

RESOLUTION NO. 2016-05

A RESOLUTION BY THE MASON TRANSIT AUTHORITY ADOPTING A POLICY PROVIDING GUIDELINES TO EMPLOYEES FOR USE OF SOCIAL MEDIA AND PROFESSIONAL REPRESENTATION OF MTA.

WHEREAS, the Mason Transit Authority (MTA) in an effort to maintain the highest standards of propriety and professionalism in social media, wishes to establish a policy to provide guidance to employees relating to any postings they should make relating to MTA; and

NOW THEREFORE, BE IT RESOLVED by the Mason Transit Authority Board that POL-1003, MTA's Employee Social Media Policy, attached hereto and incorporated herein be amended and adopted.

Adopted this 19th day of January, 2016



Terri Jeffreys, Chair



John Campbell, Vice-Chair



Wes Martin, Authority Member



Tracy Moore, Authority Member



Randy Neatherlin, Authority Member

Deborah Petersen, Authority Member

Don Pogreba, Authority Member



Ginger Seslar, Authority Member

Tim Sheldon, Authority Member

APPROVED AS TO CONTENT: 

Brad Patterson, General Manager

APPROVED AS TO FORM: 

Robert W. Johnson, Legal Counsel

ATTEST: 

Tracy Becht, Clerk of the Board

DATE: 1/29/2016



Title: Employee Social Media Policy
Number: 1003
Effective: January 20, 2016
Prepared by: Christina Kramer, Outreach Manager
Approved by: Board Authority
Resolution No. 2016-05

POL-1003 EMPLOYEE SOCIAL MEDIA POLICY

This policy applies to all Mason Transit Authority (MTA) representatives.

1.0 Purpose

This policy provides guidance for employee's use of social media and professional representation of MTA.

2.0 Definitions

For the purpose of this policy, the following definitions apply:

- 2.1 **Social Media or social networking** is broadly defined as internet-based communications technology to include, but not limited to: blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social media and networking sites like Facebook, and other services that permit users to share information with others in a contemporaneous manner.
- 2.2 **Content and/or Post** is any text, metadata, Quick Response (QR) codes, digital recordings, videos, graphics, photos, and links on the internet.
- 2.3 **Comment** is a response to an article or social media content submitted by a commenter.
- 2.4 **MTA Representative** is an employee, board member, volunteer, contractor, vendor, etc. that is identifiable as working for or on behalf of MTA.

3.0 Policy

It is the policy of MTA that all MTA representatives must maintain the highest standards of propriety and professionalism in their postings, and are accountable for the form and substance of information they post or otherwise relay on social media.

4.0 Guiding Principles for Content Posted by MTA Representatives

The following principles apply to professional use of social media on behalf of MTA, as well as personal use of social media when referencing MTA.

- 4.1 Employees need to know and adhere to the MTA Code of Conduct as outlined in the Employee Handbook, and other company policies when using social media in reference to MTA.
- 4.2 Employees need to be aware of the effect their actions may have on their images as well as MTA's image. The information that employees post or publish may be public information for a long time, and/or subject to public record laws.
- 4.3 Employees need be aware that MTA may observe content and information made available by employees through social media. Employees must use their

See Also: Employee Handbook, POL-1002



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best judgment and post material that is neither inappropriate nor harmful to MTA, its employees, or customers.

- 4.4 Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment, as well as violate any part of MTA's Social Media Communications Policy (POL-1002).
- 4.5 Employees are not to publish, post, or release any information that is considered proprietary, confidential or not public. If there are questions about what is considered confidential, employees should check with the Human Resources Manager or team manager.
- 4.6 Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees will refer these inquiries to the General Manager or designee.
- 4.7 If employees encounter a situation while using social media that threaten to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a manager.
- 4.8 Employees should seek appropriate permission before referring to or posting images of current or former employees, vendors, or suppliers. Additionally, employees must get appropriate permission to use a third party's copyrighted material, trademarks, service marks or other intellectual property.
- 4.9 Social media use must not interfere with employee's responsibilities at MTA. Using MTA computer systems to manage social media for business purposes is allowed (ex: Facebook, Twitter, MTA blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is not allowed and could result in disciplinary action. The exception being designated breakroom computers on an employee's personal break time.
- 4.10 Subject to applicable law, after-hours online activity that violates MTA's Code of Conduct or any other company policy may subject an employee to disciplinary action or termination.
- 4.11 If employees publish content after hours that involve work or subjects associated with MTA, a disclaimer must be used, such as this: "The postings on this site are my own and do not represent MTA's positions, strategies or opinions."
- 4.12 Employees are to keep MTA related social media accounts separate from personal accounts.