括鄰裡委員會理事會、鄰裡賦能部和市書記辦公室制訂的政策）、以及適用法律一致；(4)確保鄰裡委員會符合其所使用的第三方網站、社交媒體網站、電子期刊、平台和賬戶的規則、準則和政策。

- 5.4. Each neighborhood council is responsible for designating an Account Moderator to implement and ensure compliance with this policy. Absent designation, the Account Moderator will be the president or chair of the neighborhood council.

各鄰裡委員會負責任命一名賬戶審核員，以執行本政策並確保符合本政策要求。如未任命，賬戶審核員將由鄰裡委員會理事長或主席擔當。

- 5.5. An Account Moderator is responsible for ensuring that: (1) accounts are in active use; (2) content published by the neighborhood council is timely and accurate; (3) comments are checked and reviewed on a regular basis; and (4) comments are moderated according to this policy.

賬戶審核員負責確保：(1)賬戶處於使用中狀態；(2)鄰裡委員會發表的內容及時準確；(3)定期檢查和審核評論；(4)根據本政策審核評論。

- 5.6. Although a neighborhood council may determine that only one person is needed to fulfill both the Account Administrator and Account Moderator roles, the neighborhood council shall always designate alternates to ensure access by more than one person. The neighborhood council shall also create distinct role-specific email accounts for shared use by its Account Administrator, Account Moderator, and their alternates.

鄰裡委員會可任命一人同時兼任賬戶管理員和賬戶審核員，但鄰裡委員會應始終指定候補人員，以確保不止一人可行使上述職責。鄰裡委員會還應創建不同的角色特定的電子郵件賬戶供其賬戶管理員、賬戶審核員及其後補人員共享。

## **6. Establishment of a Neighborhood Council Website, Social Media, or Newsletter**

### **鄰裡委員會網站、社交媒體或電子期刊的創建**

- 6.1. All Neighborhood Council Digital Communications must utilize official neighborhood council contact information (e.g., a specially established neighborhood council administrator email address) for account setup, monitoring, and access. The use of personal email accounts or personal phone numbers is not allowed for the purpose of setting up a Neighborhood Council Digital Communications account. When the social media platform requires an individual's name or other personal information associated with the account, the creator of the account must obtain approval from the Department.

所有鄰裡委員會數碼化通訊必須使用官方的鄰裡委員會聯繫訊息（如特別建立的鄰裡委員會管理員電子郵件地址）進行賬戶設置、監控和訪問。不允許使用個人電子郵件賬戶或個人電話號創建鄰裡委員會數碼化通訊賬戶。如社交媒體平台要求提供個人姓名或與該賬戶相關的其他個人訊息，賬戶創建者必須獲得本部門的批准。

- 6.2. Persons responsible for setting up or maintaining a Neighborhood Council Digital Communications account must securely provide each administrator's access, login, and password information to the Department and the president of the neighborhood council upon the effective date of this policy. Any changes in login, password, or administrator access information

must be reported immediately to all aforementioned persons. The security of this login information is also paramount to ensure there is no unauthorized access to the account. The Department would retain this information primarily for security purposes and to assist the neighborhood council in regaining access to their accounts.

自本政策生效之日起，負責設立或維護鄰裡委員會數碼化通訊賬戶的人員必須以安全的方式向本部門和鄰裡委員會理事長提供各管理員的訪問、登錄名和密碼訊息。倘登錄名、密碼或管理員訪問訊息發生任何更改，必須立即向上述所有人士報告。登錄訊息的安全性對於防備未經授權的訪問權限也至關重要。出於安全目的，本部門將保留這些訊息，必要時將協助鄰裡委員會重獲其賬戶的訪問權限。

- 6.3. The establishment of a Neighborhood Council Digital Communications account must be approved by official action of the neighborhood council. A neighborhood council shall not establish or authorize Digital Communications accounts for its committees or any other groups. All Digital Communications shall originate from the neighborhood council, acting through its board, and not any committee or any other group.

鄰裡委員會數碼化通訊賬戶的創建必須經鄰裡委員會正式批准。鄰裡委員會不得為其分委會或任何其他團體創建或授予數碼化通訊賬戶。所有數碼化通訊均應由鄰裡委員會通過其理事會作出，而非任何分委會或任何其他團體。

- 6.4. A neighborhood council shall have as few Neighborhood Council Digital Communications accounts as possible to ensure accuracy of content and regular moderation. A neighborhood council may have multiple accounts if it can be demonstrated that more than one account will effectively serve the neighborhood council's goals.

