



Social Media Engagement Policy

Please do not report emergencies on social media pages.

I. Social Media Management

The purpose of Richmond Ambulance Authority's (RAA) social media pages, sites and accounts is to present matters relevant to the services, activities, issues, or policies of RAA or matters of public interest to visitors of all ages and backgrounds in a moderated, online discussion board format.

RAA hosts a website, and, through its Communications Department, participates in the following social media platforms:

- Facebook
- Twitter
- YouTube
- LinkedIn
- Instagram

RAA's social media channels enable it to inform the public regarding matters such as RAA news, programs, policies, and services, and events.

II. Moderation of Third-Party Content

RAA's social media sites are not public forums and all content published on RAA's social media sites is subject to monitoring. RAA reserves the right to restrict or remove any content that is deemed in violation of this Social Media Engagement Policy or any applicable law. RAA's Public Relations Department will make a determination as to whether comments comply with this policy, and that determination is final and not subject to further review. RAA's Public Relations Department will apply this Social Media Engagement Policy in a consistent, viewpoint-neutral manner. Any content removed based on these guidelines will be retained by RAA's Public Relations Department Communications as required under the Virginia Public Records Act and the Record Retention Policies promulgated by the Library of Virginia.

Use of the above-listed social media sites is subject to the terms of use of those sites, including privacy policies. Any terms of services that those sites place on user participation apply to comments made by any user, and these sites may enforce their own terms of service.

III. Violations of RAA's Social Media Engagement Policy

Post Removal Policy and Retention Process

RAA's general practice is not to delete comments. No authorized account administrator shall delete comments, posts, or other public interactions with official RAA social media accounts, unless the comment, post, or public interaction is in violation of the content standards as outlined in this Social Media Engagement Policy.

In the event violative content must be hidden or removed, the authorized account administrator will document the entirety of the original post and all removable content with screenshots or such means dictated by the RAA's Public Relations Department, before removal of the violative content. The authorized account administrator will save records of violative content in a RAA network drive specified by the RAA Public Relations Department and will denote the date and time of removal.

No authorized account administrator may block, mute, or otherwise prevent any users from following, viewing posts, having their posts viewed by RAA, or otherwise engaging with official RAA social media accounts.

Enforcement of the restrictions and prohibitions contained in this Social Media Engagement Policy shall be conducted by RAA in a fully viewpoint neutral fashion, whereby RAA shall not favor or disfavor any speech based on the speaker's position.

Third-Party Content Standards

Third-party comments that include the following are prohibited:

- Protected Health Information, as that term is defined in the Health Insurance Portability and Accountability Act (HIPAA);
- Classified or private personal information of an individual, including home address, home or cell phone number, personal email address, personal account numbers, or personal identification numbers.
- Content that violates a legal ownership interest of any party, such as trademarked or copyrighted material;
- Content that advocates for or depicts illegal activity;
- Advertising or business promotion;
- Links to domains that direct users to, or host, malware; or
- Spam.

RAA reserves the right to remove Third-party comments that include the following:

- Content that promotes, fosters, or perpetuates discrimination against people on the basis of race, gender, sexual orientation, disability, religious affiliation or ethnicity;
- Content that is clearly off topic from the particular post;
- Abusive or personal attacks of any kind;
- Vulgarity;
- Falsely representing that you are an employee or representative of RAA;
- Sexually explicit content or links to sexually explicit content; and
- Obscenities.

IV. Public Records Disclosure

RAA social media sites are subject to the Virginia Public Records Act. Content maintained in a social media format that is related to RAA business may be a public record subject to public disclosure.

For Virginia Public Records Act requests, email the RAA's FOIA officer at foia@raaems.org

V. Disclaimers

RAA social media pages are not continuously monitored, and RAA is not responsible for comments by site visitors.

Comments posted on RAA's social media sites do not reflect the official opinions or positions of RAA or its officers and employees, unless specifically authorized by RAA.

All posted comments could be deemed public records subject to disclosure. Participants in RAA's social media do not retain any rights over their postings. Postings are intended for public view and any information posted constitutes a waiver of any rights to privacy or confidentiality.

VI. More Information

For more information or concerns regarding RAA social media sites and policy, contact RAA's Public Relations/Media Manager at publicrelations@raaems.org

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