



SOCIAL MEDIA TERMS OF USE

July 2014

1.0 Purpose

This document provides the guidelines for the establishment and use by SRTA of social media sites and pages as a means of conveying information to the public and terms of use for members of the public posting comments on those sites.

SRTA's ability to communicate to the public directly is crucial to adequate dissemination of information to the public. SRTA wants to ensure that its information distribution channels remain a place for public information concerning SRTA's mission. Any use of the unique distribution channels, within SRTA's control, for purposes unrelated to or in conflict with its mission is to be avoided, as it effectively "pre-empts" the availability of information to the public regarding SRTA's mission. For these reasons, SRTA shall maintain its right to limit access to these channels.

For purposes of this document, "social media" are any sites or pages with content created by individuals using highly accessible and scalable web-based technologies. Examples of social media include, but are not limited to, Facebook, blogs, MySpace, RSS feeds, YouTube, Twitter, LinkedIn, Yelp. The term "comments" includes information, pictures, videos, articles, or any other form of communicative content posted on a SRTA social media site or page.

2.0 Guidelines

- 2.1 Any SRTA social media will be administered solely by a SRTA-designated System Administrator, under the direction of the Executive Director.
- 2.2 The System Administrator shall conduct him/herself at all times as a representative of SRTA and in accordance with all SRTA personnel & information technology (IT) policies. If, in the course of his/her duties, there is a financial, personal, or other conflict with SRTA personnel or IT policies, he/she shall recuse him/herself and the Executive Director will tend to the matter.
- 2.3 SRTA social media sites and pages will state that they are maintained by SRTA and that they follow the SRTA Social Media Terms of Use.
- 2.4 SRTA social media sites and pages are not intended to be administered, nor are they administered, as official SRTA websites and pages. Wherever possible, the SRTA social media sites and pages will link or reference back to official SRTA comments, forms, documents, online services, and other information necessary to conduct business with SRTA.
- 2.5 Content on social media sites and pages will be monitored to attempt to ensure conformance to the SRTA Social Media Terms of Use.

- 2.6 SRTA reserves the right to restrict or remove any content that is deemed in violation of this Social Media Terms of Use or any applicable law.
- 2.7 The SRTA website srta.ca.gov will remain SRTA's primary and predominant internet presence. However, the "Community Voice" and "Provide Comments" modules, of the SRTA website, will maintain an informal, unofficial presence for social media purposes and is subject to these Social Media Terms of Use.
- 2.8 All SRTA social media sites and pages will adhere to applicable federal, state, and local laws, regulations and policies.
- 2.9 SRTA social media sites and pages are subject to the California Public Records Act. Any content maintained in a social media format that is related to SRTA business, including a list of subscribers, posted communications, and communications submitted for posting, may be a public record subject to public disclosure. SRTA will endeavor to maintain records of postings on its social media sites and pages. However, due to changing technology, ever-changing user rights, and abilities, and SRTA's inability to control the amount of information on servers maintained by third parties, older records may be incomplete or unavailable for retrieval.
- 2.10 Most websites through which SRTA may maintain a SRTA social media web presence are owned and operated by third party entities not affiliated with SRTA. SRTA does not endorse in any manner the content, including advertising content, placed on SRTA's social media sites and pages or on the borders of SRTA's social media site by the host social media website or by other third party entities.
- 2.11 This Social Media Terms of Use document may be revised at any time by SRTA.

3.0 Terms of Use

- 3.1 SRTA reserves the right to remove submissions that contain:
 - 3.1.1 Vulgar or obscene content;
 - 3.1.2 Defamatory or personal attacks;
 - 3.1.3 Threats to any person or organization;
 - 3.1.4 Offensive comments that target, disparage, or discriminate against any group that constitutes a protected class under California law;
 - 3.1.5 Comments that are clearly off-topic, irrelevant, or unintelligible;
 - 3.1.6 Encouragement of illegal activity;
 - 3.1.7 Offers to sell products or services;
 - 3.1.8 Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - 3.1.9 Infringements on copyrights or trademarks;
 - 3.1.10 Private, personally identifiable, sensitive or confidential information;
 - 3.1.11 Comments that may conflict with any applicable federal, state, or local law;

statute; or ordinance.

- 3.2 Comments, references, or links to other sites expressed on the social media sites and pages by others do not reflect the opinions and position of SRTA or its officers and employees
- 3.3 SRTA is not responsible for any harm caused by users clicking on comments, pictures, links, etc. provided on SRTA social media sites and pages.
- 3.4 Comments on topics or issues not within the jurisdictional purview of SRTA may be removed.
- 3.5 SRTA reserves the right to deny access to SRTA social media sites and pages for any individual who violates SRTA's Social Media Terms of Use at any time and without prior notice.
- 3.6 All comments posted to any SRTA social media site or page must comply with the SRTA Social Media Terms of Use (as well as the Terms of Use or Statement of Rights and Responsibilities for the host social media website). SRTA reserves the right to report any violation to the owners/operators of social media servers or legal authorities if appropriate.
- 3.7 Communications made through the SRTA social media sites and pages will in no way constitute a legal or official notice, an official public comment to SRTA, or official public comment for purposes of environmental reviews or other applicable project approvals. All comments that a member of the public would like to have answered or considered as official public comment must be directed to srta_webmaster@srta.ca.gov or (530) 262-6192. To find information about formal public comment opportunities, visit srta.ca.gov (a more specific web address will be provided in September, 2014 with the overhaul of the SRTA website).
- 3.8 SRTA staff, at the discretion of the Executive Director, strives to respond expeditiously to comments left on social media sites and pages and participate in discussions concerning SRTA projects and activities. These informal comments, clearly labeled as SRTA comments and made for social media participation and discussion, are not intended to be official statements or positions regarding SRTA projects or policy. The information provided on social media sites and pages is deemed to be reliable but SRTA provides no express or implied warranties regarding accuracy or fitness. In cases of conflict, social media visitors are welcome to browse the official source documentation on the official SRTA website.