

Reference: EXECUTIVE
Section: CORRESPONDENCE AND COMMUNICATIONS
Title: SOCIAL MEDIA – EMPLOYEE OFF DUTY USE
Policy Number: 01-03-05
Effective Date: 04-30-2020
Revision Date: 05-19-2020

I. PURPOSE

This policy provides guidelines for employees and others (identified below) who use any online medium including, but not limited to, Facebook, Twitter, Instagram blogs, online chat rooms, networking internet sites, social internet sites and other electronic and non-electronic forums (collectively “social media”) for their own personal purposes while off duty and utilizing their own or other devices.

This Policy is not intended to abridge or interfere with any free speech rights employees might have under the First Amendment, the New York State Taylor Law and/or any other Federal or State law.

II. APPLICABILITY

This policy applies to all NFTA/Metro (collectively referred to as “NFTA”) employees including, but not limited to interns, fellows, volunteers, vendors and partners who work for or are otherwise affiliated with the NFTA.

III. POLICY

1. Proper Use

While social media presents ways to connect with friends, colleagues and the world, it also presents certain risks. Employees, and others subject to this policy, must use solid judgment and discretion when communicating via social media especially when information may reflect on the image of the NFTA, or is detrimental to the efficiency of operation of the NFTA, or would potentially interfere with or disrupt activities of the NFTA. Employees should be cognizant of their association with the NFTA/ and assume it will be recognized through online social networks. Despite disclaimers, social media postings can result in the public forming opinions about the NFTA, their employees, partners, customers and stakeholders.

1.1 Postings/Comments

To assist employees in making responsible decisions about the use of social media, the NFTA has established the following guidelines:

- Employees should be aware that privacy does not exist in the world of social media and careful consideration should be taken when referencing the NFTA, individual departments, coworkers or business topics. Employees should consider what could happen if a post becomes widely

known and how that may reflect upon both on the author and the NFTA. Search engines can turn up posts years after they are created, and comments can be forwarded or copied.

- Employees, and others subject to this policy, must never represent themselves as a spokesperson for the NFTA unless previously authorized in writing by the NFTA's Director of Public Affairs.
- Any confidential or privileged information that was acquired as a result of employment with the NFTA, or otherwise, shall not be disclosed via social media. This includes, but is not limited to, internal reports, policies, procedures, other internal business-related confidential communications, and any personal confidential information.
- Employees should not access personal social media during working hours. Individual use of social media from any device should be limited to off duty hours.
- An employee's NFTA email address must never be used to register on social networks, blogs or other online tools unless it is part of his/her official duties.
- Postings that include discriminatory remarks, harassment and threats of violence or similar inappropriate or unlawful conduct will not be tolerated.

In addition to the above, communications which are strictly and expressly prohibited and violate this Policy include postings and/or comments which:

- are detrimental to the efficiency of operations of the NFTA;
- would potentially interfere with or disrupt the NFTA activities;
- violate copyright, trademark or other proprietary rights or contain confidential or privileged information;
- contain nudity, obscenity or unlawful sexual content;
- contain abusive, hateful, harassing, obscene or threatening material including sexual harassment;
- encourage violence;
- contravene law;
- are false or misleading;
- infringe upon personal privacy;
- make it appear that the NFTA endorses or supports a given product, cause or activity; or
- are otherwise prohibited by this Policy or law.

IV. PENALTIES

A violation of this Policy will be viewed as cause for disciplinary action or "just cause" for disciplinary action within the meaning of the offending employee's collective bargaining agreement and may lead to discipline, up to and including, termination of employment.