



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Agenda - Approved

### **PRESIDENT'S WORK GROUP TO REVIEW COUNCIL COMMUNICATION TOOLS & PROCESSES**

*Consider: Who benefits? Who is burdened?*

*Who does not have a voice at the table?*

*How can policymakers mitigate unintended consequences?*

---

Thursday, July 23, 2020

12:00 PM

Via Virtual Meeting

---

**Note: Quorum of the Common Council may be present at this meeting.**

**\*You must register before your item is considered by the Work Group.**

The City of Madison is holding the President's Work Group to Review Council Communication Tools & Processes meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

**1. Written Comments:** You can send comments on agenda items to [lveldran@cityofmadison.com](mailto:lveldran@cityofmadison.com).

**2. Public Registration:** You can register your support or opposition to an agenda item at <https://www.cityofmadison.com/MeetingRegistration>. If you wish to speak at the virtual meeting on an agenda item, you must register. When you register, you will be sent an email with the information you will need to join the virtual meeting.

**3. Listen to the Meeting:** You can call-in to the work group meeting:

•Listen to audio via phone:

(877) 853-5257 (Toll Free)

Meeting ID: 994 4000 1367

**4. If you would like to join the meeting as an observer, please fill out information at <https://www.cityofmadison.com/clerk/meeting-schedule/watch-meetings-online>.**

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below immediately.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese inmediatamente al número de teléfono que figura a continuación.

Yog tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntaub ntawv ua lwm yam los sis lwm cov kev pab kom siv tau qhov kev pab, kev ua num los sis kev pab cuam no, thov hu rau tus xov tooj hauv qab no tam sim no.

Contact: Lisa Veldran, Legislative Services, Common Council Office, (608) 266-4074 or [lveldran@cityofmadison.com](mailto:lveldran@cityofmadison.com)

The work group may at any time move to suspend Robert's Rules of Order and stand informally to allow open dialogue and discussion among its members and the public in attendance on any agenda items listed as "Discussion Items" or "Updates".

1. **CALL TO ORDER / ROLL CALL**

2. **61450 PUBLIC COMMENT**

For 7/23/20 Meeting of the President's Work Group to Review Council Communication Tools & Processes

3. **DISCLOSURES AND RECUSALS**

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

**DISCUSSION ITEMS / POSSIBLE RECOMMENDATIONS**

4. **61149 Discussion Item: Alder Social Media Accounts & Council Social Media Policy**

**Attachments:** [7/23/20 DRAFT Social Media Policy Phase 1 Mainella Document.pdf](#)  
[5/17/19 CA May Memo Use of Social Media by Govt Officials.pdf](#)  
[Facebook Agency User Guide.pdf](#)  
[Social Media Strategy Plan.pdf](#)  
[Social Media Campaign Plan.pdf](#)  
[Social Media Content Outline.pdf](#)  
[Social Media Comments Policy City of Madison, City of Madison, Wisconsin.pdf](#)  
[Social Media Tip Sheet.pdf](#)  
[APM 3-16 Social Media and Department Websites Policy.pdf](#)  
[APM 3-13 Web Linking Policy.pdf](#)  
[FINAL Council Social Media Policy.pdf](#)

5. **61449 Discussion Item: Public Comment - All Alder Email Account & Via Virtual Meeting Registration**

**Attachments:** [7/23/20 Electronic Public Comments.pdf](#)

**6. UPCOMING MEETING DATES / TOPICS**

**Thursday, August 13**  
**Alder Calendars / Calendaring**

**Thursday, August 20**  
**Finish Discussion on Initiatives / Draft Report**

**Thursday, August 27**  
**Finish Discussion on Initiatives / Draft Report**

**Thursday, September 3**  
**Finish Discussion on Initiatives / Draft Report**

**Thursday, September 10**  
**Draft Final Report**

**Thursday, September 17**  
**Finalize Draft Final Report**

**7. ADJOURNMENT**