



Social Media Policy

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Connecting the valley by providing safe, efficient, and courteous transportation.

Purpose

This policy outlines the standards for acceptable use and engagement on Valley Transit's official social media channels.

Our social media platforms serve as key tools for timely, transparent communication with our community, customers, and partners. They provide updates, promote services, and share important information in a manner consistent with Valley Transit's mission and marketing objectives.

Third-Party Content

Content posted by external users on Valley Transit's social media channels does not necessarily represent the views of Valley Transit. We do not endorse or verify the accuracy of third-party comments, links, or external websites.

All public comments and posts are subject to applicable public records laws and shall be archived for recordkeeping purposes.

Valley Transit does not allow posts or comments that compromise public safety, security, or the integrity of public systems. Participation on these platforms is voluntary, and individuals remain responsible for their posted content.

Acceptable Use and Content Moderation

Valley Transit encourages public participation while maintaining a safe and respectful online environment. Agency social media pages are considered a limited public form and are not intended for content unrelated to the mission, vision, and values of Valley Transit. Comments and other user-generated content that include any of the following may be removed:

- Commenting on posts with content that is not topically related to the content being engaged with.
- Promotes or advertises commercial services, entities, or products not directly associated with Valley Transit or its partners.
- Displays confidential, sensitive, and/or personal identifying information (PII)
- Supports or opposes political candidates, ballot propositions, or anything else related to public votes/elections.
- Is obscene:
 - Language with sexual or excretory terms used in a way that is patently offensive under community standards and lacks legitimate educational, artistic, or informational purpose.
- Is defamatory:

- Language that makes false statements of fact about a specific individual that could harm that person's reputation, and are presented as factual rather than as opinion.
- Encourages illegal activity or violence.
- Promotes, fosters, or perpetuates discrimination on the basis of creed, color, age, religion, gender or gender identity, marital status, sexuality or sexual orientation, status with regard to public assistance, national origin, physical or mental disability, or any other protected class.
- Violates legal ownership rights or copyrights.
- Poses a reasonably foreseeable risk of imminent violence, self-harm, or other serious harm to people or property.

Inappropriate comments may be hidden. Users who repeatedly violate these terms may be subject to additional moderation actions in line with this policy.

Interaction Guidelines

While users are welcome to comment and ask questions, social media comments do **not** constitute formal public input. To ensure your feedback is recorded as part of the public process, please use the official contact channels listed on Valley Transit's website.

Valley Transit staff will:

- Hide comments that violate this policy.
 - Staff will notify the poster when hiding a comment and provide a link to this policy with their explanation of why the comment was hidden.
- Maintain professional and courteous engagement when responding to comments directly.

Content Posting and Management

All official Valley Transit social media accounts are managed by authorized personnel. These representatives ensure that posted content aligns with agency communication goals and public information standards.

Only official Valley Transit accounts may be used for organization updates; personal accounts are not used for agency communication or decision-making.

Blocking Public Access

Valley Transit's official social media accounts are considered limited public forums. The agency aims to maintain open access for all users and generally will not block individuals from viewing or commenting.

Records Retention & The Public Records Act

As a public agency, Valley Transit retains all social media content in accordance with public records laws. This includes posts, comments, messages, and associated media, even if hidden.

All social media data is archived through secure, automated software that preserves digital integrity and complies with legal standards for recordkeeping and retrieval.

Appeal Process

Valley Transit provides a formal appeal process for individuals who believe their comment or post was incorrectly hidden or removed under this Social Media Policy. Members of the public may request a review of a moderation decision by contacting the Valley Transit administration office at 509-525-9140 or info@valleytransit.com. Appeals will be reviewed by the General Manager.

Appeal responses will be provided in the format requested where practicable (for example, written, verbal, email, or an alternative or accessible format). If, after review, Valley Transit determines that the content does not violate this Social Media Policy, reasonable efforts will be made to restore the content if technically feasible, or to clarify the decision to the requester if restoration is not possible.