



**JEFFERSON TRANSIT
SOCIAL MEDIA POLICY**
EFFECTIVE OCT. 20, 2020

Jefferson Transit Authority Social Media Policy

Purpose

This policy is designed to establish standards for use of social media by Jefferson Transit Authority (JTA) to:

- Disseminate time-sensitive or emergency information as quickly as possible to a broad audience.
- Promote, announce, and address JTA events, services, etc.
- Provide additional means for the public to explore JTA.
- Provide additional means for JTA to respond to the public.

Scope

This policy applies to all employees of JTA. It applies to situations in which social media is used to distribute JTA information or perspective to external audiences.

Background

The JTA website, www.jeffersontransit.com, remains JTA's primary internet presence. It is expected expanding into social media will further raise awareness about the information provided on the JTA website.

Policies

Social media accounts will be established at the discretion of the General Manager, or designee. There will be one social media account per platform, and individual departments or individual employees will not be permitted to establish social media accounts that represent themselves as official social media of Jefferson Transit Authority.

JTA will maintain a list of social media tools available for agency use.

The General Manager, or designee, will maintain an inventory of all account information, logins and passwords. If a password or login must be changed, the General Manager or designee must be notified immediately.

Only employees designated by the General Manager may post or delete content or comments to social media sites on behalf of JTA. Staff who post must be knowledgeable, have access to information, and be trained in social media protocol. All accounts must have at least two employees designated for posting and administering the account.

Posts must not contain comments or otherwise communicate about customers, coworkers, supervisors, JTA officials, vendors or suppliers in a manner that violates standards set forth below.

All sites should contain a link back to JTA's official website (www.jeffersontransit.com). Additional content can include, but is not limited to information:

- People can apply to their lives or business right now.
- Will help someone make a more informed decision.
- Is relevant to the target audience.

Employees authorized to post comments to JTA social media sites may be designated to post comments on third party sites when necessary to correct misinformation or provide additional details that would improve public understanding. Misinformation must be captured and retained separate and apart from the third-party site.

Accounts may be closed when they no longer meet a business need. General Manager, or designee, must be consulted prior to closing a social media account.

All JTA-approved social media pages and employee use of social media will be governed in accordance with JTA's Electronic Communication Systems Policy (JTA Employee Manual, Section H).

Email accounts associated with social media sites will be email accounts designated and established by IT in accordance with JTA policy. Employees must not use personal third-party email accounts to create social media presences for JTA business.

Use of social media sites must comply with the terms and conditions, user agreement and/or other contractual agreement required by the site. Therefore, users must ensure that terms, conditions, and agreements do not conflict with laws applicable.

Standards

The following content is prohibited on JTA social media sites:

- Comments in support or opposition to political campaigns or ballot measures.
- Profane language or content.
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
- Sexual content or links to sexual content.
- Solicitation for private or personal gain or enterprises not related to county operations.
- Conduct or encouragement of illegal activity.
- Information that compromises the safety or security of the public.

- Content that violates a legal ownership interest of any other party.

JTA reserves the right to restrict or remove any content deemed in violation of this policy or applicable law. Any content removed from JTA's social media sites must be retained in accordance with record retention requirements including the time, date, identity of the poster when available, and the name of the staff person who removed the content.

All communications between JTA and members of the public are subject to public disclosure under RCW 42.56.

JTA follows the Open Public Meetings Act. Participation in online discussions by elected or appointed officials may constitute a meeting under the Open Public Meetings Act. Council members, Commissioners and other officials and appointed volunteers (members of the citizen advisory committees) should, in general, not comment or otherwise communicate on the JTA's Social Media site(s).

Social media sites should not include endorsements of private citizens, political groups, commercial activities, or specific vendors. This includes "friending," "liking," or becoming a "fan" of commercial businesses, candidates for elective offices or campaigns for or against any ballot measures. The phrase "sharing and following does not equal endorsement" must be clearly displayed to all site visitors.

Third-party ads or content featured or displayed on social media platforms do not constitute an endorsement by JTA.

Other government sites, non-profit entities, and content providers may be mentioned and linked on the social media site but only to the extent the organization or content is directly related to JTA services or the conduct of JTA business.

Standards for social media outlined herein shall be published on the Jefferson Transit website and on social media platforms where applicable.

Public Records

All information posted to JTA social media sites is subject to Washington public records laws, including RCW 42.56 (public records disclosure) and RCW 40.14 (disposition of public records). A posting or comment is a public record if it has been made or received in connection with JTA business (full definition in RCW 40.14.010).

Comments made by JTA staff on third party sites are considered original records and will be kept for the required minimum retention period in a format that preserves the integrity of the original record and is easily accessible.

Record retention requirements apply to all JTA social media content in all media formats including audio, video, images, graphics, data, text and public comments. The content will be retained in original format, using a JTA-approved archiving service, for the minimum period required by state retention schedules. All persons designated to post on social media will be aware of JTA's archiving procedures and notify the General Manager or designee of any public records requests related to social media.

Public records requests cannot be made through social media platforms. Any person wishing to inspect or copy public records of the Jefferson Transit Authority should make the request in writing on the Authority's Page request form, or by letter, fax, or email addressed to the public records officer:

- Public Records Officer: Clerk of the Authority.
- Agency: Jefferson Transit Authority, 63 4 Corners Road, Port Townsend, WA 98368
- Phone: (360)375-4777
- Fax: (360) 285-2321
- Email: Custserv@jeffersontransit.com
- Information is also available at the Jefferson Transit Authority web site at jeffersontransit.com

Social Media Strategy

Authorized Jefferson Transit employees will utilize a social media playbook; a dynamic document outlining the agencies current social media strategies, objectives, and goals, and defining the procedures and expectations of employees in managing and using social media.