

## CDTC Social Media Policy/Guidelines

To address the fast-changing landscape of the Internet and the way many communicate and obtain information online, CDTC may use social media tools to reach a broader audience. CDTC encourages the use of social media to further its goals and the mission(s).

This policy establishes guidelines for the use of social media.

- A. The best, most appropriate CDTC use of social media is to provide relevant, timely, and informative information to the public. Social media sites that may be used are (but not limited to): Facebook, Twitter, YouTube, LinkedIn, and blog-like webpages.
- B. Information received by social media users in the form of comments, @replies, or direct messages or any other method allowed by third-party social media sites will be treated as feedback and discussion. Information received **will not** be considered official public comment. Whenever possible, links will be provided to users to submit official comment. Information received may be summarized and shared with CDTC's Policy Board, Planning Committee or technical committees as appropriate.
- C. The use of social media will follow all federal, state, and CDTC related laws and/or policies regarding the sharing of information, collection of data, and archiving.
- D. Whenever possible, content posted to CDTC social media sites will also be available on the CDTC main websites ([www.cdncmpo.org](http://www.cdncmpo.org) and/or [www.capitalcoexist.org](http://www.capitalcoexist.org))
- E. Whenever possible, content posted to CDTC social media sites should contain links directing users back to the CDTC main websites for in-depth information, forms, documents, mechanisms to submit official comment, or any other services necessary.

## Content

- A. Any posts to a social media site will be timely, informative and related to the tasks, programs, products, or general workload of CDTC.
  - a. There may be instances where the sharing of articles, websites, or online information produced by outside sources is appropriate. This information will be directly related to the work of CDTC. This could include newspaper articles, municipal websites, other transportation and/or planning agencies or other informative, yet relevant, content. **CDTC may share these items as “information only” and does not endorse, support or have responsibility for the accuracy for these items.**

- B. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for CDTC to share information with the public. Persons placing postings or comments on CDTC's social media sites cannot expect a response to these postings or comments from CDTC. This notification will appear on CDTC's main webpage ([www.cdtepmo.org](http://www.cdtepmo.org)) and will link to this policy. CDTC social media **postings and comments received** containing any of the following forms of content shall not be allowed:
- a. Comments in support of or opposition to political campaigns or ballot measures or are politically biased;
  - 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 CDTC, the public or public systems; or
  - h. Content that violates a legal ownership interest of any other party

CDTC reserves the right to remove any material on their social media sites which violates this policy. If available, CDTC may also use a social media's 'blocking' feature for repeat offenders of the content guidelines.

- C. CDTC posts to social media sites will be the responsibility of the staff person(s) assigned by the Staff Director. The Staff Director and/or Deputy Director will make a final determination on any item that may be questionable as related to this policy.

### **Collection of Data**

- A. CDTC will not collect or store the personal information (name, email, location, gender, etc) of social media users except when required by law. Social media sites such as Facebook or Twitter may have their own privacy policies that may differ from CDTC's.