

Area 15 OhioMeansJobs Center Social Media Report Card

Categories	Facebook		Twitter		Instagram		Linkedin		Youtube		Other	
	Status:	Comments:	Status:	Comments:	Status:	Comments:	Status:	Comments:	Status:	Comments:	Status:	Comments:
Does the social media account use the provided profile picture?	N/A		N/A		N/A		N/A		N/A		N/A	
Does the social media cover photo and/or banner meet all branding guidelines?	N/A		N/A		N/A		N/A		N/A		N/A	
Does the name of the social media account meet the naming requirement in WIOAPL 17-01?	N/A		N/A		N/A		N/A		N/A		N/A	
Does the handle of the social media account meet the naming requirement in WIOAPL 17-01?	N/A		N/A		N/A		N/A		N/A		N/A	
If there are jobs posted on the social media account, are they also posted and referred to OhioMeansJobs.com?	N/A		N/A		N/A		N/A		N/A		N/A	
If there are events posted on the social media account, are they also posted to OhioMeansJobs.com?	N/A		N/A		N/A		N/A		N/A		N/A	
Is the social media account free of co-branding?	N/A		N/A		N/A		N/A		N/A		N/A	
Is the social media account using current terminology?	N/A		N/A		N/A		N/A		N/A		N/A	
Social Media Site Link Reference:												
Status (Pass/Fail):	Pass		Pass		Pass		Pass		Pass		Pass	

Last Updated :
by:

Cover Page with Expectations for Social Media Report Cards

The Office of Workforce Development has recently reviewed all social media applications for each local Workforce Development area. Following this cover page is a report card for your Workforce Development area. Please see the explanation below of the expectations for each category that has been reviewed.

If the report card indicates an area has "Fail" status in any of the categories, this means that at least one OhioMeansJobs center did not meet the requirements for that category for that specific social media type. Any category that has a "Fail" must be updated and made compliant within the next 30 days, with an email sent to WIOAQNA@ifs.ohio.gov indicating this was completed or the plan to become compliant.

The expectations of each category are as follows:

Does the social media account use the provided profile picture? – On January 17th a standard profile picture was sent to each area. Reviewing this category will determine if that approved profile picture is being used. If you need that resent please send a request to WIOAQNA@ifs.ohio.gov.

Does the social media cover photo and/or banner meet all branding guidelines? – An area may use anything they would like as a banner picture however, if the choice is made to use an OhioMeansJobs logo, it must be compliant with all branding guidelines.

Does the name of the social media account meet the naming requirement in WIOAPL 17-01? – There is a naming convention for all social media application spelled out in WIOAPL 17-01. All social media applications except for Twitter must use the name OhioMeansJobs (County Name), for Twitter the name must be OMJ (County Name). If there is deviation from this it will be marked as "Fail". There are cases in which the social media application will not allow this prescription and the Office of Workforce Development will work with those areas to come up with a solution.

Does the handle of the social media account meet the naming requirement in WIOAPL 17-01? - There is a naming convention for an area's Facebook handle spelled out in WIOAPL 17-01. The Facebook handle must be @OhioMeansJobsCountyName. If there is deviation from this it will be marked as "Fail". There are cases where Facebook may not allow this prescription and the Office of Workforce Development will work with those areas to develop a solution.

If there are jobs posted on the social media account, are they also posted and referred to OhioMeansJobs.com? – All jobs posted on social media must comply with Ohio House Bill 2 and WIOAPL 17-01. This means that all jobs posted on a social media page must also be posted on OhioMeansJobs.com and must include either the job order number or if a link is provided it must be to the posting in OhioMeansJobs.com.

If there are events posted on the social media account, are they also posted to OhioMeansJobs.com? - In order to comply with Ohio House Bill 2 and WIOAPL 17-01, all OhioMeansJobs center events advertised on social media must also be posted on www.ohioMeansJobs.com. Please refer to the webinar provided on January 3, 2018 for directions on how to post these events.

Is the social media account free of co-branding? – The Governor’s Office has issued a requirement that all One Stops in Ohio be branding as OhioMeansJobs centers. As part of this directive the center can no longer use the independent branding that was in place prior to this directive. All social media platforms must adhere to this requirement as well.

Is the social media account using current terminology? – With the implementation of the Workforce Innovation and Opportunity Act (WIOA) many of the old terms from the Workforce Investment Act (WIA). All references to WIA should be removed as well as terms including but not limited to Core, Intensive and Training.

Social Media Site Link Reference: You will find a link to the social media page that was reviewed.

Status (Pass/Fail): You will find the overall status of each social media platform of either pass or fail.

If you have any questions regarding the report cards or the categories described above, please contact WIOAQNA@jfs.ohio.gov