INDIANA
WORKFORCE
DEVELOPMENT
AND ITS WorkOne CENTERS

TO: Indiana's Workforce Investment System

FROM: Michelle Marshel
Deputy Commissioner of Communications, Customer Service, Governmental Affairs, and Research and Analysis

DATE: August 15, 2012

SUBJECT: DWD Policy 2012-02
Social Media Usage

PURPOSE
This policy establishes guidelines for the use of social media within Indiana's workforce investment system.

RESCISSION
None

CONTENT
When used correctly, social media can vastly improve the efficiency of communication by allowing direct contact to individuals in need of information. The Department of Workforce Development (DWD) encourages workforce investment boards, regional workforce boards, regional operators, and service providers to use social media tools to reach a boarder audience. Social networks, such as Facebook, Twitter and LinkedIn, will be used to expand outreach capabilities and improve DWD and WorkOne's ability to interact with and serve the public where appropriate.

DWD has an overriding interest and expectation in deciding what is "said" on behalf of the department and its WorkOne Centers on social media sites. In addition, WorkOne Operators will need to review the "Social Media Standards" attachment for further review prior to uploading a social media web page.

Note: Throughout this policy, workforce investment boards, regional workforce boards, regional operators, and WIA service providers are referred to collectively as "WorkOne Operators."

General Guidelines for Social Media Tools

1. All social media tools proposed for WorkOne Operators' use will be subject to approval by the DWD Deputy Commissioner of Communications.

2. DWD websites (www.in.gov/dwd, www.workoneworks.com, etc.) will remain DWD's primary and predominant internet presences.

3. The best, 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 WorkOne's ability to broadcast its messages to the widest possible audience.

4. Each full-service WorkOne Center may have its own social media site.

5. Wherever possible, content posted to WorkOne Operator's social media sites should contain links directing users back to the DWD's official websites for in-depth information, forms, documents, or online services necessary to conduct business with DWD.

6. The WorkOne Operator or a designee will be responsible for the content and upkeep of any social media sites created. One person should oversee the WorkOne Operators social media site(s). All information posted must go through the WorkOne Operator or designee.

7. Social media sites are subject to State of Indiana public records laws. Any content maintained in a social media format that is related to DWD business, including a list of subscribers and posted communication, is public record. Content related to DWD business shall be maintained in an accessible format so it can be produced in response to a request.

8. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between WorkOne and members of the public. Social media site articles and comments containing any of the following forms of content shall not be allowed:

    - Comments in support of or opposition to political campaigns or ballot measures;
    - Profane language or content;
    - Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
    - Sexual content or links to sexual content;
    - Solicitations of commerce;
    - Conduct or encouragement of illegal activity;
    - Information that may tend to compromise the safety or security of the public or public systems; or
    - Content that violates a legal ownership interest of any other party.

These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date, and identity of the poster when available. The following disclaimer must be included on the site: *"WorkOne reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law."*

Administration of the Department of Workforce Development's social media sites.
The DWD Webmaster will maintain a list of social media tools that are approved for use by WorkOne Operators or their designee. For each social media tools approved for use by DWD, the following documentation will be developed and adopted:

- Operational and use guidelines;
- Standards and processes for managing accounts on social media sites; and
- Standards for the administration of social media sites.

EFFECTIVE DATE
Immediately

END DATE
Upon Rescission

OWNERSHIP
Deputy Commissioner, Communications
Indiana Department of Workforce Development
10 North Senate Avenue
Indianapolis, IN 46204

ACTION
Workforce investment boards, regional workforce boards, regional operator, and service providers shall follow the guidelines established in this policy and subsequent guidelines and standards for the usage of social media tools issued by the Department of Workforce Development.

ATTACHMENTS
Attachment A – WorkOne Operators will need to review the "Social Media Standards" attachment for further review prior to uploading a social media web page.

Attachment A

Social Media Standards

Workforce investment boards, regional workforce investment boards, regional operators, and service providers must follow the standards outlined below for the following social media tools, which have been approved for used by the Indiana Department of Workforce Development (DWD):

- Facebook
- Twitter
- Linkedin

NOTE: Within this document, workforce investment boards, regional operators, and service providers are collectively referred to as "WorkOne Operators."

FACEBOOK STANDARDS

With more than 900 million active users worldwide, Facebook is the most commonly used social media network. Each full service WorkOne center may elect to create a regional Facebook page to connect with its users. WorkOne Operators will use this standard in conjunction with DWD's Social Media Use Policy.

WorkOne Operators will be creating a Facebook page, not a profile. Pages are for public organizations or businesses to allow viewers to access information without request. A profile is geared toward individuals, requiring a request to view content and always allowing viewers to post comments.

Understanding the purpose of the Facebook page

The WorkOne Operator's Facebook page shall serve two primary purposes:

- Promote WorkOne activities, events, and programs
- Refer followers to content hosted at www.in.gov/dwd, www.workoneworks.com or the WorkOne Operator's website

Establishing a page

When a WorkOne Operator determines it has a business need for a Facebook page, the operator will need to submit a request to DWD's Communication Department. All branding images must meet the WorkOne branding standards.