鄰裡委員會名下的數碼化通訊賬戶數量應儘可能少，以確保內容的準確性和定期審核。倘若可證明複數的賬戶可有效協助鄰裡委員會達成目標，則一個鄰裡委員會可設多個賬戶。

## **7. Design of a Neighborhood Council Website, Social Media, or Newsletter**

鄰裡委員會網站、社交媒體或電子期刊的設計

- 7.1. In a declared disaster or emergency situation, a neighborhood council's use of its Neighborhood Council Digital Communications must defer to the Mayor's Office, Emergency Management Department, Los Angeles Fire Department, Los Angeles Police Department, and/or other relevant public safety and emergency management departments to ensure that emergency communications are timely and accurate for the optimal safety of Los Angeles residents.  
倘通報發生災難或緊急情況，鄰裡委員會對於數碼化通訊的使用必須服從市長辦公室、應急管理部、洛杉磯消防局、洛杉磯警局和/或其他相關公共安全部門和緊急管理部門的要求，確保緊急通訊及時、準確，以最大程度確保洛杉磯居民的安全。
- 7.2. All Neighborhood Council Digital Communications must provide links to City websites whenever a City service, activity, or event is referenced to ensure accuracy of that information.  
為確保訊息的準確性，鄰裡委員會數碼化通訊提及市政服務、活動或事件時，必須提供市政網站的相關鏈接。
- 7.3. All Neighborhood Council Digital Communications must clearly indicate that they are administered by the neighborhood council and must prominently display neighborhood council contact information.  
鄰裡委員會數碼化通訊必須清楚表明其由鄰裡委員會負責管理，且必須突出顯示鄰裡委員會的聯繫訊息。

## **8. Content of a Neighborhood Council Website, Social Media, or Newsletter** 鄰裡委員會網站、社交媒體或電子期刊的內容

- 8.1. Publication of Official Information. Neighborhood Council Digital Communications are for official use only. All information disseminated must be directly related to the official duties and responsibilities of a neighborhood council under the City Charter and Administrative Code. Proper use for a neighborhood council's website, social media, or newsletters/reports is the promotion of neighborhood council membership and attendance at meetings and promotion of approved and authorized neighborhood council events. The development and use of Neighborhood Council Digital Communications for personal gain and use is strictly prohibited.  
官方訊息的發表。鄰裡委員會數碼化通訊僅用於官方用途。傳播的所有訊息必須直接與《洛杉磯市憲章》和《行政法規》所規定的鄰裡委員會的正式職責相關。正確使用鄰裡委員會網站、社交媒體或電子期刊/報告旨在促進鄰裡委員會的成員資質和會議出席，以及促進鄰裡委員會活動的批准、授權。嚴格禁止開發和使用鄰裡委員會數碼化通訊以供個人牟利和使用。
- 8.2. Publication of Accurate Information. Neighborhood Council Digital Communications must contain content that is current and correct. To ensure this, a timely and effective content review process must be conducted by neighborhood councils.  
準確發表訊息。鄰裡委員會數碼化通訊必須包含現時有效且正確的內容。為了確保這一點，鄰裡委員會必須實施及時有效的內容審查流程。
- 8.3. Prohibition of Discussion, Deliberation, or Taking Action on Neighborhood Council Matters. Although Neighborhood Council Digital Communications may contain relevant information concerning the neighborhood council's meetings, events, and activities, neighborhood council board members may not discuss, deliberate, or take action on any neighborhood council matters via Neighborhood Council Digital Communications. Neighborhood Council Digital Communications must promote civic engagement and open and transparent discourse, by directing that the public attend neighborhood council meetings. Therefore, whenever possible, the Neighborhood Council Social Media and Newsletters must link back to the Neighborhood Council Website and its section relating to agendas to encourage the public to attend and provide comment at neighborhood council meetings.  
禁止就鄰裡委員會事項進行討論、審議或採取行動。儘管鄰裡委員會數碼化通訊可能包含有關鄰裡委員會的會議、事件和活動的相關訊息，但鄰裡委員會理事不得通過鄰裡委員會數碼化通訊就任何鄰裡委員會事務進行討論、審議或採取行動。鄰裡委員會數碼化通訊須通過引導公眾參加鄰



裡委員會會議來促進公眾參與和公開透明的對話。因此，鄰裡委員會的社交媒體和電子期刊必須儘可能提供鄰裡委員會的網站及其與議程有關的部分的相關鏈接，以鼓勵公眾參與鄰裡委員會會議並發表評論。

**8.4. Prohibition of Confidential Information.** Private, confidential, or sensitive information may not be published on Neighborhood Council Digital Communications.

