

Program Year 2019 (Issued and Effective June 2020)

The use of social media tools plays an important role in communication and outreach for various customer groups. NCWorks Career Centers may make use of social media networks to convey information to customers in ways that maximize transparency, maintain security, are appropriately professional, and add value to the center.

This policy is not meant to address one particular form of social media, rather social media in general, as technology advances will occur, and new tools will emerge. Career Center staff should review and understand the Terms of Service for the type of social media that is being used. In some instances, platforms may be able to auto feed into another. For example, communication by Constant Contact and Twitter can be set to post on Facebook also.

Common types of social networking sites include Facebook, Instagram, LinkedIn, Tumblr, Twitter, YouTube, etc. The use of local community sites and calendars may also be effective outreach tools for Career Centers; however, staff should keep the Center Manager informed of these outside postings.

The following guidelines should be applied to any online medium where information may reflect back on the image of the Career Center or its staff, service providers, partners, or the High Country Workforce Development Board (HCWDB). The HCWDB encourages staff training regarding the use of social media.

Set up of social media accounts must be approved by the HCWDB NCWorks Operations Manager and/or the Communications & Business Services Coordinator prior to the account being activated. Staff are encouraged to be creative in generating social media content; however, decisions should err on the side of caution when it comes to the integrity of the system and the region.

A. Content

- a. Communication and content **must** remain professional, respectful, and polite.
- b. Posts should be relevant to the audience and should be related to information that will assist customers with employment goals or to assist employers with talent and business solutions or provide branding opportunity.

- c. Information should be accurate and updated on a regular basis and responses made in a timely manner.
- d. Maintain confidentiality: personal information about customers, staff, and businesses should not be shared or disclosed through social media without written permission.
- e. Personal information or opinions related to political and/or religious views or potentially controversial local community news or activities should not be shared.
- f. Posts should never be disparaging; include negativity, profanity, or obscenities; violate copyrights; should not engage in combative dialogue with customers or the general public; or defame any individual or organization. Site administrators should remove comments that violate these rules as soon as possible after they are noticed.
- g. When a response is appropriate, comments will be responded to in a timely manner. The respondent should pause and think before posting a response. Generally, it is not appropriate to post personal opinions or discuss areas outside one's expertise on the Career Center site. If there is any question or hesitation regarding what is appropriate to post, review the situation with the Career Center Manager or HCWDB staff before posting.
- h. All content through Career Center related social media sites is considered public information and may be subject to monitoring and disclosure to third parties.
- i. Only appropriate pictures are to be used. The WDB has professional stock images that can be made available as needed and by request. The use of the NCWorks state brand **must** be approved by the HCWDB.
- j. If deemed necessary, inappropriate content will be removed immediately by the account holder. Prior to removal, a screenshot should be captured and filed for documentation purposes.
- k. Disclaimers addressing third-party ads and inappropriate content should be clearly visible on official sites where applicable.
- l. Social media sites managed by Career Center staff will include the following statement (see sample below):

This page is operated by the [Insert County Name] NCWorks Career Center and reserves the right to delete unacceptable submissions. Any communication via this site may be subject to monitoring and disclosure to third parties.

**Once posted, comments can be seen by anyone and may not be “taken back.”
When in doubt, leave it out.**

B. Oversight

- a. The Center Manager and HCWDB staff will frequently review all forms of social media being used by the center and ensure that regular, relevant information is being provided.
- b. The Center Manager will assess the effectiveness, gather feedback from the Leadership Team when appropriate, and provide regular updates regarding the use of its social media formats.
- c. Media forms not being maintained or used appropriately, will be closed. To be considered active and relevant, new content should be posted weekly.
- d. Inappropriate usage of social media can be considered grounds for disciplinary action or termination of staff.
- e. Staff using social media should be aware of and avoid risks of fraud, unauthorized access, hacking accounts, etc. by protecting passwords, monitoring content, and using appropriate security and privacy settings.
- f. In addition to this policy, staff are to follow their employer of record’s guidelines when using social media for personal and professional use while at work.
- g. Center staff must coordinate the use of social media with the Career Center Manager who must have a system in place that ensures which staff are responsible for maintaining information, who holds passwords to accounts, and the transfer of accounts/passwords due to staffing changes.
- h. HCWDB staff are to be kept informed of the use of social media and any concerns or issues that may arise.
- i. For oversight and tracking purposes, the Center Manager should address the following questions by email to HCWDB staff when social media accounts are being developed on behalf of the Career Center:
 - i. What type of social media is being developed?
 - ii. Who is the target audience and what outcomes are expected?
 - iii. Who is responsible for managing the account?
 - iv. What is the account name/identifier?

Note: To the extent possible, individual NCWorks Career Center Facebook pages should be consistently named throughout the region in the following format(s). Below are the current names of the NCWorks Career Center Facebook pages in the region:

- NCWorks Career Center of Wilkes
- NCWorks Career Center of Watauga County
- NCWorks Career Center - Avery, Mitchell, & Yancey Counties

Sample Facebook page text:

Hours	Mon-Fri: 8:30 am - 5:00 pm
Short Description	Building an adaptive workforce system to meet the demands of a globally competitive economy
Impressum	www.highcountrywdb.com
Company Overview	The High Country Workforce Development Board is a volunteer policy board of business and community leaders which guides workforce development issues for a seven-county region in northwestern North Carolina.
Long Description	Write a long description for your Page
General Information	This page is operated by the High Country WDB and reserves the right to delete unacceptable submissions. Any communication via this site may be subject to monitoring and disclosure to third parties.
Mission	Building an adaptive workforce system to meet the demands of a globally competitive economy

In addition to this policy, staff are to follow their employer of record's guidelines when using social media for personal and professional use while at work.

Special Considerations

The cornerstone of social media is interactivity, dialogue, and building an online community and presence. However, when using social media, the center should not engage in activity that may create the appearance of any kind of endorsement of a private entity or business.

Hatch Act

Career Center social media accounts should be limited to center and workforce system matters and remain politically neutral. The social media account(s) should not “friend,” “like,” “follow,” “tweet,” or “retweet” about a partisan group or candidate in a partisan race or link to the social media accounts of such entities or violate the Hatch Act (see the High Country Workforce Development Board Hatch Act Guidance).

Employee Use of Social Media

The HWDB recognizes that Career Center staff may use social media on a personal basis outside of their professional activities and that such use may include the right to exercise freedom of speech.

Career Center staff are encouraged to use good judgment when posting to a social media site as a private citizen, especially if the employee refers to anything related to the NCWorks Career Center or workforce development system. Career Center staff must be mindful that they could blur their personal and professional lives when using social media. Even when acting away from the center in a private capacity, Career Center staff must remember that he or she may be perceived by the public as representing the Career Center and workforce development system as a whole when discussing center activities.

Personal Use Guidance

The HCWDB recognizes that Career Center staff have personal social networking sites. These sites should remain personal and reflect the **Hatch Act Social Media Guidance**. Career Center staff should not conduct Career Center business by way of any personal account, which will ensure a distinction between personal and Career Center/workforce development system views.

Staff should not use their employer of record email account or password in conjunction with a personal social networking site.