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## Ohio Valley Employment Resource

PO Box 181  
Marietta, OH 45750

[www.OMJ15.com](http://www.OMJ15.com)



### **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/WIOA/WIOAPL/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>.

#### **Attachments:**

**Employee Usage sample**

**State Report Card – Social Media**

**State Report Card – Website**



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

#### **OVER EMPLOYEE USAGE POLICY**

##### **I. Purpose**

To establish policy to make an employee aware of his/her privacy rights and prohibited conduct with respect to an employees' actions and its impact on the Employer when using social media sites on and off duty. Moreover, this policy is intended to ensure efficient use of employee time and to minimize any distraction from an employee's assigned tasks and duties. It will also allow the Employer to ensure that Employer rules are followed and all employees are treated fair and consistent.

##### **II. Scope**

All employees will be subject to and held accountable for any conduct outlined in this Social Media Policy. This policy works in conjunction with other related personnel policies and procedures.

##### **III. Consent**

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

##### **IV. Definition**

Social Media refers to the use of websites such as, but not limited to, Facebook, Twitter, Snapchat, Instagram and LinkedIn. For purposes of this policy, Blogs and other internet forums of communication will also be referenced. Nothing in this policy is meant to prohibit access to any website or Blog which may be work-related.

##### **V. Policy**

- I. On Duty Conduct — While at work, an employee may only access social networking websites, Blogs and/or other internet forums of communication during non-working time. This includes access from a personal mobile device (E.g., Blackberry device, Smartphone, iPhone, etc.) during an employee's hours of work. Employees found to have violated this policy may be subject to discipline up to and including termination.
2. On/Off Duty Conduct — An employee enjoys no expectation of privacy to information posted into cyberspace even while off duty. This includes anything posted to a social networking website, Blog, or other similar internet forum of communication. Although information may be posted to a "private" webpage, the employee should be aware this information can still be accessed by the public and other sources in a number of ways. Because of this, an employee needs to use "common-sense" when posting comments, photos, opinions, or any other information related to his or her

employment. By no means is this policy meant to infringe upon an individual's First Amendment rights, however, the employee should be aware that anything that reflects negatively on the Employer or its mission may be used as grounds for discipline up to and including termination. Examples of prohibited conduct include, but are not limited to, the following:

- a. Posting pictures, videos, or comments that are insubordinate with respect to the employee's employment;
  - b. Posting pictures, videos, or comments that constitute or could be construed as unlawful behavior;
  - c. Knowingly or recklessly posting false information about the Employer, supervisors, coworkers, public officials, or those who have a relationship with the Employer. This also includes disparagement of a fictitious character or computer-generated likeness that resembles the above.
  - d. Posting, transmitting, or disseminating any pictures or videos of official training, activities, or work-related assignments without the express permission of a supervisor.
  - e. Posting pictures, videos, or comments that are sexual, violent, offensive, harassing, or pornographic in nature along with any reference to the Employer or individual 's employment.
3. Employees shall not imply they are speaking on behalf of the Employer and shall include a disclaimer when speaking on certain matters affecting the Employer or the employee's employment.
  4. 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.
  5. Employees found to have violated any part of this policy may be subject to discipline up to and including termination.
  6. Any deviation from the above policy shall be approved by the Employer.
  7. Any questions regarding the policy should be directed to the employee's immediate supervisor.

All employee computer activity must adhere to the guidelines above.

#### **VI. Additional Guidelines**

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.

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.

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Employee has reviewed and agrees

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Date

## 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](mailto: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 17<sup>th</sup> 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](mailto: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](http://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](mailto:WIOAQNA@jfs.ohio.gov)

