

STA ADMINISTRATIVE PROCEDURE

05-002-01: Social Media Use

I. Social Media Content Standard	
Action By	Action
STA Communications Personnel	<ol style="list-style-type: none">1. Ensure that STA social media platforms comply with all appropriate STA policies and standards.2. Ensure that social media platforms are not used in support of or opposition to political campaigns or ballot measures.3. Display information to social media users regarding the intended purpose of the platform to serve as a communication mechanism between STA and members of the public.4. Ensure platform guidelines are displayed to users or made available by hyperlink.5. Ensure any content removed based on these guidelines is retained, including the time, date, and identity of the poster/commenter when available.
Communications and Marketing Manager	<ol style="list-style-type: none">6. Approve new social media tools proposed for STA use.
Director of Communications & Customer Service	<ol style="list-style-type: none">7. Recommend for approval to the Chief Executive Officer (CEO) any new social media platforms proposed for STA use.

II. Social Media Records Retention	
STA Communications Personnel	Consult with records retention specialist and preserve records required to be maintained pursuant to relevant records retention schedules for the required retention period in a format that preserves the integrity of the original record and is easily accessible.

III. Social Media Site Administration	
Communications Department Personnel	<ol style="list-style-type: none">1. Maintain a list of social media platforms and tools that are approved for use by STA personnel.2. Maintain a list of all STA social media platforms, including login information.3. Inform the Information Services Department of any new social media platforms and STA personnel with access.4. Change passwords for social media sites every three months.5. Ensure ability to immediately edit or remove content from social media sites.

IV. General Requirements	
<ol style="list-style-type: none">1. Spokane Transit's website (www.spokanetransit.com) will remain STA's predominant source for customer and public information.2. STA's use of social media platforms falls generally into two categories:<ol style="list-style-type: none">a. As channels for disseminating time-sensitive information.b. As marketing/promotional channels that increase STA's ability to strategically broadcast its messages.3. When applicable, STA content shared in social media should contain links directing users to more information and helpful resources.4. STA's Communications Department is responsible to plan, share, and maintain content for all active social media platforms.	

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IV. General Requirements

5. STA Communications Department personnel may remove posts or comments that include the following prohibited content:
 - a. Comments unrelated to the particular content;
 - b. Profane language or content;
 - c. 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;
 - d. Sexual content or links to sexual content;
 - e. Solicitations of commerce;
 - f. Conduct or encouragement of illegal activity;
 - g. Information that may tend to compromise the safety or security of the public or public systems;
 - h. Content that violates a legal ownership interest of any other party; or
 - i. Content that violates or promotes the violation of STA's Rules of Conduct and Code of Conduct and Ethics.
6. STA reserves the right to restrict or remove any content that is deemed in violation of STA's social media policy, this procedure, or any applicable law.
7. STA will approach the use of social media platforms and tools as consistently as possible, enterprise-wide.
8. STA's social media accounts may not be used for an employee's personal business.

V. Definitions

Content	A compilation of information, ideas, and messages that are translated into written, visual, or audible format for others to consume.
Public Record	Any content maintained in a social media format that is related to STA business, including a list of subscribers and posted communication, is a public record.
Social Media	Any online technology or practice that enables users to share, rate, comment on, or discuss shared content.
Social Media Tool	A type of application, software or technology used to monitor, track, and analyze online social media platform content.
Social Media Platform	A web-based software or technology that enables the development, deployment and management of information shared by users of the same platform. It is typically used for social engagement, information sharing and the promotion of products and services. Popular platforms include Facebook, Twitter, Instagram and LinkedIn.

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RELATED INFORMATION:

[05-001 Social Media Policy](#)

[Rules of Conduct](#)

[01-004 Records Management Policy](#)

[05001-01 Code of Conduct and Ethics](#)

ADMINISTRATIVE CONTACT

Director of Communications & Customer Service

REVISION HISTORY

Original: July 31, 2020

Revisions:

APPROVED BY

Director of Communications &
Customer Service

Signature on file

Brandon Rapez-Betty

7/31/2020

Date