



## **Board Policy No. 456**

### **Social Media Use**

**ADOPTED:** 03/11/2020

**RECENT AMENDMENT:** N/A

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

**SUBJECT CATEGORY:** SECTION 400, OPERATIONS

**SUBSECTION:** MARKETING

**CONTROL DEPARTMENT:** EXTERNAL AFFAIRS, MARKETING & COMMUNICATIONS

#### **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

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 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 213A	Prohibiting All Forms of Unlawful Employment Discrimination, including 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

**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.

**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.