

Communication Assets Guidelines for Local Chapters

LACBC aims to provide increased support services for local chapters in order to improve and streamline our collective communication and engagement capabilities. As part of these efforts, LACBC is providing additional tools to chapters for both internal and external communication, as well as direct access into LACBC's member and supporter database to enable real-time tracking of engagement activities and promote membership growth and retention. These tools are being provided on an interim basis, pending review as part of a pilot program to evaluate their effectiveness.

Chapter Domain Names

As committees of LACBC, all chapter assets are property of LACBC. However, many chapter domain names are registered to volunteers rather than the organization. All chapters are expected to transfer registration of their domains to LACBC upon renewal. This transfer should occur before utilization of any of these new communications tools. LACBC will pay for the domain name and chapters will still oversee day-to-day operation of the chapter website.

Google for Nonprofits

Google for Nonprofits provides a suite of communication and coordination tools for internal communication among a chapter's steering committee members. LACBC is able to add chapter domains to LACBC's Google for Nonprofits account in order to extend these services to chapters. Chapters will have access to Google's standard services, including Gmail, Calendar, Drive, Hangouts, YouTube, and Groups. LACBC will maintain administrative access to all user accounts.

LACBC will provide the following Google services to chapters:

- Up to 30 Google accounts (email addresses)
- 30GB of storage space per account across Gmail and Google Drive
- Google Hangouts
- Google Forms
- Google Calendar
- Google Groups (created by LACBC staff upon request)

Email

When a chapter domain is added to the LACBC Google for Nonprofits account, the chapter will get two default email accounts as below:

- hello@xxx.org for general inquiries
- news@xxx.org for action alerts and newsletters

We will also provide one default Google Group that includes all steering committee members for email distributions among steering committee members and Google Drive sharing:

- steeringcommittee@xxx.org

In addition to the two default email accounts, a chapter can request up to 28 additional Google accounts. Accounts should be limited to current steering committee members. A chapter should notify HQ when an account holder no longer serves on the steering committee. Outgoing steering committee members will have up to two weeks to access their account before it is suspended.

A chapter can choose a template for individual emails from below and should keep the format consistent for all individual accounts.

Email template:

1. `firstname@xxx.org` (i.e. `hyeran@la-bike.org`)
2. `firstname.lastname@xxx.org` (i.e. `hyeran.lee@la-bike.org`)
3. `flastname@xxx.org` (i.e. `hlee@la-bike.org`)

A chapter should appoint a steering committee member as the technology coordinator, who is responsible for keeping all accounts current and functional and acts as the liaison with LACBC staff regarding communication assets. If absolutely necessary, two people could share the coordinator role (i.e. when a communication committee has two co-chairs). A chapter needs to report to LACBC who the coordinator is before getting access to their accounts. If there is a change in the coordinator, a chapter must notify Local Chapter Program Coordinator within 15 days.

NationBuilder

NationBuilder is what LACBC uses to manage our member and supporter database, update our website and blog, send our newsletter and campaign action alerts, track member and volunteer engagement, and more. It's basically the swiss army knife of advocacy tools.

NationBuilder is a community organizing tool designed for campaigns and direct engagement. It is more powerful than most people realize, but requires some know-how to fully take advantage of its capabilities.

Member and Supporter Database

LACBC is providing access to the NationBuilder platform through a tool called a *subnation*. A subnation is a partition within LACBC's NationBuilder database that allows access to members and supporters affiliated with the chapter. People become affiliated with a chapter by interacting

with the chapter on social media, opting in to receive emails or texts from the chapter, or becoming a member of the chapter.

In NationBuilder, people that interact with the chapter are considered *supporters*. (Chapter members are all supporters, but not all supporters are members.) Supporters are tagged with additional information, such as what petitions they have signed, which email lists they are on, what events they have attended, etc. The chapter's subnation will be populated by supporter profiles that will contain: contact information, location, and specific tags relevant to the subnation. NationBuilder should be used to track the four basic goals of chapter growth:

1. Engaging more people (i.e. growing the number of *supporters*)
2. Recruiting more members (i.e. getting more *supporters* to pay dues as *members*)
3. Maintaining and renewing current members (i.e. keeping members engaged)
4. Increasing membership revenue (i.e. encouraging *members* to renew at higher levels)

These four goals are the basic elements of a "ladder of engagement" that encourages people to become increasingly involved with your chapter. Your supporters and members are also your volunteer pool and advocacy base, so it is important to plan for all interactions with supporters and members to be positive and coordinated. By tracking engagement activities in NationBuilder, chapters can better identify who is primed for greater involvement (or who might be inundated with requests).

Member Dues and Donations

LACBC uses NationBuilder to track member dues and donations from individuals. For accounting purposes, all financial transactions will continue to be processed through LACBC's parent nation rather than the chapter's subnation. This could change upon evaluation during the pilot.