禁止發表機密訊息。部分私人、機密或敏感訊息不得在鄰裡委員會數碼化通訊中發表。

**8.5. Prohibition of Campaign Information.** Neighborhood Council Digital Communications may not be used for campaign-related purposes. Campaign-related purposes include but are not limited to, the following:

禁止發表推廣活動訊息。鄰裡委員會數碼化通訊不得用於與推廣相關的目的。與推廣相關的目的包括但不限於以下內容：

- (1) Statements in support or opposition to any candidate or ballot measures;  
支持或反對任何候選人或投票措施的聲明；
- (2) Requests for campaign funds or references to any solicitation of campaign funds.  
募集競選資金或提及資金募捐事宜。
- (3) References to the campaign schedule or activities of any candidate:  
提及競選時間表或任何候選人的活動；

**8.6. Copyright-Protected and Trademark-Protected Material.** Copyright-protected materials may not be reproduced, distributed, transmitted, displayed, or otherwise published without the prior written permission of the owners of these materials. This also applies to trademarks, which can be a word, phrase, symbol, or design, or a combination thereof, that identifies and distinguishes the source of the goods of one party from those of others. Those responsible for publishing content in Neighborhood Council Digital Communications must protect any City materials and comply with laws in the use of third-party materials.

受版權保護和受商標保護的資料。未經資料所有者的事先書面許可，不得複製、分發、傳播、展示或以其他方式發表受版權保護的資料。此規定亦適用於商標，包括可以識別並區分一方和其他方的商品來源的單詞、詞組、符號或設計圖案或其組合。負責在鄰裡委員會數碼化通訊中發表內容的人員必須保護市政資料，並遵守使用第三方資料的法律。

**8.7. General Content Prohibitions.** A neighborhood council may not, on its Neighborhood Council Digital Communications, publish any content:

一般禁止內容。鄰裡委員會不得在其鄰裡委員會數碼化通訊中發表以下內容：

- (1) regarding any political candidate or ballot measure, except to the very limited extent permitted by law;  
涉及任何政治候選人或投票措施的內容，除非在法律允許的有限範圍內則例外；
- (2) that contains obscene or sexual content or links to obscene or sexual content;  
包含淫穢或色情內容或與淫穢或色情內容相關的鏈接；
- (3) that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability, or sexual orientation;  
支持、煽動或提倡針對種族、信仰、膚色、年齡、宗教、性別、婚姻狀況、國籍、身體或精神殘疾或性取向的歧視；
- (4) that is primarily commercial in nature;  
主要屬於商業性質；
- (5) that condones or encourages illegal activity; or  
縱容或者鼓勵違法行為；或
- (6) that violates City (including City Charter or Administrative Code), state, or federal law including, but not limited to, trademark and copyright law.  
違反市（包括《憲章》或《行政法規》）、州或聯邦法，包括但不限於商標法和版權法。

(7) that violates City policies, regulations, rules, directives, or procedures applicable to neighborhood councils.

違反本市適用於鄰裡委員會的政策、法規、規則、指令或程序。

8.8. No Neighborhood Council Digital Communications may include endorsement of private entities, including non-profit organizations, but may provide links as necessary to the operation of a neighborhood council-approved event, and in that circumstance, must also include the following disclaimer: "Acknowledgement of any entity or person(s) on this page does not constitute the neighborhood council's support or endorsement of it or its products or services."

鄰裡委員會數碼化通訊不得包含對包括非營利組織在內的私人實體的認可，但可在必要時提供經鄰裡委員會批准的活動的運作的鏈接。在此情況下，必須標註以下免責聲明：「本頁面中對任何實體或個人的認可並不構成鄰裡委員會對其或其產品或服務的支持或認可。」

## 9. Uses of a Private or Non-Neighborhood Council Website, Social Media, or Newsletter

私人或非鄰裡委員會網站、社交媒體或電子期刊的使用

9.1. No neighborhood council board or committee member is authorized to establish or administer a personal website, Social Media, or newsletter utilizing their title or position on a neighborhood council to publish information concerning the neighborhood council's meetings, events, and activities. If individual board members wish to encourage civic engagement through the neighborhood council, they may post a link to the Neighborhood Council Website, and shall, to the greatest extent that a given platform allows, block the ability of any posts and/or comments to avoid any discussion regarding neighborhood council matters.