Content

1. *Type of 'pages'*
    a. WorkOne Operators will create 'pages' in Facebook, not 'groups.' These pages offer distinct advantages, including greater visibility, customization, and measurability.
    b. Under 'type' description, choose 'government.'
2. *Boilerplate*
    a. Regional Facebook pages must use the WorkOne logo as the page's image.
    b. WorkOne Operators will include a mission introduction on the wall page, and send users first to the wall to connect them to the most up-to-date content.
3. *Page Naming*
    a. The page name must be the WorkOne region. Example: WorkOne Southeast

4. *Page Administrators*
    a. **A successful page requires persistent oversight**. Each WorkOne Operator is responsible for monitoring the Facebook page.
    b. The WorkOne Operator will designate an administrator and a back-up administrator in designated poster's absence to post content on the Facebook page.
    c. All posts must be approved by the designated poster or designated alternate.
    d. DWD Communication Department will frequently check content on Facebook pages to ensure content is updated and accurate, and will contact the operator with any comments or concerns.
5. *Comments and Discussion Boards*
    a. Comments posted on the wall and content within the discussion boards will be turned off, but may be allowed on a case-by-case basis with approval from DWD's Communication Department.
6. *Style*
    a. Facebook is more causal that other forms of communication, but the page still represents WorkOne. Therefore, WorkOne Operators will use proper grammar, avoiding jargon and abbreviations, at all times.
7. *Applications*
    a. Thousands of Facebook applications are available, allowing users to stream video and music, post photos, and view/subscribe to RSS feeds, but they cause clutter and security risks.
    b. Applications should not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source, and is approved by the DWD Communications Department.
    c. An application may be removed at any time if there is a significant reason to think it is causing a security risk or spreading viruses.

TWITTER STANDARDS

Twitter is a micro-blogging tool that allows account holders to tweet up to 140 characters of information to followers. Each full service WorkOne center may elect to create a Twitter account. WorkOne Operators will use these standards in conjunction with DWD's Social Media Use Policy.

Understanding the purpose of the Twitter account

The WorkOne Operator's twitter account shall serve three primary purposes:

- Get information out quickly
- Promote WorkOne events
- Refer followers to content hosted at www.in.gov/dwd, www.workoneworks.com or the WorkOne Operator's website

Establishing a page

When a WorkOne Operator determines it has a business need for a Twitter account, the center will submit a request to DWD's Communication Department. All branding images must meet DWD branding standards.

Content

1. *Twitter Administrators*
    a. **A successful page requires persistent oversight**. Each WorkOne Operator is responsible for monitoring the Twitter account.

b. The WorkOne Operator will designate an administrator and a back-up administrator in designated poster's absence.

2. *Account Naming*
   a. Twitter name must be WorkOne Regions. Example: WorkOne Southeast
3. *Logo*
   a. Regional Twitter account backgrounds will use the WorkOne regional logo.
4. *Posted Information*
   a. All posts must be approved by the designated poster or a designated alternate.
   b. All information will be relevant, timely and informative.
   c. All information posted on Twitter shall conform to the policies and procedures of DWD and WorkOne.
   d. Twitter content shall mirror information presented on www.in.gov/dwd and other existing information dissemination mechanisms.
   e. DWD Communication Department will frequently check content on Twitter pages to ensure content is updated and accurate, and will contact the operator with any comments or concerns.
5. *Editing*
   a. Communications personnel shall ensure that information is posted correctly the first time because Twitter does not allow editing to occur once the tweet goes live.
6. *Style*
   a. Twitter is more causal that other forms of media or communication, but the posted tweet still represents WorkOne. Therefore, WorkOne Operators will use proper grammar, avoiding jargon and abbreviations, at all times.

LINKEDIN STANDARDS

LinkedIn is a professional social networking site. Full service WorkOne Operators may elect to create a LinkedIn page to promote professional services offered by WorkOne and DWD.

Understanding the purpose of a LinkedIn page

The WorkOne Operator's LinkedIn page shall serve two primary purposes:

- Promote WorkOne activities, events, and programs
- Refer followers to content hosted at www.in.gov/dwd, www.workoneworks.com or the WorkOne Operator's website

Establishing a page

When a WorkOne Operator determines it has a business need for a LinkedIn account, it will submit a request to DWD's Communication Department. All branding images must meet DWD and WorkOne branding standards.

Content

1. *Boilerplate*
   a. LinkedIn accounts must use the WorkOne regional logo as the accounts image.
   b. WorkOne Operators will include information on WorkOne services for employees and job seekers.
2. *Account Name*
   a. The account name must be WorkOne region. Example: WorkOne Southeast.
3. *Page Administration*
   a. WorkOne Operators or a designee are responsible for maintain the region's LinkedIn account.

b. The WorkOne Operator will designate an administrator and a back-up administrator in designated poster's absence.
c. All posts or updates to the account must be approved by the designated poster or designated alternate.
d. DWD Communication Department will frequently check content on LinkedIn pages to ensure content is updated and accurate, and will contact the operator with any comments or concerns.

4. *Style*
   a. WorkOne Operators will use proper grammar, avoiding jargon and abbreviations, at all times.