Website and Blog

LACBC will help chapters set up a basic website through NationBuilder. Chapters will have the ability to manage and update their websites using NationBuilder's online portal. NationBuilder sites have standard features, plus some integrated social media tools. Default page types include blog, events, petitions, and other pages chapters will find useful. Chapters will be able to set different permissions for different users. For example, while overall website administration should be limited to one or two people (the designated technology coordinator(s)), multiple steering committee members could have authorization to post on the blog.

Email and Newsletter

LACBC uses NationBuilder to send mass emails, including action alerts and the weekly newsletter. Depending on how chapters set up their subnation, people will be able to subscribe

to general emails and action alerts, or more targeted communications based on their neighborhood or interest in a particular campaign. LACBC will help chapters set up their email lists (using *tags* in NationBuilder) so that the right people get the right communications. LACBC will also help chapters set up an email template so that emails from the chapter look professional and contain basic information about the chapter.

Social Media

Chapters are encouraged to have an active social media presence to keep your followers up-to-date on events and campaigns and to interact with people interested in your cause. Social media posts should follow the same guidelines as other communications.

Facebook

Facebook is a great tool to share news, promote events, and communicate with followers. We recommend that you set up a *Page* for your local chapter, not a *Group*. Pages are designed for organizations like you. On a Page, your posts will be more visible, while random posts by other people will be less prominent. A Group is more appropriate for communication among equals, which means that random posts by other people will have just as much weight as your posts about your own business. Pages also have better tracking of engagement statistics and are integrated with NationBuilder. (See LACBC's Facebook Page for an example of what a Page looks like: <https://www.facebook.com/LosAngelesCountyBicycleCoalition/>)

Pages can have multiple administrators. Chapters are required to make the LACBC Facebook account (<https://www.facebook.com/LACBC>) an administrator. All administrators are required to sign the attached User Agreement for LACBC Communication Assets. Chapters should limit additional administrators to just one or two steering committee members that are in charge of social media.

Chapters must identify themselves as a "local chapter of the Los Angeles County Bicycle Coalition" on the *About Us* page. Chapters are encouraged to have a post about membership *pinned* to the top of their Page.

Twitter

Twitter is a great tool for chapters who want an easy tool for frequent online interaction. On Twitter, it is easy to interact with other organizations (tweet us [@labc](#)!), post updates from meetings and events in real time, and follow key elected officials and reporters in your community.

The main problem with Twitter is that it doesn't handle shared accounts very well. All users of a Twitter handle (your Twitter account name) share one username and password, so it is important to keep this information confidential and only share it with authorized users. Chapters

may not share their Twitter login credentials with individuals who have not signed the attached User Agreement for LACBC Communication Assets. Chapters are required to share their login credentials with LACBC staff. Any changes to passwords must be reported to LACBC staff within 24 hours.

Other Social Media Platforms

Twitter and Facebook are the most common social media platforms used by chapters, but there are many others (e.g. Instagram, Pinterest, etc.). Chapters may not share their login credentials with individuals who have not signed the attached User Agreement for LACBC Communication Assets. Chapters are required to share their login credentials with LACBC staff for all social media accounts. Any changes to passwords must be reported to LACBC staff within 24 hours.

Communications Guidelines

Refer to the Chapter Handbook for more detailed guidelines about the content of communications, including required identification of the chapter as a “local chapter of the Los Angeles County Bicycle Coalition” in all correspondence.

User Agreement

Any chapter member who utilizes these communications tools is required to sign the User Agreement for LACBC Communication Assets, attached. The user agreement outlines requirements and prohibitions for use of LACBC’s communications tools.

User Agreement for LACBC Communication Assets

Purpose

Purpose: LACBC is providing Communication Assets to Local Chapters with the purpose of facilitating communication and organization among chapter leaders, with members and supporters, and with the general public within the Local Chapter's boundaries. These Communications Assets may not be used for commercial purposes, or for purposes unrelated to LACBC's mission.

Pilot Program: LACBC is providing these Communication Assets on a provisional basis to evaluate their feasibility and effectiveness for Local Chapter use. LACBC may extend or terminate access to these Communication Assets at its sole discretion.

Definitions

LACBC: The Los Angeles County Bicycle Coalition (LACBC), is a 501(c)(3) nonprofit organization headquartered in Los Angeles, CA.

Local Chapter: LACBC supports a Local Chapter Program, consisting of volunteer-run Local Chapters throughout Los Angeles County. Local Chapters are committees of LACBC and subject to all laws, regulations, and other restrictions that apply to LACBC. All Local Chapter assets are property of LACBC.

Steering Committee: Each Local Chapter has a Steering Committee, which is comprised of volunteers who are also members of the Local Chapter. The Steering Committee conducts the activities and affairs of the Local Chapter, with oversight and guidance from LACBC.

Volunteer: Any person acting on behalf of LACBC without compensation is a volunteer. Volunteers utilizing LACBC's Communication Assets are subject to the terms and conditions of this agreement.

Communication Assets: The Communications Assets covered by this agreement are all means of communication owned by LACBC (including its Local Chapters), including, but not limited to, email, member and supporter database, website, blog, social media (Facebook, Twitter, Instagram, etc.), YouTube, printed material, and audio/video.

