Policy: External Social Media

Issuing Dept: Marketing Communications

Effective Date: 4-11-13

Approved By:

John M. Lewis, Jr.
Chief Executive Officer

Central Florida Regional Transportation Authority's (LYNX') presence on social media platforms creates a forum for conversations about issues that are important to customers, funding partners, and the local community. Social media allows LYNX to share information beyond the conventional web experience. However, LYNX encourages anyone interested in more information to visit its official website, golynx.com.

LYNX' use of social media is intended to encourage interaction between the user and LYNX. LYNX cannot verify or confirm the accuracy of user comments or their compliance with the guidelines outlined here. LYNX does not endorse any of the views in comments posted by users. Only social media postings, by Central Florida Regional Transportation Authority (LYNX), are considered the agency's official statement on a matter.

Additional Information

Please note that the following inquiries should be directed to the appropriate LYNX department, rather than posted on our social media sites:

- For Planning a Trip – visit golynx.com/plan-trip/trip-planner.stml.
- For Maps and Schedules – visit golynx.com/plan-trip/maps-schedules.stml.
- For Fares & Passes – visit golynx.com/fares-passes/.
- For Customer Service – contact 407-841-LYNX (5969) or golynx.com/customer-service.stml.
- For Media Requests – contact 407-841-2279.

While LYNX makes every effort to respond to other relevant questions, concerns, or comments posted via social media channels, it is recommended that the patron contact the appropriate department directly, especially with critical or time-sensitive issues.

Purpose and Intent

LYNX' social media sites are an opportunity for the agency to engage in dialogue with its customers and the general public. These sites are managed by LYNX employees and are not designed to include automated feeds. As such, information and responses will generally be provided during weekday office hours. While Twitter and Facebook may be utilized when appropriate and useful, service alerts and various changes within the transit area will be communicated on the official LYNX website: www.golynx.com.

Public Records

All communication via social media channels is considered public. Posts as well as any feedback from the general public will become part of public records and will be subject to applicable retention.

Use of User Content

By posting content on LYNX' social media sites, the user agrees that LYNX may use such content for its own purposes, including but not limited to marketing materials, research and analysis.

Prohibited Content

LYNX will not edit any publicly posted content. LYNX reserves the right, however, in its sole discretion to delete any posts which deem to be inappropriate, including, but not limited to, the following list:

- Obscene, profane and vulgar language.
- Spam or posts that include links to other sites.
- Clearly "off topic" comments.
- Content advocating illegal activity.
- Content promoting or opposing particular services, products, or political organizations and candidates.
- Content infringing on copyrights or trademarks.

Users who repeatedly post material that falls into any of the prohibited content categories will be banned from participating on any LYNX hosted social media sites.

LYNX takes public comments seriously and will consider all comments. Removal of data from a social media platform does not mean that the comments were not given appropriate consideration.

Availability

LYNX' social media updates are subject to downtime that may be out of its control, because social media servers are managed by a third party. LYNX accepts no responsibility for the social media networks becoming unresponsive or unavailable.

Frequency

The number of postings per day will vary. Social media postings can be expected regularly on weekdays 8 a.m. - 5 p.m. ET. Activity during holidays, after regular business hours, and on weekends will be less frequent. During a significant service disruption, you can expect postings to be issued regardless of time or day.

Following and Sharing

LYNX will follow or like other social media pages, pages of local governments throughout Central Florida, and relevant state and federal agencies. LYNX may also follow or "like" organizations it has partnered with for specific efforts or whose work is relevant to its mission.

LYNX' decision to follow, "like" or subscribe to a particular social media page does not suggest or imply an endorsement of any kind.

LYNX content is also intended to be shared, and users are encouraged to share content it finds relevant or interesting.

facebook

Content

LYNX' official Facebook page is facebook.com/golynx. People who follow or "like" LYNX' Facebook page can expect regular posts covering some or all of the following:

- Information about special events and free-ride promotions

- Updates on time-sensitive service updates

- Reminders about LYNX policies and procedures

- Alerts about impending route or schedule changes

- News releases and links to stories about LYNX happenings at golynx.com

- Information about public meetings

- Polls and opportunities to provide feedback on LYNX initiatives

- Shared content from other organizations that partner with LYNX

Shared Content

LYNX may also occasionally share content from other Facebook users or websites it thinks may be of interest to its followers and that support LYNX goals. Links to other resources are provided solely for the convenience of users and are intended to point users to additional information that may add perspective for users.

Comment Policy

While LYNX is excited to hear from its patrons, it's important to note that postings to the LYNX Facebook page are not representative of the opinions of LYNX, nor does it confirm accuracy of the postings.

It is LYNX' goal to share ideas and information with as many individuals as possible and policy to accept the majority of comments made to the profile. Please note LYNX reserves the right to, in its sole discretion, remove prohibited content of any and all posts.

Repeatedly posting prohibited content will be cause for banning the patron from participating on the LYNX official Facebook page.

Privacy

LYNX' Twitter account is not an official website. It represents LYNX' presence on Twitter, a third-party service provider. Users are encouraged to read Twitter's privacy policy.

To protect one's own privacy and the privacy of others, do not include personal information in comments or other content you post.

Content

LYNX' official Twitter account – @lynxbusorlando – alerts customers to service changes, promotional activities and keeps followers up-to-date with LYNX happenings.

People who follow LYNX' Twitter account can expect regular posts (tweets) covering some or all of the following:

- Notification of special events and free-ride promotions
- Updates on time-sensitive service updates
- Reminders about LYNX policies and practices
- Alerts about impending route or schedule changes
- News releases and links to stories about LYNX happenings at golynx.com

Retweets and Links to Other Websites

LYNX may also occasionally tweet or retweet (RT) content from other users it thinks may be of interest to followers, and that share LYNX' goals. Generally speaking, that content will originate from:

- Organizations partnering with LYNX
- Transportation-related groups in Central Florida
- Stakeholders and non-profit organizations

LYNX views Twitter as a tool for providing information and connecting customers with answers about transportation questions. Links to other resources are provided solely for the convenience of users and are intended to point users to additional information that may add perspective for users. LYNX is not responsible for the accuracy, currency or reliability of the content of these links. LYNX does not offer any regard and is not responsible for the information found through these links, nor does it explicitly endorse these sites or their content.

Direct Messages and @replies

LYNX encourages feedback and interaction via Twitter. LYNX will read @replies and direct messages. Information will be forwarded as necessary to individuals within LYNX.

LYNX may not reply individually to all messages. Also, since LYNX does not follow individual users, it may be difficult to conduct a full conversation on Twitter. LYNX encourages individuals to contact Customer Service at: golynx.com/customer-service.stml.

Content

People who subscribe or view LYNX' YouTube channel – youtube.com/user/ChannelLYNX – can expect video content that relates to LYNX' mission and goals.

Shared Content

LYNX may occasionally share content from other LYNX channels or websites it thinks may be of interest to its followers and that support its goals.

Links to other resources are provided solely for the convenience of users and are intended to point users to additional information that may add perspective for users. LYNX is not responsible for the accuracy, currency, or reliability of the content of these links. LYNX does not offer any guarantee in that regard and is not responsible for the information found through these links, nor does it implicitly endorse these sites or their content.

Posting Frequency

LYNX will post videos regularly, as they are produced.

Comment Policy

LYNX does not allow posting of comments on its YouTube channel.