

Missoula Urban Transportation District, dba Mountain Line, Social Media Use Policy

This policy was updated May 26, 2021.

Purpose

The purpose of this policy is to guide Mountain Line employees in the proper, thoughtful and lawful use of social media communications for official agency interests to further the goals and uphold the mission of the Missoula Urban Transportation District (MUTD). Social media shall be defined as websites and applications that enable users to create and share content in virtual communities and networks. Email communications are not considered social media.

MUTD values public engagement and acknowledges the importance of a well-informed citizenry. MUTD employees are encouraged to utilize appropriate social media tools to reach a broader audience in a secure, fair and open manner. Cautious use of these tools can minimize the risks associated with the use of social media while maximizing the rewards.

This policy does not apply to an individual employee's personal use of social media.

This policy does apply when an employee uses non-MUTD social media sites in the scope of their official duties as an MUTD employee.

Personal vs. Professional Guidelines

Personal Use

All MUTD employees may have personal social media sites. These sites should remain personal in nature and be used to share personal opinions or non-work-related information. Following this principle helps ensure a distinction between sharing personal and MUTD views.

MUTD employees must never use their MUTD email account or password in conjunction with a social media site. The following guidance is for MUTD employees who decide to have a personal social media or who decide to comment on posts about official MUTD business:

- State your name and, if relevant, role, when discussing MUTD business;
- Use a disclaimer such as: "The postings on this site are my own and don't reflect or represent the opinions of the agency for which I work."

If social media is used for official MUTD business, the entire MUTD site, regardless of any personal views, is subject to best practice guidelines and standards.

Professional Use

All official MUTD-related communication through social media should remain professional in nature and should always be conducted in accordance with MUTD's official policies, practices and expectations. Employees must not use official MUTD social media for political purposes, to conduct private commercial transactions, or to engage in private business activities. MUTD employees should be mindful that inappropriate use of official agency social media can be grounds for disciplinary action.

Only individuals authorized by MUTD may publish content to an agency website or agency social media account.

Violations of this Policy

Violations (or perceived violations) to this policy shall be reported to the Communications, Outreach, and Marketing Specialist (COMS) and/or General Manager for the proper action steps required to mitigate the violation.

General

At this time, social media use will be routed through COMS so as to maintain consistency and accuracy of content across departments. All new social media sites or administrative changes to existing sites shall be managed by COMS and approved by the General Manager.

Future evaluation may result in additional social media pages and administrators as approved by COMS or the General Manager. COMS shall maintain a list of all social media sites, platforms and software applications approved for use.

Content

Daily management of social media sites will be the responsibility of COMS; other departments may submit content requests or suggestions directly to COMS. Content should be succinct, timely, informative and relevant to the social media platform to be used. As representatives of MUTD, employees shall abide by the listed standards of conduct below, always keeping the values and mission of MUTD at the forefront of their minds.

Social media tools are not meant to replace conventional communication routes and should be viewed as an additional venue for disseminating information. MUTD employees responsible for the district's website content will continue providing information on the website and COMS is

encouraged to refer social media users back to the website for further information when practical.

Standards of Conduct

Employees submitting content to COMS for posting on a social media site shall conform to the following standards of conduct:

- Be respectful of the public;
- Conduct ourselves as a representative of MUTD in accordance with the vision, mission and core values of MUTD;
- Posting personal or political views is not allowed;
- Be factual and accurate providing links to credible sources when appropriate;
- When errors occur, quickly and publicly correct misinformation;
- Be honest about our identity;
- Argumentative, defensive or inflammatory language shall not be used;
- Comply with the rules of the particular media venue;
- Comply with the Civility and Acceptable Use policy for MUTD social media sites (see below);
- Comply with all laws governing privacy, trade secrets and other confidential information;
- Comply with [Montana Code Annotated 45-6-311](#) (Unlawful use of a computer);
- Comply with Federal copyright laws and Federal and Montana trademark and service mark laws.

Comments

Users and visitors to MUTD social media sites shall be notified through the following *Civility and Acceptable Use Policy* of their rights and responsibilities while engaging on MUTD sites. They will also be informed of the rights and responsibilities of MUTD. The Civility and Acceptable Use Policy shall be linked prominently on every social media site created by MUTD.

Responses to posts made by members of the public shall be handled through COMS, the Director of Operations or MUTD Attorney. COMS will contact staff prior to responding if further information or resources are needed. **At this time, other MUTD employees acting within the scope of their duties shall not respond to or delete posts made by members of the public on an MUTD or non-MUTD social media site. If an employee notices an inappropriate post, they should immediately contact COMS or, if unavailable, the Director of Operations or General Manager for determination of appropriate action.**

Civility and Acceptable Use Policy

The Missoula Urban Transportation District (MUTD) utilizes this site to enhance respectful communication with the public. Civility is an important part of who we are as a community. As such, we ask that you treat each other and MUTD employees with consideration and respect while visiting this site. If you wish to comment or post material on this site you do so with the understanding that you agree to comply with this civility and acceptable use policy and its standards of use as an initial and ongoing condition of your use.

MUTD does not necessarily endorse, support, sanction, encourage, verify or agree with Third Party comments, messages, posts, opinions, advertisements, videos, promoted content, external hyperlinks, linked websites (or the information, products or services contained therein), statements, commercial products, processes or services posted on any Social Media Site.

