

SOCIAL MEDIA POLICY

The E-470 Public Highway Authority (“E-470”) provides important updates to its customers and the public via various social media platforms. To ensure that E-470’s social media utilization remains consistent with First Amendment constraints while providing a safe and user-friendly experience, E-470 hereby sets forth the following social media policy.

DEFINITIONS

Social Media — A form of mass media communication hosted upon various platforms which facilitates communication between various speakers and members of the public.

E-470 currently participates in the following social media platforms:

- YouTube (<https://www.youtube.com/channel/UCSzynB1XpEmTaG310FKVniA>)
- X (formerly known as Twitter) (<https://x.com/E470>)
- Facebook (<https://www.facebook.com/E470PHA/>)
- Instagram (<https://www.instagram.com/e470pha/>)
- X [Road Updates Account] (<https://x.com/E470RoadUpdates>)

Post — The action by E-470 or a member of the public to provide content, including text, pictures, videos, links, or any other type of media on a social media account.

Comments — Any digital content, information, link, image, video, or any other form of communicative content posted by any other social media user in reply or response to a social media account operated by E-470.

User — A member of the public who views, interacts, or otherwise engages with one or more of the E-470 social media accounts.

POLICIES

1. This policy is applicable to all of E-470’s social media profiles and platforms. Where possible, a link to these terms and conditions will be made available as a hyperlink or posted as text on its social media accounts.
2. The use of E-470-maintained social media sites shall be in compliance with the Colorado Open Meetings Law, Sections 24-6-401, *et seq.*, C.R.S., and the Colorado Open Records Act, Sections 24-72-200.1, *et seq.*, C.R.S. Social media posts, comments, and replies to those posts, and any direct or private messages sent to E-470, or any social media usage which E-470 has a right to have in its possession, may be public records and subject to applicable public records release.

3. E-470 will not link to elected officials' personal websites nor social media accounts, and E-470 will remove posts or comments from any E-470-managed social media site that does.
4. Social media sites are not monitored 24/7 and should not be used when seeking emergency services. Anyone in need of emergency help should call 9-1-1. Anyone seeking nonemergency, free roadside assistance should dial *470.
5. E-470 does not guarantee a response to comments or messages sent to the social media accounts. Comments seeking assistance from E-470 will be directed to contact the customer support team via telephone at (303) 537-3470 or via email at Customerservice@expresstoll.com.
6. E-470 accounts on social media sites shall clearly state they are maintained by E-470 and shall have E-470 contact information prominently displayed. Sites will be consistently branded in order to communicate a clear association with E-470.
7. E-470's websites, <https://www.e-470.com/> and <https://www.expresstoll.com/Home>, are the official location for content regarding E-470 business, services, and events. Whenever possible, links to more information should direct users back to the E-470's official websites for more details, documents, forms, or online services.
8. E-470 accounts on social media sites shall not be used by any E-470 employee, director, or consultant for private or personal purposes, for expressing personal views on political or policy issues, or to express personal views or concerns pertaining to E-470 employment or personnel matters. Information about confidential E-470 business and customer interactions and information shall not be disclosed on E-470's social media accounts.

LIMITED CONTENT MODERATION

1. **Limited Public Forum.** E-470's social media accounts are created and maintained as limited public forums under case law pertaining to the First Amendment to the U.S. Constitution. E-470 invites members of the public to view and, where possible, provide comments or otherwise engage with E-470's social media accounts. However, limited public forums may restrict certain speech, so long as such restriction is viewpoint neutral. As a general rule, E-470 will not hide and/or delete comments solely because such comments are critical of E-470, its Board of Directors, or other various stakeholders.
2. **Prohibited Content.** The following will be hidden or deleted:
 - Comments directly advocating violence or illegal activity.
 - Comments containing obscenity, which is defined as sexually explicit and/or pornographic content that is patently offensive, appeals to prurient interest, and lacks serious literary, artistic, political, or scientific value.

- Comments that directly promote or advocate that E-470 illegally discriminate based on race, age, religion, gender, national origin, disability, sexual orientation, veteran status, or any other legally protected class.
 - Comments containing links to malware and/or malicious content that affect the normal functioning of a computer system, server, or browser.
 - Duplicate comments posted repeatedly within one calendar week or less.
 - Comments containing actual defamation against a person, either as determined by a court or comments that are patently defamatory by easily discovered facts.
 - Comments that contain images or other content that violate the intellectual property or copyrights of a third-party.
 - Solicitations of commerce of any type.
 - Comments that contain a hyperlink to any website other than those controlled by E-470. This will be done without regard to the viewpoint of the comment containing such a link or the content of the site to which the link redirects.
3. **Retention.** When a comment containing any of the above content is posted to E-470's social media accounts, a copy or electronic record of that content may be retained or archived pursuant to E-470's then effective records retention policy, along with a brief description of the reason the specific content was hidden or deleted. Once documented, the content will be removed, where possible, from E-470's social media accounts.
4. **Blocking or Banning a User.** When E-470 determines that a user has violated these terms and conditions on three or more occasions within a six-month period, E-470 may block or ban the offending user from the social media account where the violations occurred.
5. **E-470 Actions in Furtherance of this Policy.** E-470 will aim to have one person, whether an E-470 employee or third-party consultant, available during normal business hours (8:00 a.m. to 5:00 p.m.) from Monday to Friday monitoring each social media account to ensure compliance by users with this policy. Such person shall provide a daily end of shift report which documents any infractions to this policy.