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SOCIAL MEDIA POLICY

Revision 1, 1 October 2017



Workforce Solutions of Central Texas-Proprietary: The contents of this document are considered proprietary and may not be copied or shared with other agencies or persons without the express approval of Workforce Solutions of Central Texas.

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1.00 GENERAL

- 1.01. **Purpose:** Social networking through the use of electronic social media (such as Facebook, Linked-In, blogging, wikis, Twitter, E-mail, You Tube, etc.) is integrated into everyday life and is commonplace both in and out of the workplace. This policy provides guidelines for Workforce Solutions of Central Texas (WSCT) in the use of social media as it relates to WSCT, its activities and business operations, and the professional working lives and duties of its employees.
- 1.02. **Disclaimer:** policies, procedures, and/or benefits summarized in this and all other WSCT policy and procedures manuals and policy letters are not contractual in nature. Workforce Solutions of Central Texas reserves the right to change, modify, add, or delete any policy at any time with or without prior notification or approval.
- 1.03. **Discrimination:** Persons posting both incoming and outgoing comments on WSCT social media will not be discriminated against by reasons of race, age, religion, color, disability, national origin, gender, political affiliation, beliefs, genetic tests and information, citizenship, and for beneficiaries only, citizenship or participation in any WIOA financially assisted program or activity.

2.00 POLICY

- 2.01. **Privacy:** Postings on WSCT-controlled social media sites will include only information considered to be for public consumption. Personally identifiable information (PII) or information that is considered to be of a personal or confidential nature will not be posted on any WSCT site or in any personal social media postings. Persons responsible for maintaining WSCT-controlled sites will ensure that all posted personal or sensitive (confidential) information is removed as soon as it is discovered.
- 2.02. **Media Requests:** all requests for news media contact will be referred, without comment, to the Workforce Board Executive Director. WSCT employees will not speak to media representatives on the behalf of WSCT without the express approval of the Executive Director of the Board.
- 2.03. **Open records:** requests for social media content will, in all cases, be referred to the Workforce Board staff person designated to respond to such requests.

2.04. Use of WSCT-Controlled Social Media Sites:

- 2.04.01. Staff must avoid Web and social media interactions that could result in our customers, partners, and the public forming negative opinions about WSCT.
 - 2.04.02. WSCT social media postings and staff responsibilities:

Any communication on any WSCT-controlled social media site may be monitored and subject to disclosure to third parties under the Texas Public Information Act or other disclosure laws.

Unless approved by the WSCT Chief Operating Officer, employees will not speak through social media as an official spokesman on behalf of WSCT or represent that they are a WSCT spokesman. This does not apply, however, to normal day to day business contacts with customers and partners, or to postings that have prior management approval.

Postings by WSCT employees shall maintain a high level of professionalism and be consistent with WSCT/CTCOG rules concerning ethical behavior and code of conduct.

Social media postings and contacts, to include e-mail, shall be respectful, factual, accurate and to the point. Avoid jargon and acronyms that may be confusing or discredit WSCT. Always present WSCT, its partners, and customers in a positive light.

Staff will not use WSCT social media accounts to discuss or present confidential or personal information obtained through their official responsibilities as an employee, contractor, or partner of WSCT.

Postings must not appear to be a WSCT endorsement of products and services offered by a business. Business affiliations and information considered confidential by an employer will not be disclosed.

Supervisors shall inform staff that they may be held personally responsible for communications and information about WSCT that they publish on WSCT social media. They may also be liable for on-line activity that uses WSCT e-mail addresses or any e-mail address that can be tracked back to WSCT's web domain. Supervisors must also inform staff that using their name or image (picture) in personal social media communication/posting and linking it to WSCT may imply that they are acting on WSCT's behalf, implying responsibility by WSCT to act upon the posting or comment.

- 2.05. Use of copyrighted or borrowed material in social media shall include the required credit given to the author or publisher. This includes, but may not be limited to, quotes, thoughts, ideas, photos, or videos. There may be a fee for use of copyrighted material.
- 2.06. Any website, blog, chat room, video-sharing site, bulletin board or other social media that wishes to promote WSCT must have prior approval of the WSCT Chief Operating Officer. The WSCT logo and WSCT intellectual property (policies, white papers, etc.) will not be incorporated into a social media setting without the Chief Operating Officer's approval.
- 2.07. Posts/comments shall be removed by designated staff when the content of a post/comment:

Is off-subject, out of context, or clearly off-topic

Contains obscenity or material that is sexually oriented

Contains personally identifying information or sensitive personal information, as defined in the WSCT PII Policy

Contains offensive terms that target protected classes

Is threatening, harassing or discriminatory

Incites or promotes violence or illegal activities

Contains information that could reasonably compromise public safety

Advertises or promotes a commercial product or service, or any entity or individual

Promotes or endorses political campaigns or candidates or presents partisan political views.

Appears to be, or contains Spam or content that has been disseminated enmasse to others

2.08. **Social Media Disclaimer:** All WSCT-controlled social media sites must contain the following disclaimer: "WSCT is not responsible for content posted by others to WSCT social media sites. WSCT media users that enter personal information on WSCT social media sites do so at their own risk. WSCT is not responsible for the public display of private information. WSCT may remove postings to its social media sites that contain personally identifiable information or other prohibited information. Neither WSCT, nor its licensors or contractors are responsible for any damages caused by delays in such removal".

2.09. Employee Use of Personal Social Media.

- 2.09.01. WSCT understands that employees use social media to share personal information and opinions with others. Use of social media presents risks and carries with it certain responsibilities, especially with the sharing of information related to WSCT and the person's relationship with WSCT. WSCT employees are solely responsible for their individual postings.
- 2.09.02. Staff will not discuss or present on their personal social media any confidential or personal information obtained through their official responsibilities as an employee, contractor, or partner of WSCT.
- 2.09.03. Staff will avoid all comments, opinions, or postings on their personal media that could be interpreted as an opinion, an endorsement, or a position taken by the Central Texas Workforce Board or Workforce Solutions of Central Texas.
- 2.09.04. Staff will not attribute to WSCT, either by inference or direct comment, any information or communication originating from their personal social media accounts or e-mail, that will reflect negatively on WSCT, its partner agencies, city, county, state, or national agencies and their governing bodies. Comments to be avoided include, but are not limited to, those that are strictly opinion or those that are political or controversial in nature when they could be construed to be connected or attributed to WSCT.

2.09.05. WSCT principles and guidelines contained in this policy, the WSCT HR Policy, and the Personally Identifiable Information Policy (as relates to the use of electronic communications, workplace ethics, standards of behavior, and confidentiality) apply also to employee personal on-line activities.

2.09.06. Any personal conduct that adversely affects job performance, fellow employees, or customers and other associated organizations could result in disciplinary action up to and including termination. Workplace disputes or problems should be resolved through direct contact with fellow employees or WSCT management, not social media.

References:

- 1. State of Texas Social Media Policy (Texas.gov/en/about/pages/social-media-policy)
- 2. Texas Workforce Commission Social Media Policy Helps (twc.state.tx.us/news/efte/social media use policy.html)
- 2. Workforce Solutions TEXOMA Policies and Procedures, Chapter 18, Used by Permission