

RED HOOK HUB MISSION & GUIDELINES

Mission

The mission of the Red Hook HUB is to provide a public information system which will connect, inform, and engage residents.

GUIDELINES

The Red Hook HUB (“the HUB”) was born out of the devastation of Hurricane Sandy and the subsequent need for a centralized system of sharing/gathering community information. The Hub is a public communication system that helps inform, connect and engage the Red Hook community. People can share and access neighborhood information via redhookhub.org, the HUB Ticker at 351 VanBrunt St. as well as the Hub Bulletin Boards at The Miccio Center and Red Hook Library. Posts may include various events, services and/or activities that are occurring in the community or are of interest to Red Hook residents. Preference for these announcements will go to information regarding public emergencies, as well as information regarding the health, safety and welfare of community members (defined below as Users). The HUB also aims to promote activities intended to strengthen the social fabric of the Red Hook community.

USERS

Individuals whose primary residence is within the geographic boundaries of the Red Hook, Brooklyn, their families, local businesses & organizations serving residents, individuals employed within the geographic community, students and other individuals registered in local public institutions, and anyone when they are within the geographic bounds of the Red Hook.

MESSAGE CONTENT

HUB posts are labeled Featured or Non-Featured/Participatory.

Featured: Posts considered more impactful to the community are selected and branded “Featured” by HUB personnel. Impactful content includes meetings/events related to Sandy recovery, proposed revitalization/construction projects, housing concerns, and community support services. Featured posts are to be displayed with a bright yellow background on bulletin boards and redhookhub.org. Featured posts may also be found on the HUB Ticker and social media pages (Facebook, Twitter, Instagram @redhookhub). Information regarding public emergencies will be given **first priority** for “Featured” status. Information regarding the health, safety and welfare of community members that reside in the community of Red Hook will be given second priority.

Non-Featured/Participatory: Residents, business owners, groups and organizations are encouraged to post community relevant information, within the guidelines set forth by this document. All qualified submissions will be displayed on a first come, first served basis. Users interested in posting information on the Library Bulletin Board may do so by submitting flyers to Library Staff.

All posts (Featured & Participatory) will be filtered by the HUB Coordinator based upon the guidelines herein. Website submissions may be edited for clarity. All posts will have a maximum display period of one month.

EXAMPLES OF FEATURED POSTS

- Emergency Information
- Public Service Announcements Relevant to Residents
- Impactful Community Meetings
- Impactful Community Events

EXAMPLES OF NON-FEATURED POSTS

- Religious Event Information
- Local Business Promotions
- Non Local Events & Meetings that impact residents
- Endorsements of products or services
- Election/political information,
- Fundraiser promotions
- Birthday/Death Announcements

Prohibited Uses

The Community Bulletin Board WILL NOT display the following:

- Illegal material
- Obscene; Indecent material
- Sexually explicit material
- Defamatory material
- Duplicate posts
- Posts larger than 11in x 14in

RED HOOK HUB ADVISORY COMMITTEE

The HUB Committee is a group of community stakeholders working to support the primary mission of the HUB and to ensure adherence to the HUB guidelines. Residents, business owners and those employed within the community are encouraged to join the Committee. HUB Committee members must agree to the following:

- To attend one meeting per month and emergency meetings as needed
- Develop and revise HUB guidelines as needed
- To troubleshoot any issues that may arise in reference to the HUB and its functions
- To act as community liaisons, communicating HUB mission and guidelines to residents, stakeholders etc.

DISCLAIMER

The posting of non-featured/participatory notices does not imply endorsement by the HUB or its partners. This document is subject to revision by the HUB Committee.