

SOCIAL MEDIA POLICY

ADOPTED BY THE

**BOARD OF DIRECTORS
RIVERSIDE TRANSIT AGENCY
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ADOPTED:

May 27, 2021

Riverside Transit Agency
Social Media Policy

Background:

Official Riverside Transit Agency (RTA) social media pages serve as a mechanism for communication between RTA and members of the public. RTA social media is intended to share information, news and updates about RTA services to the general public. Social media accounts are regularly monitored during regular RTA business hours, and periodically after hours. Responses may be delayed on the weekends and on holidays. All service-related questions or comments that require an immediate response should be directed to the Customer Information Center.

I. 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, wikis, chats, short form videos, podcasts, and crowdsourcing and all other applications used for digital communication.

II. Policy

This policy applies to all social media accounts including, without limitation, Facebook, Instagram, LinkedIn, Twitter and YouTube.

Only designated employees authorized by the Chief Executive Officer or Chief Marketing Officer may post social media content on designated RTA channels and platforms on behalf of the Agency. All employees not authorized to post content on behalf of the Agency shall not use RTA’s logo or create the impression that they are acting as an authorized representative or speaking on behalf of the Agency. Use of the Agency’s social media channels for personal and/or private gain is prohibited. Unauthorized employees are prohibited from posting content about RTA while interacting on social media in an individual and/or personal capacity.

RTA appreciates customer comments, ideas and concerns and asks that all who engage with RTA on social media are respectful and professional in their communications. In order to best serve the public, this policy provides guidelines on how to best interact with RTA’s social media pages. RTA does not discriminate against any viewpoint but reserves the right to remove comments and block individuals that violate this policy without notice. Users that repeatedly engage in behavior that conflicts with this policy may be blocked from RTA social media platforms.

RTA reserves the right to monitor, filter, and remove any content (text, links, video, etc.) posted by the public that, in RTA's sole discretion, is deemed inappropriate, including but not limited to:

- a. Spamming;
- b. Profane language or content;
- c. Content that promotes, fosters, or perpetuates discrimination of protected classes;
- d. Sexual content or links to sexual content;
- e. Content that physically threatens or defames any person or organization;
- f. Comments in support of or opposition to political campaigns or ballot measures;
- g. Content that solicits or promotes commercial services or products;
- h. Content that engages in or encourages illegal activity;
- i. Information that may compromise the safety or security of the public, public systems, or employees;
- j. Defamatory, malicious, obscene, intimidating, discriminatory, harassing, or threatening comments or hate propaganda;
- k. Calls to violence of any kind; or
- l. Posting comments intended to induce an angry response.

RTA reserves the right to block or ban individuals from our social media pages who do not adhere to these guidelines.

Notwithstanding the foregoing, RTA is not obligated to take such actions, and RTA disclaims any and all responsibility and liability for material(s) posted by others that RTA deems inappropriate but which cannot be removed in an expeditious and otherwise timely manner.

A comment posted by a member of the public on a social media site is the opinion of the commentator or poster only, and the posting of a comment does not imply endorsement of, or agreement by, RTA, nor do such comments necessarily reflect the opinions or policies of RTA. RTA neither guarantees the authenticity, accuracy, appropriateness nor security of external links, websites, or content linked thereto.

II. Disclaimer

Content on social media sites which are not owned or operated by RTA is not kept or retained by RTA and is not required by law or kept in the discharge of a

public official's duties or made/retained for the purpose of preserving content for future reference. Content is not required by RTA's document retention schedule to be retained for any purpose.