



SOCIAL MEDIA POLICY

PURPOSE

This policy establishes guidelines for the establishment and use of social media sites by Yolo County Transportation District (“District”). The intended purpose behind establishing District social media sites is to disseminate information about District issues, services, and programs to community members. While social media is not the District’s primary communication platform, social media is intended to foster a relationship with the community, leading to a higher level of public confidence.

For the purposes of this policy:

“Social Media” is defined as websites and applications that enable users to create and share content or to participate in social networking.

“Comments” include information, articles, pictures, videos, or any other form of communicative content posted on a Yolo County Transportation District social medium site by a member of the public.

GENERAL POLICY

All District social media sites shall be established and administered by Yolo County Transportation District staff as designated by the Executive Director.

District social media sites are created and maintained solely for disseminating information regarding District business, District-sponsored, or District-endorsed programs, services or events. The District will not honor requests to post content from outside businesses or individuals.

District social media sites should make clear that they are maintained by the Yolo County Transportation District and that they follow the District’s Social Media Policy. This policy shall be made available via hyperlink on all social media sites which permit it.

Wherever possible, District social media sites should link back to the official Yolo County Transportation District website for forms, documents, online services, and other information necessary to conduct business with the Yolo County Transportation District.

The persons designated by the Executive Director will monitor content on District social media sites to ensure adherence to both the District’s Social Media Policy and the interest and goals of the Yolo County Transportation District and will make their best efforts to respond in a timely manner. However, the District disclaims any and all responsibility and liability for any materials that the District deems inappropriate for posting, which is not removed in an expeditious or otherwise timely manner.

The District will approach the use of social media tools as consistently as possible, enterprise-wide.

All District social media sites shall adhere to applicable federal, state, and local laws, regulations, and policies.

District social media sites are subject to the California Public Records Act. Any content maintained in a social media format that is related to District business, including a list of subscribers, posted communication, and communication submitted for posting, maybe a public record subject to public disclosure.

Employees representing the District government via District social media sites must conduct themselves at all times as a representative of the District and in accordance with all personnel rules and policies. This Social Media Policy may be revised at any time.

COMMENT POLICY

By engaging in social media, the District's intent is not to create a public forum, but to maintain a moderated online discussion directly relating to topics posted by the District that is appropriate for all audiences. Comments containing any of the following inappropriate forms of content shall not be permitted on Yolo County Transportation District social media sites and are subject to removal and/or restriction by District staff:

- Comments not related to the original topic posted by the District;
- Profane, obscene, or pornographic content and/or language;
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, sexual orientation, disability, national origin, or other protected classes;
- Defamatory or personal attacks;
- Threats to any person or organization;
- Comments in support of, or in opposition to, any political campaigns or ballot measures;
- Solicitation of commerce, including but not limited to advertising of any business or product for sale;
- Conduct in violation of or encouraging violation of any federal, state or local law;
- Encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems;
- Content that violates a legal ownership interest, such as a copyright, of any person or entity;
- Content that relates to confidential, private or proprietary information.

A comment posted by a member of the public on any Yolo County Transportation District social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by the District, nor do such comments necessarily reflect the opinions or policies of the Yolo County Transportation District.

The District reserves the right to deny access to Yolo County Transportation District social media sites for any individual, who violates the Yolo County Transportation District’s Social Media Policy, at any time and without prior notice.

The District shall not remove any comment or posting by a member of the public that is critical of the District, elected officials, appointed officials and/or staff unless comment or post contains any content prohibited by this policy.

When District employees respond to a comment or message, in their capacity as a Yolo County Transportation District employee or as a member of the general public, they shall not share personal information about themselves, or other District employees.

Contact District counsel before removing a comment(s) on District social media sites and be sure to document any content that is removed.

PUBLIC RECORDS ACT COMPLIANCE

There is no expectation of privacy on any of the District’s social media sites. All information posted or displayed on any District social media site is subject to the California Public Records Act (Government Code §§ 7920.000 et seq.). Any content held on an official District profile or post related to District business, including subscriber lists and posted information, may be deemed a public record subject to disclosure. Public records requests must be submitted to the Clerk of the Board.

TERMS OF SERVICE

Each type of Social Media maintains a “Terms of Use” agreement. All comments posted to any District Social Media Site are bound by these Terms of Use and the District reserves the right to report any user violation.