鄰裡委員會理事或分委會成員無權利用其在鄰裡委員會的頭銜或職位來建立或管理個人網站、社交媒體或電子期刊並發表有關鄰裡委員會的會議、事件和活動的訊息。倘個別理事希望通過鄰裡委員會的名義鼓勵民衆參與，則可以發表鄰裡委員會網站的鏈接，並應在指定平台所允許的最大範圍內阻止任何發表及/或評論的功能，以避免關於鄰裡委員會事宜的任何討論。

9.2. No neighborhood council board or committee member is permitted to display or permit display of any neighborhood council or City seal, logo, trademark, apparel, vehicle, badge, patch, or other official neighborhood council or City image on any private, non-Neighborhood Council Website, Social Media, or Newsletter, including but not limited to, any website, social media, or newsletter they personally establish or administer.

鄰裡委員會理事或分委會成員在任何私人的非鄰裡委員會網站、社交媒體或電子期刊均不得展示任何鄰裡委員會或洛杉磯市的印章、徽標、商標、服裝、車輛、徽章、補丁或其他官方鄰裡委員會或洛杉磯市畫面形象，包括但不限於他們個人建立或管理的任何網站、社交媒體或電子期刊。

9.3. No neighborhood council board or committee member is authorized to utilize or publish confidential, personal, private, or sensitive information obtained in their capacity as a member of a neighborhood council board or committee on any private, non-Neighborhood Council Website, Social Media, or Newsletter, including but not limited to, any website, social media, or newsletter they personally establish or administer.

鄰裡委員會理事或分委會成員無權在任何私人的非鄰裡委員會網站、社交媒體或電子期刊中使用或發表以鄰裡委員會理事或分委會成員身份而獲得的機密、個人、私人或敏感訊息，包括但不限於他們個人建立或管理的任何網站、社交媒體或電子期刊。

9.4. Some uses of websites, Social Media, and newsletters may reflect on a neighborhood council or the City or appear to reflect a position or policy on behalf of a neighborhood council or the City. Further, some uses may risk interference with the public's rights under the Brown Act, risk converting a platform into a limited public forum protected by the First Amendment, or risk an appearance of a conflict of interest or bias. For those reasons, when using a private non-Neighborhood Council Website, Social Media, or Newsletter, including but not limited to, any websites, social media, and newsletters, administered by neighborhood council board members and committee members:

網站、社交媒體和電子期刊的部分使用方式可能會反映或者看似反映鄰裡委員會或本市的立場或

政策。此外，部分使用方式或會存在干涉《Brown法案》所規定的公眾權利的風險、將平台轉換為受《第一修正案》保護的有限公共論壇的風險、或者導致利益衝突或偏見的風險。出於上述原因，在使用由鄰裡委員會理事和分委會成員管理的私人所有的非鄰裡委員會網站、社交媒體或電子期刊時，包括但不限於任何網站、社交媒體和電子期刊：

9.4.1. Neighborhood council board members and committee members shall not list or utilize their official neighborhood council title or email address, or create any other impression that there is an official relationship between their neighborhood council role and the website, Social Media, or newsletter. Identification of their neighborhood council position as part of a resume or biography is permissible. A neighborhood council board or committee member shall not publish inaccurate information regarding his or her title, position, or role on a neighborhood council.

鄰裡委員會理事和分委會成員不得展示或利用其鄰裡委員會官方頭銜或電子郵件地址，或以任何其他方式表明其鄰裡委員會角色與網站、社交媒體或電子期刊之間存在正式關係。將其鄰裡委員會職位記入簡歷或自傳是允許的。鄰裡委員會理事或分委會成員不得發表有關其在鄰裡委員會中的頭銜、職位或角色的不實訊息。

9.4.2. Neighborhood council board members or committee members are not authorized to attribute personal statements or opinions to the neighborhood council or the City. If a reasonable inference can be drawn that a personal statement or opinion is the neighborhood council's or the City's, the neighborhood council board member or committee member shall affirmatively use a disclaimer that establishes that the statement or opinion is personal and does not represent a statement of the opinion of the neighborhood council or the City.

鄰裡委員會理事或分委會成員無權以鄰裡委員會或本市的名義發表個人陳述或意見。倘若可合理推斷個人陳述或意見代表鄰裡委員會或本市立場，則鄰裡委員會理事或分委會成員應使用明確的免責聲明，表明陳述或意見屬個人立場，不代表鄰裡委員會或本市。

9.4.3. Neighborhood council board members and committee members shall refrain from discussing or commenting upon any matter that is pending before or may come before the neighborhood council. Commenting may include "friending" or "liking."

