

# Nebraska Department of Transportation

## Social Media Code of Conduct

### **PURPOSE:**

The purpose of NDOT's participation in social media is to enhance communication, collaboration, information exchange and transparency from the agency to its users. NDOT uses social media to engage and educate users, to learn about needs and concerns, to contribute to relevant conversations, and to promote programs and services. For general inquiries to NDOT, [please click here](#).

### **MONITORING:**

NDOT considers its social media accounts to be moderated, limited discussion sites and not public forums. NDOT makes reasonable efforts to monitor and/or moderate comments posted on its social media platforms, NDOT cannot always respond in a timely manner and may only respond to comments during standard business hours.

For emergencies, please call 911 or utilizing the Nebraska State Patrol Highway Helpline by dialing \*55 from a mobile phone or 1-800-525-5555 or a local law enforcement agency when safe to do so.

***DO NOT USE NDOT SOCIAL MEDIA PLATFORMS TO REPORT AN EMERGENCY.***

### **EXPECTATIONS:**

Visitors to NDOT social media platforms may post views and opinions in reaction to our materials. Users participate at their own risk and are personally responsible for their own comments, username, and any information provided. Any content, views, opinions and/or responses posted by a user to any and all social media platforms, are solely the views, opinions and responsibility of the person submitting them and do not necessarily reflect the opinions of NDOT or the State of Nebraska.

NDOT is not responsible for content that third parties publish, post, upload, distribute, disseminate, or otherwise

transmit via Facebook, Twitter, Instagram, and/or LinkedIn.

Site administrators, writers, third parties, and social media users are fully responsible for the content they submit. NDOT disclaims any liability for advertisements, videos, promoted content, posts or comments posted by visitors to this page. Users should not engage in ANY social media posting, commenting, sharing of posts, and/or viewing while driving or operating any motor vehicle.

### **TERMS OF PARTICIPATION:**

Transparent communication of services and initiatives is important to NDOT. Since our users includes people of all ages and backgrounds, this disclaimer is intended to ensure that all posted comments are appropriate for all ages; courteous and respectful of others; and related to matters, activities, programs, policies, or operations relevant to NDOT.

Therefore, anyone who posts a comment or post to an NDOT social media site must agree to the following terms of participation:

- 1) Treat others with respect and dignity.
- 2) Warrant that they own or have permission to post the information contained in their postings, including but not limited to video, photos, or digital reproductions and that the posting does not infringe on a copyright or trademark.
- 3) Acknowledgement that they do not retain any rights over their postings. Postings are intended for public view, and any personal information posted constitutes a waiver of any rights to privacy or confidentiality.

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4) Must comply with any and all terms or statements of use of specific third-party services (i.e. Facebook, Twitter, and Instagram). NDOT reserves the right to report any violation to the specific service in accordance with the policies to the third-party service.

### **Prohibited Comments/Posts:**

While a comment/post will not be removed based on a person's or third-party's opinion or viewpoint, the below (including but not limited to) types of comments/posts are prohibited on NDOT social media sites and may be subject to removal:

1) Posts and comments that contain language that is considered defamatory, offensive, threatening and/or harassing and/or target or disparage any race, creed, color, age, religion, gender, marital status, status with regards to public assistance, national origin, physical or mental disability, sexual orientation or content otherwise deemed inappropriate.

2) Posts or comments that are obscene or possess sexual content or links to obscene or sexual content.

3) Posts and comments that are spam or include links to other unrelated sites.

4) Posts and comments not related to the original topic or clearly off topic, including random or unintelligible comments.

5) Posts and comments that are in violation of any federal, state or local law, or advocate illegal activity. This also includes posts or comments that contain information that could compromise the safety or security of the public, public officials, NDOT employees, or public systems and/or content that could compromise an ongoing investigation, and police tactics.

6) Posts and comments that promote services, products, or political organizations consisting of political comments or posts promoting, opposing, or advertising any person campaigning for election to a political office or promoting or opposing ballot propositions.

Posts or comments with solicitations, solicitations of funds or advertisements, including promotion or endorsement of any financial, commercial, or non-governmental agency; as well as solicitations to commit, or speech integral to, criminal conduct.

7) Posts and comments that infringe on copyrights or trademarks unless posted with the copyright holder's consent.

This includes content that could violate the legal ownership interest of any other party. Intellectual property or proprietary information posted without the permission or approval of the owner, including copyrighted or trademarked images or graphics and images not owned by the user.

8) Post or comments with personally identifiable information, including but not limited to, Social Security Numbers, home or business addresses, e-mail addresses, or phone numbers.

9) Defamation (libel/slander) and/or fraud.

10) Posts or comments that contain viruses or similar harmful programs, including spam and similar content. This includes posts and comments of a troll and/or automatic software programs such as bot accounts.