NationBuilder: NationBuilder is a CRM and CMS platform used by LACBC to manage the website, emails, and financial data for the organization.

Subnation: A Subnation is a partition within LACBC's NationBuilder platform assigned to a Local Chapter. Volunteer users will be provided accounts with appropriate permissions to access the Local Chapter's subnation.

Parent Nation: The Parent Nation is the entirety of LACBC's NationBuilder platform, administered by LACBC.

Google For Nonprofits

Google For Nonprofits services are provided at the sole discretion of LACBC and may be revoked at any time. Local Chapter use of LACBC's Google For Nonprofits account is subject to Google's terms and conditions, in addition to those included in this User Agreement. LACBC will maintain administrative access to all user accounts.

Email

Volunteers with an LACBC Local Chapter email should be responsive and professional. Email messages should generally be checked at least once every two days, unless a vacation response is activated. Volunteers are expected to reply to inquiries in a timely manner and interact with the public, members, and fellow steering committee members respectfully. Accounts that are not accessed by the Volunteer for over 21 days may be declared inactive and are subject to suspension and/or deletion.

With the exception of general Local Chapter accounts (e.g. hello@xxx.org), login credentials should not be shared among multiple Volunteers. Volunteers are prohibited from unauthorized use of another user's account.

Google Docs and Drive

All Local Chapter related files should be saved in a Local Chapter master folder named after the Local Chapter name in LACBC Google Drive. Access to Local Chapter files should be shared among all accounts affiliated with the Local Chapter.

Confidential documents such as financial documents, donor lists, and members' and supporters' personal information must stay private in the Google Drive and be shared only amongst Local Chapter account holders.

NationBuilder

Access to the Local Chapter Subnation is provided at the sole discretion of LACBC and may be revoked at any time. Local Chapter use of NationBuilder is subject to NationBuilder's terms and

conditions, in addition to those included in this User Agreement. Only authorized Volunteers may access the NationBuilder control panel.

Social Media

All Local Chapter social media use, including Facebook, Twitter, Instagram, and other social media services, is subject to this User Agreement. Volunteers may not share login credentials to Local Chapter social media accounts with other Volunteers who have not consented to the terms of this User Agreement.

Terms and Conditions

Lobbying and Electioneering

As a 501(c)(3) nonprofit organization, LACBC is allowed to lobby in support or opposition to legislation, regulations, or other government actions. However, LACBC may not engage in activities in support or opposition to a candidate for elective office. Volunteers are expressly forbidden from using LACBC Communication Assets (e.g. email, Facebook, Twitter, website/blog, etc.) to express support or opposition to a candidate. Volunteers are prohibited from sharing contact information from the Subnation with campaigns. Volunteers must comply with any reporting processes required by LACBC. Questions regarding compliance with this section should be directed to LACBC's Planning & Policy Director. If you are unable to reach the Planning & Policy Director, you should contact the Executive Director.

Ownership and Authorized Use

All Communication Assets are property of LACBC. LACBC may access and administer user accounts at any time. LACBC may revoke access or terminate an account at any time at its sole discretion.

Standard of conduct

Volunteers are expected to act in a mature and responsible way at all times. For example, the following behaviors are prohibited:

- Any act of discrimination or unlawful harassment; telling sexist or racist jokes; making racial or ethnic slurs;
- Negligence or any careless action which endangers the life or safety of another person;
- Making threats against persons or property;
- Violating a confidentiality agreement made with LACBC; giving confidential or proprietary LACBC information to other organizations; breach of confidentiality of personal information; or

- Soliciting, selling merchandise, or collecting funds of any kind for other organizations or individuals without authorization.

Volunteers must use Communication Assets exclusively for Local Chapter purposes. Volunteers should not use a Local Chapter email to transmit messages they would not want read by a third party. Further, Volunteers may not use Communication Assets for such non Local Chapter-related purposes such as soliciting for commercial ventures, religious or personal causes, or other outside organizations.

Protecting Personal Information and Aggregate Information

Data contained within the Subnation, including the personal information of members, donors, and supporters, is the property of LACBC. Volunteers may not share, transfer, or disclose personal information contained within the Subnation to third-party organizations or individuals. Volunteers are responsible for using due care to protect the privacy of personal information contained within the Subnation, including, but not limited to, logging out after accessing the Subnation, refraining from using shared computers to access personal information, and not sharing login credentials with other people.

Compliance with Communication Assets Guidelines for Local Chapters

Volunteers are required to ensure their Local Chapter is compliant with the Communication Assets Guidelines for Local Chapters. If a Volunteer becomes aware of any noncompliance with the Communication Assets Guidelines for Local Chapters by themselves or others in their chapter, they are required to report this noncompliance to LACBC's Local Chapter Program Coordinator.

Consent to Provisions of User Agreement

I, _____, a Steering Committee member of _____
Local Chapter, agree to the terms of this User Agreement.

Date

Signature