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Ohio Valley Employment Resource

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Ohio Valley Employment Resource Policy Letter No. 4-17 (Social Media Policy)

I. Purpose

To establish policy for social media interaction. Social media is a powerful tool for electronic outreach and communication. This policy is to ensure a positive experience for all while protecting the organization and the privacy rights of the customer.

II. Effective Date with WDB and COG motion #s: 5-21-18, WDB 27-17; COG 24-17

III. Scope

Anyone operating WIOA or one-stop sites will be subject to and held accountable for any conduct outlined in this Social Media Policy. Each agency/subrecipient is responsible for their employees. Each agency/subrecipient must ensure that there is a local directive regarding local social media usage. This policy works in conjunction with other local related personnel policies and procedures.

When communicating on social media on behalf of the one-stop, appropriate branding will be observed, as explained in the state policy, WIOAPL 16-07 (OhioMeansJobs and American Job Center Branding) and branding guidelines found at:

<http://emanuals.ifs.ohio.gov/Workforce/WIOAWIOAPL/WIOAPL-16-07.stm> and
<http://ifs.ohio.gov/owd/WorkforceProf/Docs/BrandingGuidelines.stm>.

IV. Consent

An employee's use of such technology constitutes consent to being monitored by the Employer and OVER.

V. Definition

Social Media refers to the use of any electronic media which operates as an outreach vehicle to the public. Examples include but are not limited to, Facebook, Twitter, Snapchat, Instagram and LinkedIn. Nothing in this policy is meant to prohibit access to any website or blog which may be work-related.

VI. Policy

To utilize social media on behalf of the workforce area, the OhioMeansJobs center or any WIOA funded program, an agency must have an employee code of conduct governing social media in effect and acknowledged by the employee accessing social media. The OVER employee usage policy is attached as a sample.

Any subrecipient, OhioMeansJobs center or any WIOA funded program that uses social media must advise OVER of the social media utilized and account name as well as who is responsible for the site and its content prior to creation and usage.

Communication via agency-related social media accounts is a public record. This means that both the posts themselves and any feedback by other employees or non-employees, including citizens, will become part of the public record.

Confidential Information — An employee shall not disclose any work-related confidential or proprietary information on any social networking website, blog, or other internet forum of communication. This can include information that may eventually be obtained through a valid public record's request. Further an employee shall only engage in direct participant dialogue through secured direct channels and advise participants to do the same to protect client confidentiality.

Extreme care, discretion and planning must be exercised by staff using social media to communicate on behalf of the agency, program or unit. Material posted online is not private; search engines can turn up posts years after they are created, posts can be easily forwarded or copied, and posts can become widely known and may reflect on both the individual posting the material and the agency. All material posted to social media accounts should be viewed as though it were a response to a news media request that will be shared with the general public. If the material or comment being considered for online posting is not something that would be shared with the general public or news media, then it should not be posted. Any individual who is uncertain about whether material should be posted should contact his/her supervisor.

If using social media to contact WIOA participants, the subrecipient needs to have a work account conduct these exchanges. WIOA/OMJ interactions should be limited to the work account and the participant counselled to educate them the appropriate way to communicate on the media.

Site set-up and usage

The state will be monitoring the site and content of WIOA and one-stop related sites. Social media is continually evolving, currently OVER has received guidance from the state regarding several social media venues in the form of “social media report cards.” This guidance is incorporated as an attachment and should govern the usage of the media. If the media is not listed on the attachment, it is expected that the agency will notify OVER and follow the attachment applicability as it applies until the state issues additional guidance.

Responsible party

Each agency director must designate a responsible party for site operation and an approval process for posting to the site. It is recommended that there be a back-up for this responsibility. The agency director shall be given the access rights to the site in case the responsible party is no longer able to act in this capacity.

VII. References

WIOAPL 16-07 (OhioMeansJobs and American Job Center Branding) Policy:

<http://emanuals.jfs.ohio.gov/Workforce/WIOA/WIOAPL/WIOAPL-16-07.stm>

State branding guidelines:

<http://jfs.ohio.gov/owd/WorkforceProf/Docs/BrandingGuidelines.stm>