



STAFF REPORT

DATE: September 14, 2020
TO: Sacramento Regional Transit Board of Directors
FROM: Devra Selenis, VP of Communications and Partnerships
SUBJ: APPROVING SACRT'S SOCIAL MEDIA POLICY

RECOMMENDATION

Adopt the Attached Resolution.

RESULT OF RECOMMENDED ACTION

Social Media Policy to be implemented at SacRT.

FISCAL IMPACT

There is no fiscal impact associated with this action.

DISCUSSION

Social media platforms are a great avenue for building brand image and developing a loyal customer base, and allows SacRT to share information beyond the conventional outreach experience.

Developing a comprehensive social media policy that includes guidelines, terms of use and best practices for customers and employees is essential to protect SacRT's brand and mitigate risk of misuse. The use of social media is intended to encourage a positive interaction between the user and SacRT. By setting clear boundaries, it will take the guesswork out of what is appropriate to post on SacRT social networks as well as the need for SacRT employees to maintain a clear distinction between their personal social media use and any District-related social media platforms.

Staff hereby recommends that the Board approve the Social Media Policy as described in Exhibit A.

RESOLUTION NO. 20-09-0088

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

September 14, 2020

APPROVING SACRT'S SOCIAL MEDIA POLICY

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, the Social Media Policy as set forth in Exhibit A, attached hereto, is hereby approved.

THAT, the General Manager/CEO or his/her designee are hereby directed to implement and enforce said policy.

STEVE HANSEN, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Cindy Brooks, Assistant Secretary

SacRT Social Media Policy

SacRT's presence on social media platforms creates a forum to disseminate information to customers and the public. SacRT wants our customers and the region to know that we are listening and we are here to help improve the riding experience. SacRT's use of social media is intended to encourage interaction between the user and SacRT.

Nothing in this policy shall be applied to prohibit or infringe upon any communication, speech or expression that is protected or privileged under law. This includes speech and expression protected under state or federal constitutions as well as labor laws or other applicable laws. SacRT cannot verify or confirm the accuracy of user comments or their compliance with the guidelines outlined here. Note that SacRT does not endorse any of the views in comments posted by users. SacRT specifically disclaims all liability for user social media that is not specifically authorized by the District, which means users are personally liable for the content of their personal websites and social media they create. Individual users are fully responsible for anything they post in comments, including links, videos/photos and other material.

For purposes of this policy, "Social Media" includes the various online technology tools that enable people to communicate easily over the internet to share information and resources.

SacRT Social Media Accounts

SacRT's presence on social media sites, including Facebook, Twitter, Instagram, LinkedIn and YouTube accounts, are managed by the Marketing and Communications department. Duplicate, unofficial pages shall be reported, and investigated.

Social Media Content

People who follow or "like" SacRT's social media accounts can expect regular posts covering some or all of the following:

- Information about special events and free-ride promotions
- Updates on time-sensitive service updates (bus, light rail, SmarT Ride and ADA paratransit service)
- Reminders about SacRT best practices
- Alerts about impending route or schedule changes
- News releases and links to stories about SacRT
- Information about public meetings, community partnerships and open houses
- Surveys to provide feedback that will improve service or regional resources
- Shared content from other organizations that partner with SacRT

SacRT's content is also intended to be shared by our followers who find it relevant or interesting.

Terms of Use – Comment Policy

SacRT's goal is to share ideas and information with as many individuals as possible and our policy is to accept the majority of comments made to our profiles. However, consistent with

information elsewhere in this statement, SacRT reserves the right to remove certain comments and/or block followers for the following behavior(s):

- Comments that include unlawful harassment or threats of violence
- Conduct or encouragement of illegal activity
- Comments that promote, foster, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, gender identity, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
- Hate speech
- Profanity, obscenity or vulgarity
- Nudity in profile pictures
- Defamation to a person or people
- Name calling and/or personal attacks
- Comments whose main purpose are to sell a product
- Comments that infringe on copyrights
- Spam comments, such as the same comment posted repeatedly on different SacRT social media sites
- Comments that are not topically related or out of context
- Links to non-relevant sites (that could be construed as spam)

Shared Content

SacRT may also occasionally share content from other social media sites with our followers that we think may be of interest, and that support SacRT's strategic initiatives. Links to other resources are provided solely for the convenience of users and are intended to provide additional information that may add perspective for our followers. SacRT is not responsible for the accuracy, currency, or reliability of the content of these links. It does not offer any guarantee in that regard and is not responsible for the information found on non-SacRT networks, nor does it explicitly endorse these sites or their content.