鄰裡委員會理事和分委會成員應避免討論或評論鄰裡委員會待處理或可能將處理的任何事宜。「添加好友」或「喜歡」的表達亦屬於評論。

9.4.4. Neighborhood council board members and committee members shall refrain from discussing or commenting upon the parties and their representatives involved in a matter that is pending before or may come before the neighborhood council. Commenting may include "friending" or "liking."

鄰裡委員會理事和分委會成員應避免討論或評論鄰裡委員會待處理或可能將處理的任何事宜的當事方及其代表。「添加好友」或「喜歡」的表達亦屬於評論。

9.4.5. Neighborhood council board members and committee members shall refrain from discussing or commenting upon the opinions or positions of other neighborhood council board members and committee members upon a matter that is pending or may come before the neighborhood council. Commenting may include "friending" or "liking."

鄰裡委員會理事和分委會成員應避免討論或評論其他鄰裡委員會理事和分委會成員對於鄰裡委員會待處理或可能將處理的任何事宜的意見或立場。「添加好友」或「喜歡」的表達亦屬於評論。

9.5. Due to the risks that a neighborhood council board member or committee member's use of a private, non-neighborhood Council Website, Social Media, or Newsletter may appear to reflect on a position or policy on behalf of a neighborhood council or the City, interfere with the public's rights under the Brown Act, convert a platform into a limited public forum protected by the First Amendment, or create an appearance of a conflict of interest or bias, violations may result in disqualification of an individual or neighborhood council from participating in a matter pending or

that may come before the board, or actions by the City under Section 22.818(e) of the Los Angeles Administrative Code or remedies such as those listed at Section 22.818(e) of the Los Angeles Administrative Code.

由於鄰裡委員會理事和分委會成員使用私人所有的非鄰裡委員會網站、社交媒體或電子期刊存在以下風險：看似代表鄰裡委員會或本市發表立場或政策；干涉《Brown法案》所規定的公眾權利；將平台轉換為受《第一修正案》保護的有限公共論壇；或導致利益衝突或偏見，違規行為可能會導致個人或鄰裡委員會喪失參與處理鄰裡委員會待處理或可能將處理的任何事宜的資格，或本市根據《洛杉磯行政法》第22.818(e)條採取行動，或本市根據諸如《洛杉磯行政法》第22.818(e)條採取補救措施。

## 10. Comments

### 評論

- 10.1. Comments from the public may be disallowed or disabled on Neighborhood Council Digital Communications, provided they are blocked at all times. In the event that comments are allowed on Neighborhood Council Digital Communications, they must be monitored daily (see Attachment A - Neighborhood Council System Commenting Policy Notice)

鄰裡委員會數碼化通訊中，可禁止發表公眾評論，前提是公眾評論一直維持被屏蔽狀態。如需開放鄰裡委員會數碼化通訊的評論功能，則必須每天對其進行審查（請參閱附件A——鄰裡委員會系統評論政策通知）。

- 10.2. The Neighborhood Council System Commenting Policy Notice must be made available online and in context with any Neighborhood Council Digital Communications that permits comments. (Attachment A - Neighborhood Council System Commenting Policy Notice.)

鄰裡委員會系統評論政策通知必須在線發表，並適用於允許發表評論的任何鄰裡委員會數碼化通訊（請參閱附件A——鄰裡委員會系統評論政策通知）。

- 10.3. The Account Moderator must monitor the comments posted by the public. With the approval of the Department, comments that are contrary to the rules identified herein may be removed or restricted. The general goal of comment moderation is to provide a forum where individuals can freely express their opinions without infringing on the ability of others to do so. The City Attorney's Office is available to provide legal advice on potential removal of content.

賬戶審核員必須監督公眾發表的評論。經本部門批准，其可刪除或限制與本文所確定的規則相悖的評論。評論審核的總體目標，是提供一個使個人可以自由發表意見而不會侵犯他人的自由表達的論壇。本市檢察官辦公室可就可能被刪除的內容提供法律建議。

- 10.4. If comments do not otherwise violate this policy, then the content must be allowed to remain, regardless of whether it is favorable or unfavorable to the neighborhood council or to any neighborhood council member.  
倘評論未違反本政策，則無論其對鄰裡委員會或任何鄰裡委員會成員有利或不利，都必須保留其內容。
- 10.5. Users who repeatedly violate comment guidelines may be blocked. An account may only be blocked after multiple violations of this policy have been recorded and submitted to the Department and the action of blocking an account has been agreed upon by the Department. If further guidance is needed, please consult the City Attorney's Office, Neighborhood Council Advice Division.  
反復違反評論規則的用戶可能會被屏蔽。只有在賬戶多次違反政策後，且經本部門批准同意屏蔽賬戶，才可屏蔽該賬戶。如需要進一步的指引，請諮詢本市檢察官辦公室、鄰裡委員會諮詢處。
- 10.6. Illegal, or potentially illegal, activity should be reported to the Los Angeles Police Department promptly.  
非法或潛在的非法活動應立即上報至洛杉磯警局。
- 10.7. Account Administrators or Moderators should make a good faith effort to respond to public and private messages and comments where appropriate.  
賬戶管理員或審核員應在適當情況下真誠地回應公眾和私人的訊息和評論。

