

San Bernardino County Transportation Authority	<b>Policy</b>	<b>10700</b>
Adopted by the Board of Directors	July 5, 2023	<b>Revised</b>
		<b>0</b>
<b>Social Media Use</b>	<b>Revision No.</b>	<b>0</b>

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## I. PURPOSE

The purpose of this policy is to establish rules and guidelines for the use of social media to provide information to, and enhance communication, with the public.

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## II. REFERENCES

Policy 10105 – Records Management and Retention  
Government Code Section 7920.000 et seq. - California Public Records Act

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## III. POLICY

This Social Media Policy establishes guidelines for use of social media by the San Bernardino County Transportation Authority (SBCTA) and San Bernardino Associated Governments (SANBAG or SBCOG), as a means of conveying information to members of the public. Social media is defined as an interactive online tool that allows individuals to exchange and share information and resources, including photos and video, instantly via the Internet.

All social media content shall be developed, monitored and managed by the Legislative and Public Affairs Department in accordance with this policy, unless otherwise authorized by the Executive Director. SBCTA/SBCOG seeks to encourage a dialogue with the public and respond to questions and concerns via official agency social media sites. By facilitating such communication and dialogue, however, SBCTA/SBCOG does not intend to create a public forum or a designated public forum by which visitors may address unrelated matters or make comments unrelated to the social media post at issue.

### A. GENERAL USE

1. All approved social media sites shall contain the name and/or the official logo of SBCTA and/or SBCOG.
2. To ensure that SBCTA’s website remains the primary and predominant internet presence and central repository for agency information, wherever possible, content posted on any social media site will also be made available on SBCTA’s website. Social media content should contain links directing users back to SBCTA’s website for in-depth information, forms, documents or other online services.
3. All content on agency social media sites will be monitored routinely and on a daily basis to ensure adherence to this Social Media Policy for appropriate use, messaging, and branding consistent with agency goals.
4. Unless otherwise explicitly noted, the content of all communications posted on agency social media sites is the sole property of SBCTA/SBCOG. Unless prohibited or otherwise provided for by the terms of service enforced by social media sites used by SBCTA or SBCOG, postings made by others may also be considered agency property.

5. Notwithstanding any other provisions herein, this policy does not intend in any way to limit or restrict the ability of SBCTA employees to speak as private citizens on matters relating to SBCTA business. SBCTA employees may post comments, questions, or opinions on social media sites, including agency sponsored sites, so long as they make clear that they are acting as private citizens and that their statements in no way represent the official position of SBCTA or SBCOG.
6. All use of social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
7. SBCTA/SBCOG reserves the right to restrict or remove any content that it reasonably deems to be in violation of this policy or any applicable law.

## **B. BOARD OF DIRECTORS USE**

1. All social media sites will be managed consistent with the Brown Act.
2. SBCTA/SBCOG is not responsible for the contents or accuracy of material posted on a Board member's personal social media site(s), or for any comments made on any agency social media site that are posted independently and/or without SBCTA/SBCOG's consent or approval.
3. Board members shall not use electronic communication to respond to, blog, or engage in serial meetings, or otherwise discuss, deliberate or express thoughts or opinions on any issue within agency subject matter jurisdiction.

## **C. APPROVAL PROCESS**

Establishment of social media sites or application usage is subject to approval by the Executive Director, unless otherwise designated by Executive Director.

## **D. CONTENT GUIDELINES**

1. All social media posts will be related to agency business, functions, or those items deemed to be in the best interest of SBCTA and SBCOG.
2. Social media postings, comments, images, etc., containing any of the following is subject to removal and repeat offenders may be blocked:
  - Comments not related to the particular social media post
  - Profane, obscene or indecent language, content or links as those terms are commonly defined
  - Comments in support of, or opposition to, political campaigns, candidates, or ballot measures
  - Disparaging or threatening comments that promote, foster or perpetuate discrimination on the basis of race, creed, color, age, religion, gender, gender identity, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
  - Sexual content or links to sexual content
  - Personal, business or organizational solicitation or advertisement not related to SBCTA
  - Participation in or encouragement of illegal activity
  - Information that may tend to compromise the safety or security of the public or public systems
  - Content that violates a legal ownership interest of any other party including but not limited to photos, graphics, registered trademarks and slogans, trade secrets or privileged information, etc.
  - Any information concerning a promotion offering prizes in whole or part upon lot or chance
  - Any material endorsing religious beliefs or religious philosophies
  - Spam
  - Non-agency events
  - Links to other sites, videos, images, etc.
  - Personal attacks of any kind
  - Disclosure of information in violation of Health Insurance Portability and Accountability Act (HIPAA)
  - Disclosure of Personally Identifiable Information (PII)
  - Identical posts by the same user or multiple users
  - Content that violates any existing copyrights, trade secrets, or legal ownership
  - Any material in violation of federal, state, or local law

3. No links or references, mentions, or endorsements to specific businesses, non-agency events, community events, charitable organizations, or other groups will be posted on agency social media sites unless in direct partnership, facilitated or obligated by written agreement.
4. Any content removed based on these guidelines must be retained, including time, date and identity of the poster when available.
5. These guidelines will be displayed to users or made available by hyperlink on each social media site.

**E. PUBLIC RECORDS AND RECORD RETENTION**

1. Agency social media sites may be subject to the State of California public record laws.
2. Any content maintained in a social media format that is related to agency business or maintained in the normal course of business, including a list of the followers and posted communication(s), is a public record and should be maintained in an accessible format.
3. Whenever possible, social media sites shall clearly indicate that any articles or other content posted are subject to public disclosure.
4. Agency records management and retention policies and procedures shall apply to social media formats and content. All social media records shall be maintained pursuant to applicable retention schedules in a format that preserves the integrity of the original record.

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**IV. REVISION HISTORY**

Revision No.	Revisions	Adopted
0	New Policy. Adopted by the Board of Directors.	07/05/2023