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Social Media Code of Conduct and Standards

Valley Metro's **Twitter** page @valleymetro is monitored 24/7 and is provided as a public service to inform riders of transit service-related information, agency information, news and events and forward-thinking activities. Refer to #vmsservice in the Twitter feed for incident notification. We encourage feedback and interaction via Twitter and will typically respond within an hour or sooner.

Facebook and **Instagram** are regularly monitored Monday-Friday, 7 a.m. to 6 p.m. The intent of the feeds is to keep Valley Metro riders and members of the community up-to-date on agency news, activity, construction and events.

Images on our **Flickr** page may not be used in any manner likely to cause confusion among customers, or in any manner that disparages or discredits Valley Metro. Images may not be modified in any way that substantially alters the content, subject or meaning of the image. Use of an image must be accompanied by a photo credit to "Valley Metro." All images copyright Valley Metro.

Valley Metro's Flickr profile can be found at <https://www.flickr.com/photos/valleymetro/albums>

Valley Metro's Flickr photo stream contains images and videos depicting the metro Phoenix area, but not limited to the following:

- Images of bus fleet, carpools, vanpools and light rail fleet
- Valley Metro facilities and surrounding areas
- Arts and points of interest
- Photos from public meetings and other agency events
- Historical media
- Images and videos of Valley Metro employees and customers

Posting: Valley Metro will post content as it becomes available.

Shared content: Valley Metro will post videos on [YouTube](#) that are related to transit events, accomplishment, services and topics related to the transportation industry. Videos will be posted as they are produced.

Public comments on Valley Metro social media channels may be removed and users blocked for the following behaviors:

- Spamming (content that is posted repeatedly on a profile)
- Defamatory, malicious, obscene, intimidating, discriminatory, harassing or threatening comments or hate propaganda
- Calls to violence of any kind

- Activity that violates any law or regulation
- Self-serving or flagrant promotion of goods, sites or services
- Posting links to websites that are not affiliated with Valley Metro
- Name-calling or personal attacks (hostile, derogatory or deliberately insulting comments toward a specific individual or group)
- Posting comments intended to induce an angry response
- Nudity in profile pictures
- Comments that Valley Metro considers inappropriate

We reserve the right to block or mute individuals for any reason from @valleymetro and for violating the code of conduct. If any portion of a post is inappropriate and violates the code of conduct, the entire comment will be deleted.

Our social media channels are not the appropriate place to resolve issues, make complaints or raise suggestions about service experiences, yet that does not mean we will ignore these issues. Concerns about service are best handled by Customer Service representatives. Reach Customer Service by emailing csr@valleymetro.org or calling 602.253.5000 during office hours.

Common agency hashtags

Subject	Hashtag
50th Street Station	#50thstreet #newstop
Central Mesa	#centralmesa
Gilbert Road	#gilbertroad
Northwest	#northwest
Northwest Phase 2	#northwest2
Tempe Streetcar	#tempestreetcar
Capitol/I-10West	#railcapitol (P1) #rail10west (P2)
Glendale	#rail2glendale
Northeast Phoenix	#northeast
Southeast Valley Transit System Study	#SEVTSS #transitstudy
Service or Program	Hashtag
Arts & Culture	#vmarts #artsline
Human interest	#vmcares
TSRA ticketing program	#railride

Valley Metro blog	#insidetheride
T2050	#T2050 #PhxBusUpgrades
TOD (transit oriented development)	#TOD #transitbuilds
Transit	#transit
Service changes	#vmservice
Innovation	#drivingthefuture