## 11. Security and Privacy

### 安全和隱私

- 11.1. The Account Administrator is expected to protect confidential, personally identifiable information, or any other data that could potentially be used to identify or harm a particular person.  
賬戶管理員應保護機密的可識別個人身份的訊息，或任何可能被用於鑑別或傷害特定人士的其他資料。
- 11.2. If a security breach is suspected to have taken place or is confirmed, the Account Administrator must notify the president or chair of the neighborhood council and the Department immediately, regardless of time of day or day of the week. If necessary, the Neighborhood Council Digital Communications account will be suspended or deactivated.  
倘若安全漏洞疑似存在或已確認存在，則賬戶管理員必須立即通知鄰裡委員會理事長或主席和本部門（無論何時）。如必要，可暫停或停用鄰裡委員會數碼化通訊賬戶。
- 11.3. An Account Administrator is expected to be judicious in the third-party applications they use in the course of their duties and take regular inventory of the applications connected to official accounts and devices. This is critical for ensuring the security of accounts.  
賬戶管理員應謹慎處理他們履職時使用的第三方應用程序，並定期清點與官方賬戶和設備相關的應用程序。此對於確保賬戶的安全性至關重要。
- 11.4. Passwords must be different for each account so as to minimize potential damage due to a security breach (i.e., unauthorized access to one account should not allow unauthorized access to other accounts).  
各個賬戶的密碼不得相同，以最大程度地減少安全漏洞可能造成的潛在損失（即，倘一個賬戶經未經授權訪問，其他賬戶不得同時經未經授權訪問）。
- 11.5. Passwords to administer Neighborhood Council Digital Communications must be changed and recorded regularly to ensure proper security, including but not limited to, the

following circumstances:

鄰裡委員會數碼化通訊的密碼必須定期更改和記錄，以確保適當的安全性，包括但不限於以下情況：

- 11.6. At the departure of an Account Administrator, passwords must be changed and reported to the Neighborhood Council president or chair and the Department.  
賬戶管理員卸任時，必須更改密碼並將其報告給鄰裡委員會理事長或主席和本部門。
- 11.7. Passwords and login information must be kept in carefully stored, secure places whether online, on hard disk, or in a physical space. It is recommended to store passwords and login credentials in separate files or locations to ensure security.  
密碼和登錄訊息必須存儲在審慎、安全的位置（網絡空間、硬盤、物理空間均可）。建議將密碼和登錄訊息存儲在單獨的文件或位置中，以確保安全。

## 12. Records Retention and Public Information

記錄留存和公共訊息

- 12.1. Content on all Neighborhood Council Digital Communications may be subject to disclosure as required by the California Public Records Act (CPRA).  
所有鄰裡委員會數碼化通訊的內容可能會根據加利福尼亞公共記錄法(CPRA)的要求被披露。
- 12.2. The public must be clearly informed that any information posted on Neighborhood Council Website or Social Media is subject to disclosure. The Neighborhood Council must advise the public against posting personal identifying information, including personal contact information such as residential addresses, telephone numbers, and email addresses.  
必須明確告知公眾，在鄰裡委員會網站或社交媒體上發表的任何訊息均可能被披露。鄰裡委員會有義務建議公眾不要發表可識別個人身份的訊息，包括個人聯繫訊息，如居住地址、電話號碼和電子郵件地址。