Liking and Sharing

SacRT follows, likes and shares other professional social media pages and relevant content to engage our followers. It's a way of building a community around shared interests and common objectives with regional partners, transportation peers, elected officials, constituents and stakeholders. SacRT's decision to like or share does not necessarily imply endorsement of any kind.

Direct Messages and @replies

SacRT encourages feedback and interaction via direct message and private message. We will read @replies and direct messages, and respond in a timely manner. For faster response time, complaints should be made via SacRT's free reporting app, Alert SacRT (available at the App Store and Google Play), or email customeradvocacy@sacrt.com. Complaints will be addressed within 24 to 48 hours (up to two business days). Complaints filed on our social media accounts will take longer as they will need to be forwarded to SacRT's Customer Advocacy department.

SacRT may not reply individually to general messages and comments, or if it doesn't have relevance to the posted subject matter.

Copyright and Owned Content

SacRT logos, images, video and artwork on our social media sites may not be used in any manner likely to cause confusion among followers, or in any manner that disparages or discredits SacRT. SacRT logos, images, video and artwork/graphics may not be modified in any way that substantially alters the content, subject or meaning of the intended use. Use of an image must be accompanied by a photo credit to "SacRT." SacRT logos are protected by copyright.

Social Media Posts Are Public Records

Any content published on SacRT's social media platforms, including but not limited to lists of subscribers, posted communications, and communications submitted for posting, may be considered a public record for purposes of the California Public Records Act.

Employee Use Guidelines

Although SacRT employees enjoy free speech rights guaranteed by the First Amendment to the United States Constitution, certain types of communication, typically by virtue of their subject-matter, may relate enough to have ramifications for the author or subject at the District site. SacRT employees are expected to adhere to the same standard and terms of use outlined in this document.

Although online conversations and media posts on social media sites are often casual, they must remain professional. While interacting on SacRT's social media pages, SacRT employees need to interact in a respectful manner with customers and business contacts, as social media is not the place or means with which to abuse, antagonize or air hostile opinions about or toward customers or partners.

SacRT's social media pages reflect on the District and should therefore be written and structured in an appropriate, ethical, professional and lawful manner. If an employee's activity on SacRT's social media pages is offensive or violates California State laws and/or District policy (e.g., SacRT EEO Policy Statement, SacRT Harassment, Discrimination and Retaliation Prevention Policy, SacRT Anti-Bullying Policy, SacRT Privacy Policy, SacRT Workplace Conduct Policy and SacRT EEO /AA Plan) it may result in employee being blocked from commenting on the page and possibly disciplinary or legal action subject to the provisions of an applicable collective bargaining agreement or the Personnel Policy Manual if not in a represented classification.

SacRT employees must refrain from using their personal social media accounts on personal and work equipment during paid working hours (mandatory meal and rest breaks are exempt). When establishing a personal social media account(s), employees should use non-work email addresses and phone numbers. SacRT employees posting or commenting on SacRT's social media pages should maintain a clear distinction between their personal social media use and any District-related social media platforms. Social media pages, accounts, digital workgroups, or

messaging groups that claim to be affiliated, approved, or otherwise sanctioned by SacRT are prohibited and SacRT will work to have those pages removed or deleted. If a SacRT employee creates a social media page, account, workgroup, or message group with or for the benefit of other SacRT employees or that discusses SacRT, they must make clear that the page, account, workgroup or message group is/are not affiliated, sanctioned or approved by SacRT, and should not be considered as an “official” SacRT social media page or digital platform.

If a SacRT employee posts a comment on one of SacRT’s official social media platforms, it must be made clear that the employee is speaking for himself/herself and not on behalf of SacRT. Employees must keep in mind that social media activity related to SacRT, even on their own time, may still impact the District; therefore, employees should keep SacRT policies (e.g., SacRT EEO Policy Statement, SacRT Harassment, Discrimination and Retaliation Prevention Policy, SacRT Anti-Bullying Policy, SacRT Privacy Policy, SacRT Workplace Conduct Policy and SacRT EEO /AA Plan) regarding confidentiality, non-disclosure and privacy in mind at all times when posting on SacRT’s social media pages.

Media Inquiries

As a reminder, only authorized SacRT representatives may speak to the news media on behalf of SacRT about District matters. Reporters and journalists are increasingly turning to SacRT’s social media as a resource for their news stories. If you are contacted by the media involving District business, please immediately notify your supervisor and direct the reporter to the Marketing and Communications team at pio@sacrt.com.

If you are a member of the media seeking information, formal comment or an interview with someone from SacRT, please send inquiries to pio@sacrt.com.