



Regional Transit Authority

Social Media Usage

(COM1)

POLICY STATEMENT

At the New Orleans Regional Transit Authority (RTA), we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities.

PURPOSE

To assist employees in making responsible decisions we have established these guidelines for appropriate use of social media.

APPLICATION

This policy applies to all employees who work for RTA.

APPROVED:

ADOPTED: Board Chair

Chief Executive Officer

Effective Date: _____

Date of Last Review: _____



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1.0 GUIDELINES

In the rapidly expanding world of electronic communication, *social media* can mean many things. *Social media* includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not employed or affiliated with RTA, as well as any other form of electronic communication.

The same principles and guidelines found in RTA policies and three basic beliefs apply to employee's activities online. Ultimately, employees are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees or otherwise adversely affects members, customers, suppliers, people who work on behalf of RTA or RTA's legitimate business interests may result in disciplinary action up to and including termination.

1.1 Know and follow the rules

Carefully read these guidelines, the RTA Statement of Ethics Policy, and the Discrimination & Harassment Prevention Policy, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

1.2 Be respectful

Always be fair and courteous to fellow employees, customers, members, suppliers or people who work on behalf of RTA. Also, keep in mind that employees are more likely to resolved work-related complaints by speaking directly with your co-workers or by utilizing our Open Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, members, employees or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or Agency policy.



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1.3 Be honest and accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about RTA, fellow employees, members, customers, suppliers, and people working on behalf of RTA or competitors.

1.4 Post only appropriate and respectful content

- Maintain the confidentiality of RTA trade secrets and private or confidential information. Trade secrets may include information regarding the development of systems, processes, products, know-how and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications.
- Respect financial disclosure laws. It is illegal to communicate or give a "tip" on inside information to others so that they may buy or sell stocks or securities. Such online conduct may also violate the Insider Trading Policy.
- Do not create a link from your blog, website or other social networking site to a RTAS' website without identifying yourself as a RTA employee.
- Express only your personal opinions. Never represent yourself as a spokesperson for RTA. If RTA is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of RTA, fellow employees, members, customers, suppliers or people working on behalf of RTA. If you do publish a blog or post online related to the work you do or subjects associated with RTA, make it clear that you are not speaking on behalf of RTA. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of RTA."

1.5 Using social media at work

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with the RTA Property/Equipment/Cell Phone Policy. Do not use RTA email addresses to register on social networks, blogs or other online tools utilized for personal use.



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1.6 Retaliation is prohibited

RTA prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

1.7 Media contacts

Employees should not speak to the media on RTA's behalf without contacting the Executive Office or the Chief Executive Office. All media inquiries should be directed to them.

2.0 FLOWCHART

N/A

3.0 REFERENCES

N/A

4.0 ATTACHMENTS

N/A

5.0 PROCEDURE HISTORY

N/A

6.0 SPONSOR DEPARTMENT

Communications