



**MARIN TRANSIT**

**SOCIAL MEDIA AND DIGITAL COMMUNICATIONS  
POLICIES AND PROCEDURES**

<b>Policy #:</b>	<b>AD-06b</b>
<b>Subject:</b>	<b>Administration</b>
<b>Effective Date:</b>	<b>February 08, 2023</b>

# MARIN COUNTY TRANSIT DISTRICT

## PUBLIC SOCIAL MEDIA POLICY – #AD-06b

Effective: February 08, 2023

**Subject: Public Sector Personal Social Media Policy**

---

### 1. Purpose

This Social Media Policy (“Policy”) establishes guidelines for the effective use by the Marin County Transit District (“Marin Transit” or “District”) of social media sites as a means of conveying information to members of the public.

The intended purpose of District social media sites is to disseminate information about the District’s mission, activities, service disruptions, and other current issues to members of the public.

The District has an overriding interest and expectation in protecting the integrity of the information posted on its social media sites and the content that may be attributed to and reflective of Marin Transit.

In order to fully comply with record retention requirements, the District will employ the use of a Social Relationship Management program to manage District social media sites.

### 2. General Policy

- 2.1 The District’s official website at [www.marintransit.org](http://www.marintransit.org) (or any domain owned and managed by the District) will remain the District’s primary means of internet communication.
- 2.2 The establishment of District social media sites is subject to approval by the General Manager or their designee. No District social media sites shall be established for any Committee, Commission, or Board or Board Member. Upon approval, District social media sites will bear the name and / or official logo of the District.
- 2.3 Content on District social media sight is subject to oversight by the General Manager and / or the Marin Transit Board of Directors.
- 2.4 District social media sites shall clearly state that such sites are managed by the District and that the sites will fall under the District Code of Conduct.



- 2.5 District social media sites will link back to the District’s official website for forums, documents, surveys, services, or other online information necessary to conduct business with the District whenever possible.
- 2.6 District social media sites shall be managed in manners consistent with the Brown Act. District representatives and board members shall not respond to or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body via the District’s social media sites.
- 2.7 The District reserves the right to terminate any District social media site at any time without notice.
- 2.8 District social media sites shall comply with usage rules and regulations required by the site provider, including privacy policies.
- 2.9 All District social media sites shall adhere to applicable federal, state, and local laws, regulations, and practices. District social media sites shall comply with all required Americans with Disabilities Act (ADA) and other accessibility requirements as can be controlled by the District.
- 2.10 District social media sites are subject to the California Public Records Act. Any content maintained on a District social media site that is related to District business, including lists of subscribers, “fans” or “followers”, posted communications, and communications submitted for posting, may be considered a public record and will be subject to public disclosure.
- 2.11 Employees representing the District on the District’s social media sites shall conduct themselves at all times as a professional representative of the District and will do so in accordance with all District policies.
- 2.12 All District social media sites shall utilize authorized District contact information for account set-up, monitoring, and access. The use of personal email accounts or phone numbers by any District employee is not permitted to be used for the purpose of setting up, maintaining, or accessing a District social media site, unless otherwise approved by the General Manager or their designee.
- 2.13 The District reserves the right to change, modify, amend, or terminate all or part of this policy at any time.

### 3. Content Guidelines

- 3.1 The content of District social media sites should only pertain to District information, sponsored or endorsed programs, services, or events. Content



may include but is not limited to information, photographs, videos, audio, and hyperlinks.

- 3.2 When appropriate to post content that includes hyperlinks back to an external source, hyperlinks must direct users back to the District's official website for in-depth information, forms, or online services necessary to conduct business with the District whenever possible.
- 3.3 The District shall have full permissions or rights to any content posted by the District, including photographs and videos.
- 3.4 Postings shall only be made during normal business hours. After-hours or weekend posting, both of organic or a prescheduled nature, shall only be made with the approval of the General Manager or the Director of Operations or their designees.
- 3.5 Any employee authorized to post on behalf of the District to the District's social media sites shall be aware of the terms and conditions of that social media site.
- 3.6 Any employee authorized to post on behalf of the District to the District's social media sites shall not per permitted, at any time, to express his or her own personal views or concerns through such postings. Postings on any of the District's social media sights must only reflect the views of the District.
- 3.7 Postings must contain information that is freely available to the public and not to be confidential as defined by any policy, local, or federal law.
- 3.8 Postings may not, under any circumstance, contain any personal information, except for the names of employees whose job duties include being available to be contacted by the public.
- 3.9 Postings to District social media sites shall NOT, under any circumstances, contain any of the following:
  - 3.9.1 Comments that are not topically related to the particular posting being commented upon.
  - 3.9.2 Comments in support of, or opposition to, political campaigns, candidates, ballot measures, or referendums.
  - 3.9.3 Profane or vulgar language or otherwise abusive content.
  - 3.9.4 Content that promotes, fosters, or perpetuates discrimination on the basis of race, sex, color, age, religion, marital status, sexual

orientation, or disability, as well as any other category protected by state or federal laws.

