

ALAMEDA-CONTRA COSTA TRANSIT DISTRICT



STAFF REPORT

MEETING DATE: 3/11/2020

Staff Report No. 20-082

TO: AC Transit Board of Directors
FROM: Michael A. Hursh, General Manager
SUBJECT: Social Media Policy

ACTION ITEM

RECOMMENDED ACTION(S):

Consider the adoption of Board Policy 456 - Social Media Use.

STRATEGIC IMPORTANCE:

Initiative - Service Quality

The responsible use of social media amplifies the vision of the District as a valued leader in the community and helps realize our mission to deliver reliable and sustainable service to customers. In addition, the use of social media platforms by designated employees contributes to a high performing work force, while supporting a concerted effort to manifest the core values of AC Transit, including innovation, integrity and fostering trust.

BUDGETARY/FISCAL IMPACT:

There is no budgetary or fiscal impact associated with this report.

BACKGROUND/RATIONALE:

Social media has become an integral part of public outreach because it provides valuable, cost-effective and time-sensitive strategies for engagement and solution-focused customer care. The District's social engagement activities, including service disruption notifications and curated daily promotional content, are designed to retain and attract customers, promote services and programs, gather community input, build support and cultivate a culture of transparency that elevates the brand of AC Transit.

In order to facilitate the responsible use of social media, staff is proposing the adoption of the Social Media Use Policy. This policy helps define the purpose of using digital communication assets to provide consistent and accurate representation of AC Transit's service to customers and the community. In addition, the policy provides a framework for constructive and positive engagement, while supporting applicable AC Transit Board Policies.

The proposed Policy is informed by a comprehensive review and evaluation of applicable regulations from numerous transit agencies and organizations, including the Bay Area Rapid Transit District (BART), San Mateo

County Transit District (SamTrans) and the Santa Clara Valley Transportation Authority (VTA). Nothing in this policy shall be applied to prohibit or infringe upon any speech or expression that is protected under law. The Administrative Regulation associated with the Social Media Use Policy is currently drafted in collaboration with key stakeholders.

ADVANTAGES/DISADVANTAGES:

The adoption of this policy will help AC Transit employees, designated users and members of the public understand and consider the benefits of social media use, consistent with the District's goals, objectives, and culture. There are no disadvantages to approving this policy.

ALTERNATIVES ANALYSIS:

The alternative is to not adopt a Social Media Use Policy. This alternative is not recommended because the lack of defined user expectations will impact the District's ability to help current and future employees adapt to changing technologies and take appropriate responsive action. In addition, operating the District's digital communication platforms based on a set of standards fosters compliance with AC Transit Board policies, and applicable federal, state and local laws and regulations.

PRIOR RELEVANT BOARD ACTION/POLICIES:

There are no prior relevant Board policies.

ATTACHMENTS:

1. Social Media Use Policy

Prepared by:

Julia Kocs, Communications Manager

Approved/Reviewed by:

Beverly Greene, Executive Director of External Affairs, Marketing & Communications

Linda A. Nemeroff, District Secretary

Jill A. Sprague, Assistant General Counsel