SOCIAL MEDIA POLICY

This policy provides guidance for use of social media, which should be broadly understood for the purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites and other sites and services that permit users to share information with others in a contemporaneous manner.

Principles of Professional use of Social Media

The following principles apply to professional use of social media on behalf of the T as well as personal use of social media when referencing the T.

- Employees need to adhere to the Company's Code of Conduct, Employee Handbook and other company policies when using social media in reference to the Fort Worth Transportation Authority or McDonald Transit.
- Employees should be aware of the effect that their actions may have on their image as well as the Company's image.
- Employees should be aware that the Company may observe content and information made available by employees through social media. Employees should use their best judgment in posing material that is inappropriate or harmful to the company, its employees or customers.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Employees are not to publish, post or release any information that is considered confidential or not public.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. All inquiries should be referred to the Communications Managers.

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