## 13. Notice to Third-Parties

告第三方通知

- 13.1. Linking to, following or “friending” persons or organizations on Neighborhood Digital Communications platforms is not an endorsement by the neighborhood council and is only intended as a means of communication.  
在鄰裡數碼化通訊平台上鏈接至個人或組織、關注個人或組織或添加個人或組織為好友，並非屬於鄰裡委員會的認可方式，而僅是一種交流手段。
- 13.2. Any references or links to a specific entity, product, service, or organization posted by individuals on the Neighborhood Council Digital Communications should not be considered an endorsement by the neighborhood Council.  
個人在鄰裡委員會數碼化通訊上發表的對特定實體、產品、服務或組織的任何引用或鏈接均不應視為鄰裡委員會對其的認可。
- 13.3. The Neighborhood Council does not review, sponsor, or endorse any other website linked to its Neighborhood Council Digital Communications. The views and opinions of authors expressed on those websites do not necessarily state or reflect the opinion of the City and may not be quoted or reproduced for the purpose of stating or implying any endorsement or approval of any product, person, or service.  
鄰裡委員會不會審查、贊助或認可與其數碼化通訊鏈接的任何其他網站。在此類網站上表達的觀點和見解，不一定代表或反映本市的觀點。亦不得出於陳述或暗示對任何產品、個人或服務的認可或支持而引用或複製此類內容。

- 13.4. The Neighborhood Council is not responsible for content that appears on external links. 鄰裡委員會對出現在外部鏈接上的內容概不負責。
- 13.5. The Neighborhood Council is not responsible for and does not guarantee the authenticity, accuracy, appropriateness, or security of any link, external website, or its content. 鄰裡委員會不對任何鏈接、外部網站或其內容的真實性、準確性、適當性或安全性負責。

#### 14. Other Laws, Regulations and Policies

##### 其他法律、法規和政策

This policy is not intended to serve as the exclusive guidance for neighborhood councils in their use of Digital Communications. Other applicable laws, regulations, and policies include the following:

本政策並非用於指引鄰裡委員會使用數碼化通訊的唯一指南。其他適用的法律、法規和政策包括：

- 14.1. **First Amendment:** Websites and social media accounts that have been utilized for official government business have been considered to be public forums subject to the First Amendment. In addition, private or personal accounts containing discussion of neighborhood council business might be deemed public forums subject to the First Amendment.  
第一修正案：用於官方政府事務的網站及社交媒體賬戶均被視為受《第一修正案》約束的公共論壇。此外，包含有關鄰裡委員會事務的討論的私人或個人賬戶可能被視為受《第一修正案》約束的公共論壇。
- 14.2. **Prohibitions against lobbying and political advocacy:** Neighborhood Council Digital Communications are funded and/or developed with public funds and public resources and contain intellectual property owned by the City. Their use may not conflict with laws restricting the use of public funds for lobbying or advocacy.  
禁止遊說和政治宣傳的規定：鄰裡委員會數碼化通訊由公共資金和公共資源支持及/或開發，並且包含本市所擁有的知識產權。數碼化通訊的使用不得與限制使用公共資金於遊說或政治宣傳的法律相抵觸。
- 14.3. **Ralph M. Brown Act:** The Brown Act requires that discussion, deliberation, or action by the neighborhood council occur at a public meeting. Neighborhood councils may not engage in “serial communications” in violation of the Brown Act.  
Ralph M. Brown法案：《Brown法案》要求鄰裡委員會通過公開會議進行事務討論、審議或行動。鄰裡委員會不得違反《Brown法案》從事「串行通訊」。
- 14.4. **California Public Records Act:** The Public Records Act requires inspection or disclosure of public records to the public upon request. Websites, social media, or newsletters utilized to conduct neighborhood council business (whether on neighborhood or personal platforms), are subject to the California Public Records Act.  
加利福尼亞公共記錄法：《公共記錄法》規定必要時公共記錄應接受審查或向公眾披露。用於開展鄰裡委員會業務的網站、社交媒體或電子期刊（無論是在社區還是在個人平台上）均受《加利福尼亞公共記錄法》約束。
- 14.5. **Conflicts of Interest laws:** Certain provisions of the California Political Reform Act, Government Code § 1090, and common-law conflicts of interest rules, have been interpreted to apply to certain neighborhood council activities.  
利益衝突法：《加利福尼亞政治改革法》的若干規定、《政府法》第1090條以及普通法利益衝突規則均適用於別部分鄰裡委員會活動。
- 14.6. **City Charter, laws, regulations, and policies:** The City Charter, the Administrative Code, and City regulations promulgated by the City Clerk’s Office and City Clerk’s Office govern the role, authority, and conduct of neighborhood councils. Pertinent provisions of other City policies, including but not limited to, the City’s Information Technology Agency policies and the City’s policies relating to volunteers such as neighborhood council board and committee members

may also apply.

洛杉磯市憲章、法律、法規和政策：鄰裡委員會的職責、職權和行為由市書記辦公室頒布的市憲章、行政法規和市法規，以及市書記辦公室進行管理。其他市政府政策的相關規定也可能適用，包括但不限於本市訊息技術局政策和本市與志願者（如鄰裡委員會理事和分委會成員）有關的政策。

- 14.7. Other Commission Policies: This Policy does not supersede and is to be read in coordination with other Commission policies, including the Commission's code of conduct, censure, and removal policies.