- 3.9.5 Sexual content or links to sexual content.
- 3.9.6 Solicitations of commerce except as it pertains directly to District business.
- 3.9.7 Conduct or encouragement of illegal activities.
- 3.9.8 Information that may compromise the safety or security of the public or any public systems.
- 3.9.9 Defamatory statements.
- 3.9.10 Threats of violence or injury to any person, property, or organization.
- 3.10 Social media profiles ‘followed’ or ‘liked’ by the District’s social media sites should remain true to the District’s needs, interests, and relevancy. The District should not use social media sites to show partisan likes or support.
- 3.11 An amended version of these guidelines shall be displayed to users or made available by hyperlink on all District social media sites. Any content removed based on these guidelines must be retained including the time, date, and identity of the poster, when available.

## 4. Content Management

- 4.1 The District is committed to serving the online community in a civil and unbiased manner and looks to engage with the community in such ways.
- 4.2 All comments or postings related to the District social media sites will be subject to monitoring by District staff.
- 4.3 Any content by a member of the public sent to, published, or posted on or through a District social media site, including without limitation a post or response to any District post or comment, is the opinion of the commenter or poster alone, and does not imply endorsement of or any agreement made by the District.
- 4.4 The District reserves the right to restrict or remove any content that is deemed by the District to be in violation of this Social Media Policy or any other applicable law. Any District official who finds content on or through District social media sights that is potentially inappropriate or illegal will notify the



General Manager or their designee, who will consult with District legal counsel as appropriate.

- 4.5 Any content removed by the District, based on this policy, must be retained by the District for a reasonable period of time, and will include the time, date, and identity of the poster, when available.
- 4.6 The District may block specific users, but only in the instance that such users' comments are determined to be repeatedly obscene, vulgar, or for purposes of posting spam or soliciting commerce. In no event shall a user be blocked for disagreeing with or providing a contrary but civil opinion or point of view.

## 5. Posting of Organic Content

Organic content posted by the District shall be directly related to real time events, emergency service interruptions, or other happenings regarding District business.

In the event of service disruptions or interruptions, the District should ensure any major service interruptions are appropriately posted to the District's GTFS feed and posted to the Rider Alert section of the District website, as appropriate, before or while utilizing the District social media sites. District social media sites should never be the only method of communication to the public regarding service interruptions.

Postings regarding service interruptions should have a hyperlink back to the applicable route on the Marin Transit website.

Postings regarding service interruptions should be as clear and transparent as possible. Language pre-determined by the General Manager or Director of Operations or their designees should be used to communicate any service interruption whenever possible.

Representatives of the District who have been given permission to post on behalf of the District should only access the District social media sites through the preapproved SRM.

## 6. Posting of Scheduled Content

After-hours or weekend posting, both of organic or a prescheduled nature, shall only be made with the approval of the General Manager or the Director of Operations or their designees.

Postings may be created for events such as future service announcements, planned detours, public hearings or notices, and other events directly relating to Marin Transit services.

Postings should have an applicable item, either a page on the Marin Transit website or as an individual posting on the "News" or "Alerts" page, to link back to for the public to get more information.



Representatives of the District who have been given permission to schedule posts on behalf of the District should only access the District social media sites through the preapproved SRM.

## 7. Reposting of Existing Content

When appropriate, the District may find value in “sharing” or “retweeting” information provided by other governmental entities or transit agencies in the Bay Area. Such information may be shared via District social media sites if the information directly impacts District business. Other instances may be designated as appropriate based on the approval of the General Manager or Director of Operations or their designees.

At no time should the District share content created by any other governmental or transit agency if said content violates any part of this policy.

## 8. Public Inquiry and Response

At this time, the District intends to maintain an active social media presence on non-holiday weekdays during business hours, which for the sake of this policy means between the hours of 8:00 AM and 5:00 PM.

While the District shall intend to maintain an active social media presence during regular business hours, the District will not guarantee a timely response to public inquiry through social media channels.

Passengers needing immediate assistance should contact the District through the traditional measures listed at <https://marintransit.org/contact>.

In the event of an emergency regardless of the involvement of the District, any District employees, or any District properties, emergency services should be contacted immediately.

In order to comply with mandatory record retention requirements, all communication back and forth with the public should be done through the District’s preapproved SRM by District representatives or staff.

## 9. Definitions

“Social media sites” means any publicly available platform that hosts content created by individuals, using accessible publishing technologies, through and on the internet. Examples of social media sites include but are not limited to Facebook, Twitter, Instagram, LinkedIn, or YouTube.



“District social media sites” means social media sites in which the District has established and maintained a presence over which it has control over its postings, except for hyperlinks or advertisements by the social media sites owners, vendors, or partners.

“Post” or “posting” means information, articles, pictures, videos, or any other form of communications posted by the District on a District social media site.

“Active presence” or “active social media presence” means that a representative of the District will be periodically monitoring the District social media sites via the SRM with the intent to provide timely responses when appropriate.

“Organic content” means content posted to immediately release information to the public.

“Scheduled content” means any content pre-planned or set up to release information to the public at a later time.

“Social relationship management” or “SRM” means a digital platform used by the District to control, maintain, retain, and otherwise manage the District social media sites.