SOP 23-06
Social Media Management
Standard Operating Procedures
Grow Southwest Indiana Region 11
Approval Date: 01/24/2024

Purpose

To establish guidelines for the use of social media within the Region 11 workforce development system.

Recission

- DWD Policy 20121-02 *Social Media Usage*
- Region 11 SOP 12-02 *Social Media Usage*
- All informal social media management guidance previously released by the Indiana Department of Workforce Development (DWD)

References

- 29 CFR 38.83(a)
- TEGL 03-23 Allowable Uses of Funds for Outreach Activities for Federal Formula and Competitive Grant Awards
- Indiana Access to Public Records Act (IC 5-14-3-3)
- DWD Policy 2012-03 WorkOne Brand Policy
- DWD Policy 2016-09 Equal Opportunity and Nondiscrimination Guidance Letter
- Region 11 SOP 12-02 Media Inquiry
- Region 11 SOP 12-03 WorkOne Brand

Content

When appropriate, social media may vastly improve communication effectiveness due to direct contact with individuals in need of information. TEGL 03-23 allows the use of grant funds to create social media accounts to promote the grant services, raise awareness of programs, strengthen relations with the community, and virtually connect with customers.

Workforce Development Boards (local WDBs), one-stop operators, and service providers are encouraged to use social media tools to reach their audience. Social networks can be used to expand outreach capabilities and improve the workforce system's ability to interact with and serve the public where appropriate.

General Guidelines for Social Management

The following guidelines apply to all social media management within Indiana's workforce system including DWD and local WDBs.
- DWD websites will remain DWD's primary and predominant internet presences.
- The best and most appropriate uses of social media tools fall generally into two categories:
  - Channels for disseminating time-sensitive information as quickly as possible.
  - Marketing/promotional channels to increase the workforce system's ability to broadcast message to the widest possible audience.
- Social media sites are subject to the Indiana Access to Public Records Act. Contact maintained in a social media format that is related to DWD business or the implementation of any state or federally funded initiatives, including a list of subscribers and posted communication, is public record. This content will be maintained in an accessible format so it can be produced in response to a request.
- All social media content related to WorkOne/American Job Centers (AJCS) must abide by the provisions included in all WorkOne/AJC brand policies. See *SOP 12-03 WorkOne Brand* policy.

Local Area Guidelines for Social Media Management

- Each local WDB and WorkOne/AJC may have their own social media site. Southwest Indiana Workforce Board maintains its own social media site.
- The local WDB or its designee is responsible for the content and upkeep of any social media sites created. The Social Media Lead on the Business Services Team will serve as primary administrator of the site responsible for passwords, tagging, and including flyers, event pictures, and a checklist for approval of information. See Attachment A.
  - All information posted will be approved by the local WDB designee. In Region 11, the Social Media Lead on the Business Services Team will approve posted information.
- A limited number of staff will oversee the local area's social media sites to protect account security, prevent duplication, and ensure that all messaging meets the brand/style of the local area. In Region 11, additional members of the Business Team will serve as backup to ensure access to accounts and prevent single source dependencies.
- Cross reference SOP 12-02 Media Inquiry.

Content Moderation

- Local areas must develop their own social media management policies that include content moderations strategies as they deem appropriate.
- SWINWorkforce does not discriminate against any view but reserves the right to remove posts or comments that include content identified below, The SWINWorkforce Social Media Team reserves the right to close comments at any time on any or all its social media sites.

- SWINWorkforce Social Media Team will remove comment from social media that include the following:
  - Disclosure of confidential information
  - Obscene, profane or vulgar language, or images.
  - Personal attacks or offensive terms that target specific individuals or groups.
  - Threats or defamatory statements.
  - Violent, hateful, or racist language.
  - Advocacy for any illegal activity.
  - Political campaigning.
  - Personal information, including but not limited to addresses and telephone numbers.
  - Infringement on copy rights or trademarks.

Equal Opportunity Provisions

Per 29 CFR 38.38(a), all local WDBs and all WorkOne/AJCs must include the following Equal Opportunity language on all social media sites: *"Equal opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities."* If character limits prevent the full Equal Opportunity language from being included in the "About" section or the "Bio" section of a social media site, all local WDBs and all WorkOne/AJCs must include *"Equal Opportunity Employer/Program"* in the section and link to their website which must include the full Equal Opportunity language.

Per DWD Policy 2016-09 Equal Opportunity and Nondiscrimination Guidance Letter, all publications, broadcasts, and other communications must include that the program or activity in question is an "equal opportunity employer/program" and that "auxiliary aids and services are available upon request to individuals with disabilities." Where such communications indicate that the Recipient may be reached by telephone, the materials must provide the telephone number of the text telephone (TTY) number or equally effective telecommunications system, such as a relay service, videophone, or captioned telephone.

Action

DWD Policy 2023-03 Social Media Management will be implemented as Region 11 SOP Policy 2023-06.

<u>**Business Services Event Sharing Checklist:**</u>

1. If an event is at a WorkOne Southwest office, the flyer needs to have the EO tagline and the SWIN Workforce + WorkOne Southwest logo.

2. It needs to be in PDF or Word format.

3. We need to have written authorization from the employer (email will suffice) to post to ICC and social media.

4. There should only be one or two people handling the event posting to ICC (to ensure there aren't duplicates). Our Business Services and Communications team will handle social media event postings.

5. Employers **<u>must</u>** be in ICC.

6. If there is a job number (in ICC) or opening (with the employer), this information needs to be shared with the post and/or event.

7. **<u>ALWAYS</u>** ask for the employer's social media handles when given a request to share on our social media platforms so we can tag the employer. This information should be shared with the Business Services and Communications team.

<u>**Note:**</u> *If the employer would like their hiring flyer shared on our social media platforms, please reach out to our Business Services and Communications team. They will connect with the business and go through the process.*

Business Services Social Media Sharing Checklist:

1. If the employer would like their hiring flyer/graphic shared on our social media platforms, we need to have written authorization from the employer (email will suffice) to post to social media.

2. Employers **must** be in ICC.

3. If there is a job number in ICC, this information needs to be shared with the flyer/graphic.

4. The flyer/graphic must be in PNG, JPG, or PDF format. (If we receive a Word Document job description, it will only be shared on LinkedIn as it is able to be easily converted to PDF format and will not separate the image/document when uploading to that platform.)

5. **ALWAYS** ask for the employer's social media handles when given a request to share on our social media platforms so we can tag the employer. This information should be shared with the Business Services and Communications social media management designee.