其他委員會政策：此政策不得取代其他委員會政策，且應與其他委員會政策（包括委員會的行為準則、問責和撤職政策）共同閱讀。

- 14.8. Neighborhood Council By-Laws: Neighborhood councils are also governed by their respective by-laws. Therefore, when a neighborhood council establishes a website or social media account, the content therein must accurately reflect activities and events that have been approved by the governing body of each neighborhood council in compliance with its by-laws.

鄰裡委員會細則：鄰裡委員會亦受其各自細則的約束。因此，鄰裡委員會創建網站或社交媒體賬戶時，其中的內容必須準確反映各鄰裡委員會的管理機構已根據鄰裡委員會細則批准的活動和事件。

## 15. Attachments

### 附件

- 15.1. Attachment A - Neighborhood Council System Commenting Policy Notice

附件A——鄰裡委員會系統評論政策通知



## **ATTACHMENT A**

### **附件A**

#### **Neighborhood Council System Commenting Policy Notice**

鄰裡委員會系統評論政策通知

#### **The Neighborhood Council welcomes you and your comments**

鄰裡委員會歡迎您提供意見

The purpose of the neighborhood council's website and social media is to present information from the neighborhood council to its stakeholders so as to encourage participation in the neighborhood council system's advisory role to the City.

鄰裡委員會網站及社交媒體的目的，是將鄰裡委員會的訊息提供給其利益相關者，以鼓勵他們參與鄰裡委員會系統為本市提供的諮詢職能。

Comments posted to the Neighborhood Council website or social media account are public. The Neighborhood Council therefore advises against posting sensitive personal identifying information, such as home addresses, phone numbers, and personal email addresses, on its website or social media account.

發表至鄰裡委員會網站或社交媒體賬戶的評論是公開的。因此，鄰裡委員會建議不要在其網站或社交媒體賬戶上發表敏感的可識別個人身份的訊息，如家庭住址、電話號碼和個人電子郵件地址。

A comment or post by the public on any Neighborhood Council website or social media is the opinion of the commenter or poster only and does not imply endorsement of, or agreement by, the Neighborhood Council.

公眾在任何鄰裡委員會網站或社交媒體上的評論或發帖僅代表評論者或發表者的個人意見，並不代表鄰裡委員會認可或同意其意見。

The overarching purpose of comment moderation is to create a place online where users can engage in a discussion of ideas, policies, and topics without significantly infringing on the ability of other users to do so. Comments or responsive content (like an image or video) that are in violation of the policies set forth by the platform they are posted on (e.g., a comment posted on Facebook that violates Facebook's code of conduct for users) should be reported to the platform for review.

評論審核的首要目的，是創建一個供用戶進行想法、政策和主題的討論，同時不會顯著損害其他用戶的言論表達的在線場所。違反平台政策（例如，在Facebook上發表的評論違反了Facebook的用戶行為守則）的評論或回覆內容（如圖像或視頻）應上報平台供審核。

If comments or responsive content from users do not violate the platform's policies for use they are potentially eligible for moderation by the Neighborhood Council website or social media administrator.

即使用戶的評論或回覆內容未違反平台的使用政策，亦可能由鄰裡委員會網站或社交媒體管理員進行審核。

Comments containing any of the following are subject to potential removal and/or restriction by the Neighborhood Council:

包含以下內容的評論都可能被鄰裡委員會刪除和/或限制：

- **Off topic comments, including comments outside the jurisdiction of the neighborhood council system or unrelated to the original post**  
與主題無關的評論，包括鄰裡委員會系統管轄範圍之外的評論或與初始發帖無關的評論
- **Obscene content**  
色情內容
- **Threats to any person or organization**  
對他人或組織進行威脅
- **Solicitation of commerce, including but not limited to advertising of any business or product for sale**  
商業推廣，包括但不限於商業廣告或產品銷售廣告
- **Conduct in violation of any federal, state, or local law**  
違背聯邦、州或本地法律的行為

- **Encouragement of illegal activity**  
煽動進行非法活動
- **Information that may tend to compromise the safety or security of the public or public systems, or**  
有可能危害公眾安全或公共系統安全的訊息，或
- **Content that violates the privacy or security of an individual or a legal ownership interest, such as a copyright, of any party.**  
侵犯個人隱私或安全或法定擁有權益（如任何實體的版權）的內容