

3 things you can do right now

Here are actions your NC can take immediately, to prepare for when the Digital Communications Policy goes into effect this October 4. All 3 items will make your NC's digital account admin go more smoothly, and help prevent loss of accounts due to billing or lost login issues:

1. **Set up a shared email address** to use for your login credentials and billing on your NC digital communications accounts. This is what is meant by an "Account Administrator email address" in Section 6.1 of the policy. This could be an address that forwards to a recipient list (as your NC's EmpowerLA.org email address does, for example). Or it could be an address that multiple people have the login for, so they can access verifications or account notices sent to that inbox. Section 6.1 requires that this sort of shared email address be tied to all NC accounts wherever possible, to help prevent loss of account access if someone leaves the board or needs coverage for their admin role.
2. **Assign multiple account administrators.** Section 6.1 also recognizes that there are some platforms where these shared email addresses can't be used - such as Facebook, where account admin must be tied to an individual administrator. In those cases, NCs should assign multiple administrators to their accounts on such platforms. Facilitating shared administrative access with shared email addresses and multiple admins ensures that NCs are safeguarded against permanent loss of digital accounts in which they've invested money and years of effort.
3. **Set a standing agenda item to discuss digital communications** at your monthly board meeting. This should cover content for your newsletter, social media, websites, and digital marketing, and also include discussion of account administrative needs and any billing for digital subscriptions and services, to ensure uninterrupted service. Here's a checklist of what you may want to include in this agenda item:
<http://tiny.cc/DigitalCommsAgendaItem>