This agency social media site serves as a limited public forum and all content published is subject to preservation and disclosure in accordance with the State of Montana public records law. When engaging with MUTD through Mountain Line's social media sites, you agree to the following:

1. Every comment or posting you make to the MUTD social media site is a public record and may be disseminated, reproduced or copied by MUTD or any other person without any further action by the poster or without notice by MUTD of such. **You agree you have no reasonable expectation of privacy in anything you post to a MUTD social media site.**
2. Comments must be related to the posted topic for the MUTD's social media page or post. MUTD social media accounts are not meant for comments that do not directly relate to the purpose or topic of the social media website. For general comments or communications concerning other topics, please contact MUTD directly by phone at 406-721-3333 or email at info@mountainline.com.
3. Comments posted to these sites are monitored by MUTD employees and, while comments will not be edited by MUTD, a comment (or an appropriate portion thereof) may be removed or restricted if it violates any part of this policy.
4. When you post you are subject to the policies, rules and regulations (i.e. the Terms of Service (TOS)) of the host site. Information (photos, videos, etc.) you share with or post to official MUTD pages may be used by the host site for their own purposes. Please refer to the host website's Terms of Service for further information.
5. Comments containing any of the following forms of content shall not be allowed and may be removed by MUTD without notice to you:
 - a. Comments promoting or opposing any person campaigning for election to a political office or ballot issues;

- b. Promotion or advertisement of a business or commercial enterprise or solicitation of commerce;
- c. The use of profane, obscene, threatening or harassing language;
- d. Incitement of violence or violent behavior;
- e. Defamation or spread of misinformation;
- f. Personal attacks of any kind;
- g. Comments that promote, foster, or perpetuate discrimination on the basis of race, color, religion, creed, sex, age, marital status, national origin, actual or perceived sexual orientation, gender identity, or disability as well as any other category protected by federal, state or local law;
- h. Sexual content or links to sexual content;
- i. Comments that violate the protected privacy interests of any person;
- j. Comments advocating illegal activity;
- k. Content that violates a legal ownership interest or copyright law of any other party;
- l. Fraudulent material or accusations, or obscene or illegal material; and
- m. Information that may compromise the safety or security of the public or public systems.

You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

This Civility and Acceptable Use Policy is subject to amendment or modification at any time. Questions or concerns regarding MUTD's social media activity, MUTD's Social Media Policy or this Civility and Acceptable Use Policy should be sent to info@mountainline.com.

Social media sites are not monitored 24/7. If there is an emergency, contact 911.

By commenting or posting material to any MUTD social media site you agree that every time you visit this site or any other MUTD internet site you will be bound by the terms of this Civility and Acceptable Use Policy.

Public Records

Everything posted on an MUTD social media site is subject to State of Montana public records laws and policies regarding record retention. Any content in a social media format that is related to MUTD business, including a list of subscribers and posted communication is considered a public record. As such, all MUTD social media sites shall, prior to implementation, have a specific protocol or utilize an approved social media archiving tool to preserve and retain records in a format that preserves the integrity of the original record and follows the state records retention schedule. Any public records requests shall be forwarded to COMS promptly.

Furthermore, retention of social media records shall fulfill the following requirements:

- Social media records are captured in a continuous, automated fashion throughout the day to minimize a potential loss of data due to deletion and /or changes on the social networking site.
- Social media records are maintained in an authentic format (i.e. ideally the native technical format provided by the social network, such as XML or JSON) along with complete metadata.
- Social media records are archived in a system that preserves the context of communications, including conversation threads and rich media, to ensure completeness and availability of relevant information when records are accessed.
- Social media records are indexed based on specific criteria such as date, content type, and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (i.e. PDF).
- Each employee who administers one or more social networking sites on behalf of MUTD has self-service, read-only access to search and produce relevant social media records to fulfill public information and legal discovery requests as needed.

MUTD utilizes an automated archiving solution provided by ArchiveSocial to comply with applicable public records law and fulfill the above record retention requirements.

Registering A New Page

All MUTD social media sites shall be (1) approved by the General Manager (2) published using approved social networking platform and tools, and (3) administered by the General Manager or their designee.

Deregistering An Existing Page

If a social media page is no longer of use, (1) notify the General Manager, (2) ensure records have been archived according to agency guidelines, (3) unpublish and delete page.

Security

Security of MUTD data and infrastructure should be paramount in the minds of employees as they navigate the proper use of social media. Just as with any online site, there are security risks involved that could include damage to MUTD's network or a breach of confidential information. These risks can be mitigated with a few precautionary steps.

MUTD employees using social media for official agency interests must adhere to the following basic precautions:

1. Read and make sure you understand and adhere to the Terms of Service (TOS) for the host site. Pay particular attention to the privacy guidelines of the service to understand whether they reveal or sell information to other parties. If the terms and conditions do not seem reasonable, please contact the General Manager for advice before continuing.
2. Two factor authentications (2FA) are required for each social media site if it is available through the host site. 2FA enables a login attempt to be verified by both the account password and a code sent via text or to an application.
3. NEVER activate "Remember me" when you login. Make sure the "Remember me" check box is turned off before you click the log-in button.
4. Do not allow your browser to save passwords.
5. Always remember to log-out when finished with a site.
6. Never use personally identifiable or private information on social media channels, such as social security numbers, financial or health care information, or confidential matters.
7. If a channel is vandalized, discontinue use and notify the General Manager immediately. Indications that the site has been tampered with may include unapproved postings, alteration or removal of graphics, etc.
8. Passwords to access social media sites should not be the same password as your personal sites or your mountainline.com access.