

COLUMBIA COUNTY PUBLIC TRANSPORTATION SOCIAL MEDIA POLICY

There is no expectation of privacy, expressed or implied. All things viewed or sent via CCPT equipment, or CCPT's name or social media account, are a public record subject to full and complete disclosure.

1. GENERAL

1.1 The purpose of this policy is to define the individual and departmental responsibilities for the acquisition and use of CCPT social media.

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2. DEPARTMENT/DIVISIONS AFFECTED

2.1 This policy shall apply to all CCPT departments and divisions.

3. DEFINITIONS

3.1 "Social media" includes blogs and shared information sites such as Twitter, Facebook, LinkedIn, etc. Such sites allow CCPT to distribute information through an additional public internet presence. They are hosted outside of the CCPT network.

4. POLICY

4.1 Social media is an emerging part of public communications efforts, and CCPT is beginning to use such sites. Using blogs, Twitter, Facebook accounts, etc., can further enhance CCPT outreach and provide an additional avenue to disseminate public information to constituents. But their immediate reach creates a demand for thoughtful use.

4.2 The General Manager must approve the creation of social media accounts and designate specific staff members to maintain the sites.

- 4.3 Staff members designated to write, post, and respond to items on social media sites act as additional public spokespersons for CCPT. CCPT expects those staff members to adhere to best practices and to use common sense when using online outreach and community building. Staff must remember that professional and personal lines can easily blur online, and at all times, they are representing CCPT.
- 4.4 All approved uses of social media must be reported to the General Manager, who will maintain an overall inventory of such sites.
- 4.5 Employees are expressly forbidden to misuse any social media access privileges in any way that may include, but are not limited to:
 - 4.5.1 Using social media accounts for unlawful activities, including violations of copyright law, or for activities that are malicious or have the effect of harassing other users.
 - 4.5.2 Violating the acceptable use policies of any network to which they connect to the account.
 - 4.5.3 Misrepresenting CCPT programs or policies in their communications.

5. PROCEDURE

- 5.1 Employees must get approval from the General Manager prior to creating a social media account for work related purposes.
- 5.2 Some comments/questions/feedback to CCPT will need an answer. The answer needs to be timely and accurate.
- 5.3 Respect the social media account's audience and CCPT's workplace rules. Anything that is not acceptable in the workplace is not acceptable online. Personal insults and obscenities, ethnic slurs, etc. are not allowed. Do not engage in topics that may be considered objectionable or inflammatory.
- 5.4 Remember social media is subject to public disclosure and record retention requirements as set by state law.

6. RESPONSIBILITIES

- 6.1 The General Manager, along with the CCPT designated staff, are responsible for this policy.

7. APPENDICES

7.1 CCPT Social Media Tips

CCPT SOCIAL MEDIA TIPS

Social media is an emerging part of the CCPT communications efforts. The use of blogs, Twitter, Facebook, Instagram, etc. accounts are intended to further enhance CCPT outreach, not replace other, more traditional forms of outreach. CCPT expects staff entrusted with maintaining social media accounts to use best practices and common sense when engaging in on-line outreach and community building.

Be aware that professional and personal lines can easily blur on-line. If employees represent CCPT publicly, they should be prepared for people to find their names in social media circles, too.

1. Be honest and open.
2. Try to add value. CCPT is best represented by its employees. What is published will reflect upon CCPT's reputation regarding the quality of work and services that are provided to the community.
3. Follow copyright and fair use laws.
4. Remember, social media is subject to record retention and the Public Records Act.
5. If an employee publishes content to a site outside of the CCPT service area, make it clear that the employee is representing CCPT.
6. Do not pick fights or arguments with the public; consider the tone of the response being given.
7. A blog or other social media account may need frequent posts to be effective. Employees should think about material that they can blog or tweet about in their workday.
8. Blog posts should be more casual than a news release. Both short and long-term entries work for the blog. Twitter is 140 characters; using 120 characters is ideal so it can be "re-tweeted."
9. Potential blogs:
 - a. Highlight a news release or other happening that would be of interest to people, e.g., route, schedule, and/or service changes.
 - b. Interesting information about CCPT that is not worthy of full news release.
 - c. Interesting facts related to the employee's job during a particular time of year, e.g., school beginning, new vehicle purchases, etc.
10. Follow key blogs and Twitter feeds related to your work. Know what persons are saying about CCPT. Talk to the General Manager if you feel it is necessary.
11. Employees should respect their audience and the CCPT workplace rules. Anything that is not acceptable in the workplace is not acceptable online, such as personal insults, obscenities, and slurs. Do not engage in topics that may be considered objectionable or inflammatory.

APPROVED
COLUMBIA COUNTY TRANSPORTATION AUTHORITY BOARD



Chairman



Director



Director

Director

Director

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Sept. 28, 2010