

1

CCTV & VIDEOCONFERENCING TIPS

Broadcasting or recording board proceedings and other meetings gives those who cannot be present the opportunity to observe the meetings at a later date. When taking advantage of this technology to improve transparency, always remember:

- Everything that is stated is being recorded, so great diligence must be paid to use of language and adherence to policy.
- As a member of the board, your full attention should be given to the agenda and discussion — not to the camera.
- These technologies should be used only after verifying that policy allows for them, and making sure that any necessary changes have been made to bylaws.

2

INTERNET TIPS

Just about everything can be found online these days — and that includes every e-mail sent, and every document posted online. Here are some things to remember when taking advantage of what the Internet has to offer:

- Everything that passes through an Internet server, including e-mail messages, blog and message board posts, and even Web sites that have been visited, may be recorded forever and retrieved at any time. Use extreme care when communicating anything online, and keep in mind that what you write or attach can come back to haunt you. The good news for boards and for business is that this well-known byproduct of Internet technology has led to greater attention to staying on point and remaining accountable.
- Google and related search engines and “cloud applications” are powerful and increasingly indispensable tools for research and for certain programs. However, bear in mind that all Internet-based searches and programs are tracked. Also remember that the Internet is still a storehouse for false, unverified, and out of date information. When conducting research for presidential searches, proposals, or for any other reason, make sure to use only reputable Web sites as information sources. Also, be sure that the information is up to date, and that what you’ve found is the full story and not abridged or incomplete.

3

MOBILE PHONE/PDA TIPS

Remember pagers? Many of us remember when these devices, and then cell phones when they were new, were seen as both technological marvels — and considerable nuisances. These days, it seems everyone has at least one mobile phone and a personal digital assistant (PDA). But most of us still resent how intrusive they can be, especially during critical public events such as board meetings.

- Be considerate with mobile devices. Turn your Blackberry off during meetings whenever possible — and if you can’t, explain to your colleagues that you will limit your use as much as possible during the meeting.
- Many of us store our entire professional lives — schedules, confidential and personal e-mail messages, budgets and other attachments, and contact information — on our Blackberries or PDAs. Back up the information on your electronic devices often in case you break or lose them, and secure access to your devices with a password so strangers will not have access to important and highly sensitive information if they find it. Better yet, try to keep any highly sensitive information on a laptop computer that stands a lesser chance of being lost or stolen, and password-protect the machine.

