



Board Policy No. 456

Social Media Use

ADOPTED: 03/11/2020

RECENT AMENDMENT:

~~N/A~~ October 8, 2025

SEE ALSO: 145, 201, 213, 213A, 218, 440, 440B, 440C, 440D

SUBJECT CATEGORY: SECTION 400, OPERATIONS

SUBSECTION: MARKETING

CONTROL DEPARTMENT: EXTERNAL AFFAIRS, ~~MARKETING & COMMUNICATIONS~~ CUSTOMER EXPERIENCE

I. PURPOSE

The Alameda Contra-Costa Transit District uses digital communications assets, including social media platforms to support and increase customer and community engagement. Social media offers the opportunity to inform the public about services and programs, to retain and attract new customers, to provide customer service, build support for new projects, gather input from the community and foster a culture of transparency that elevates the brand of the District.

The purpose of this policy is to set forth the responsibilities and expectations of social media users to ensure adherence with existing policies and regulations and the accuracy, consistency and quality of coordinated messaging.

II. PERSONS AFFECTED

This Policy applies to:

- General public posting content and engaging with AC Transit on social media platforms;
- Staff authorized to use social media on behalf of the District, including employees, temporary employees, volunteers, paid and unpaid interns, consultants, vendors, contractors, whether on or off duty at all locations whether or not on District property; and
- AC Transit Board Directors and officers, employees, temporary employees, volunteers, paid and unpaid interns, consultants, vendors, contractors using their personal social media accounts in relation to AC Transit, including when a person expressly identifies his or her association with AC Transit or communicates anonymously or under a pseudonym.

III. DEFINITIONS

“**Social media**” and/or “**social networking**” (collectively referred to as “social media”) means all web-based applications or sites that permit the uploading and sharing of information and/or collaboration via internet communities, networking sites, review platforms, media hosting, including video-sharing and/or photo-sharing. These include, but are **not limited to** the use of blogs, wiki's, RSS feeds, chats, short form videos, podcasts, and crowdsourcing and all other applications used for digital communication.

IV. POLICY

A. Authorized Users

1. Only designated employees authorized by the Executive Director of External Affairs, Marketing & Communications, Director of Marketing and Communications, or Communications Manager, may post social media content on designated AC Transit channels and platforms on behalf of the District. Any affected person not authorized to post content on behalf of the District shall not use AC Transit's logo or create the impression that they are acting as an authorized representative or speaking on behalf of the District.
2. Use of the District's social media channels for personal and/or private gain is prohibited.

B. Individual Use of Social Media: Disclosure of Individual Opinions

All persons affected who post content about AC Transit while interacting on social media in an individual and/or personal capacity, shall state that the opinion(s) expressed are their own and do not represent AC Transit positions, policies, views and/or opinions.

C. Confidentiality and Professional Conduct

All persons affected, regardless of whether they are on duty or off duty, are prohibited from posting confidential information about the District, its employees, Board Members and officers. In addition, harassment, bullying, retaliation, discriminatory statements and/or threats of violence are not acceptable in the workplace and are not permitted on social media platforms.

D. Duty and Care

1. All persons affected engaging in the use of social media shall ensure that any communications related to AC Transit adhere to this Policy, and to all applicable District Ordinances, [Administrative Regulations](#), and Board Policies, while on duty and off duty, including and not limited to:

Ord.16	Regulating the Use of the District's Registered Logo and Service Marks
145	Elections: Political and Campaign Activities
201	Anti-Bullying and Prevention of Abusive Conduct
213	Prohibiting All Forms of Unlawful Employment Discrimination, including
213A	Sexual or Other Forms of Harassment
218	Zero Tolerance for Workplace Violence
440	Information Systems Use Policy
440B	Information Security
440C	Email Use
440D	Mobile Devices

2. All persons using or interacting with AC Transit's official social media accounts agree to the following:

- i. Information you post to AC Transit's social media accounts may be visible to the public. AC Transit is not liable for any loss of personal information.
- ii. Comments on AC Transit's social media accounts may be deleted or hidden when in violation of Board Policy 201- Anti-Bullying and Prevention of Abusive Conduct.
- iii. Comments may be deleted or hidden per Ordinances, Board Policies, and Administrative Regulations, when containing any of the following:
 - Hate speech
 - Profanity, obscenity or vulgarity
 - Sexual content
 - Libelous comments
 - Threats
 - Defamation
 - Promotional comments
 - Comments that promote or oppose any person campaigning for election to a political office or promote or oppose any ballot measure
 - Commercial advertising
 - Copyright infringement
 - Comments that incite or inflame conflict
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E. Content Violations

AC Transit may, in its sole discretion, review and delete any social media content and/or take appropriate action if it determines that the content violates this policy or any of AC Transit's Ordinances, Board Policies, Administrative Regulations, Rules or Guidelines. AC Transit may investigate any potential violations on a case-by-case basis to determine the appropriate course of action. Nothing in this policy shall be applied to prohibit or infringe upon any speech or expression that is protected under law.

F. External Links Disclaimer

Links to external websites do not constitute AC Transit's endorsement of ~~content of those sites,~~ or any contents, the content of those sites, or any content therein. Web links may be updated or deleted. AC Transit cautions social media followers to conduct their own research before following links shared on AC Transit's social media accounts. AC Transit disclaims liability that may arise from following any provided links.

V. AUTHORITY

A. General Manager's Authority

The General Manager is authorized to issue the necessary Administrative Regulations and develop the necessary forms, education and systems required to implement this policy.