

Rivers East Workforce Development Board

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RIVERS EAST LA ISSUANCE 2021-23

SUBJECT: SOCIAL MEDIA POLICY AND PROCEDURES

PURPOSE: This Issuance replaces LA Issuance 2019-01 Change 1 and updates the Rivers East policy for creating and maintaining social media sites and webpages. Social media is a strategic and needed method for outreach to inform citizens and customers of WIOA services and opportunities. All social media sites should be developed and maintained in a professional manner that represents Rivers East and Workforce Development at a quality level.

ACTION: All Rivers East WIOA staff, partners, operators, and career advisors should review and implement the attached policy. Any questions or additional clarification needed should be directed to the local area staff.

EFFECTIVE DATE: July 1, 2021

A handwritten signature in black ink that reads "Jennie Bowen".

Jennie Bowen
Workforce Development Director

Attachment

Serving: Beaufort County • Bertie County • Hertford County • Martin County • Pitt County

Mid-East Commission • Workforce Development Department
"Committed Equal Opportunity Employer/Programs"

"Auxiliary aids and services are available upon request to individuals with disabilities." Relay numbers for the Hearing Impaired: (TT) 1-800-712-6600 (voice) 1-800-735-8262
www.mideastcom.org

Social Media Policy and Procedure

Social media platforms are a great way to supplement our current outreach efforts. To ensure the digital content for the Rivers East Local Area remains consistent and relevant to the guidelines of the Workforce Innovation and Opportunity Act and aligns with the goals and mission of the Rivers East Workforce Development Board, effective May 1, 2019, all Board Staff, Center Staff and Program Operator staff will be expected to follow this Policy and Procedure. Any exceptions must be submitted in writing to the Director.

Social media will be defined as, but not limited to: Facebook, Facebook Pages, Twitter, YouTube, LinkedIn, SnapChat, Pinterest and/or Instagram. This Policy and Procedure also includes any Newsletters that are published on behalf of any WIOA Program or Career Center. Any social media pages that are created must include the following:

- Official Program Logo (NextGen or NCWorks Career Center)
- EO Statement must be in the About Section
- American Job Center Logo or statement should also be included in the About Section

I. Naming and Administration

- a. County Name and Career Center (i.e., Beaufort County NCWorks Career Center or Martin County NextGen Youth Program)
 - i. Any pages already established will be required to update their name and/or logo, if applicable
- b. The Strategic Initiatives Coordinator position serves as the social media coordinator for the Board. This Board Staff member will need to be added as a Page ADMIN on all social media sites. In this capacity, the Board Staff will share content as requested by employers, will share job opportunities, and will ADMIN the page when no Center Staff member volunteers.
- c. All social media platforms should follow Local, State, and Federal guidelines and laws when posting content. When posting to any social media platform, keep in mind that you are representing the Board, your Center, your employer of record, and the WIOA Programs, so discretion is strongly encouraged when deciding what to post and/or share across any platform.
- d. Prior approval from the appropriate supervisor is required before any page can be created, regardless of the social media platform. An email documenting the request should be send to the appropriate supervisor with a copy to the Strategic Initiatives Coordinator.

II. Confidentiality

- a. Please remember that each Board staff, Center staff and Program Operator staff signed a Confidentiality Agreement, a Code of Conduct and Personal Identification Information Agreement. **No participant information should be shared on any personal social media sites. Official success stories and articles posted on the Board/Center pages can be shared on personal pages.**

- b. Board staff will generate success stories and forward to the appropriate Center staff and Program Operator staff for distribution on Board-related or Program-related social media platforms.
 - c. Any content posted on a social media platform, in an official capacity, is subject to the Public Records Laws and can be used accordingly. Therefore, all content posted on any social media platform, should be relevant to services we provide through WIOA.
 - d. Due to public records law, all communication with program participants should be through your official email accounts. Career Advisors and staff can use social media platforms to make reference to your official communication request. Social media platforms should not be the only means of communication with your participants.
- III. Hashtags
- a. Can be used but should represent the overall brand for Rivers East and should remain professional at all times.
- IV. Side Comments
- While we understand the younger generation uses side comments as a way to communicate, due to the many variations and meanings, side comments will not be permitted on any social media platforms.
- V. GIFs and Emoji's
- a. Graphic Interchange Formats (GIFs) should not be used when making an official post on any of the social media platforms. Emoji's or icons that professionally represent the brand and post can be used.
- VI. Videos
- a. Board staff will create a series of videos that can be used across all programs and social media platforms. As they are created, they will be shared with Center Staff and Program Operator Staff. If a Program has a special outreach event or function and Board Staff cannot attend, the Career Advisor is welcome to video and forward to the Director for review and approval before posting to any social media platforms.
- VII. Social Media Content
- a. Content should be relevant to the services we provide under WIOA or relevant to the community we serve. Generic community content should be limited to only what is relevant to our customers.
 - b. All content posted, regardless of social media platform, should be marked PUBLIC. Censorship of comments is not permitted. If a staff member is unsure how to respond to a negative comment, contact your immediate supervisor before replying.
- VIII. Acceptable versus Non-Acceptable Content
- a. Acceptable postings are items such as:

- i. Job and Career Fairs
 - ii. Job announcements that can be verified by the employer website or employer social media page; or were directly received from the employer.
 - iii. Workshops, classes and other training opportunities to improve one's skills and/or to secure credentials for improved employability (e.g. NCRC)
 - iv. Community content that is relevant to our mission
 - v. Information shared from the Commerce or DWS Facebook page
 - vi. Information used to clear any misrepresentations as long as facts are accurate and correct and approved by the Workforce Development Director prior to posting
- b. Non-Acceptable Content:
- i. Any service(s) or product(s) that has an associated fee; or post with blatant marketing or advertising as main purpose
 - ii. Any service or product that does not support our mission
 - iii. Any post that includes controversial topics such as party politics, religion, race and ethnicity, as we are all inclusive and serve a diverse population
 - iv. Any post that is obscene, threatening, discriminatory, defamatory and/or harassing.
 - v. Any post that contains Personal Identifiable Information

Current social media accounts:

Facebook:

Board has a page and all four Career Centers

LinkedIn:

Board has a page and shares information across all five counties

Twitter:

Board has a page and shares information across all five counties

Instagram:

Board has a page and shares information across all five counties

Google My Business:

The Board has claimed all four Centers on Google and maintains general information