

## MEMORANDUM

<b>DATE</b>	March 9, 2017
<b>TO</b>	Outreach and Education Committee Members
<b>FROM</b>	 Antonette Sorrick Executive Officer
<b>SUBJECT</b>	<b>Use of Social Media Platforms for Communicating to Stakeholders: Agenda Item 12</b>

### **Background:**

The Board currently uses Twitter and Facebook to post the following items:

- Job Announcements
- Board/Committee Meetings
- Legislative Advisories
- Regulatory Changes
- Research
- Articles
- Fact Sheets/Tip Sheets from Stakeholder Groups

Recently, the Board has been mentioned on its Twitter page with postings about licensees that are harassing in nature. While the staff has reported the inappropriate tweets, it has brought up for discussion our use of social media platforms.

### **Action Requested:**

Staff has asked the Department of Consumer Affairs to assist with helping the Board with evaluating its use of social media platforms for communicating to stakeholders. Staff recommends Committee discuss the current platforms and see if the Board needs to alter or amend the types of platforms used and for what purposes.