



Mississippi Valley Workforce Development Board

Social Media Policy

Approved Date: November 16, 2020

Effective Date: November 16, 2020

Amended Date: March 5, 2024

PURPOSE

To establish guidelines on the use of social media to reach a broader audience and inform the Mississippi Valley Workforce Area (MVWA) of activities and services available through WIOA and our Iowa*WORKS* Centers.

BACKGROUND

Social media (including personal and professional websites, blogs, chat rooms, and bulletin boards; social networks, such as Facebook, LinkedIn, Instagram, and Twitter; video-sharing sites such as YouTube; and e-mail) are a common means of communication. Social media will be used to inform people of Iowa*WORKS* activities and services available throughout the MVWA.

All content will be professional, appropriate, and reflective of the goals, mission, and vision of the Iowa*WORKS* MVWA. All content will follow the MVWA Outreach Style Guide for consistency in posting. Online postings can conflict with the interests of Iowa*WORKS* Mississippi Valley Workforce Area, and partners and its customers, therefore, MVWA has adopted the following policy.

POLICY

MVWA staff, one-stop operators, service providers, and partner staff will post professional information based on programs, services, and the MVWA mission and vision. Some staff may be responsible for all or parts of some website/social media posts.

These social media platforms are not for personal use but will contain appropriate professional information as it relates to WIOA and the Iowa*WORKS* MVWA. All social media outlets shall use the Iowa*WORKS* Mississippi Valley Workforce Area name.

Social media connected with Iowa*WORKS* MVWA is only to be used for the following purposes:

- To provide Iowa*WORKS* program information and related resources (i.e., partner services, job leads, job searching tips, community resources, etc.) to the public, current participants, and prospective participants, and
- To contact participants through the private message system on the platform

The following apply:

- MVWA executive director must approve any website, blog, chat room, video-sharing site, bulletin board, or other social media that will be used for professional purposes.
- No employee may incorporate logos or other intellectual property in a website, blog, chat room, video-sharing site, bulletin board, or other social media without that entity's written permission.
- Each media account will have at least 2 people as administrators to the account, one of them must be an MVWA staff person.
- Login, account creation, and password information must be available to MVWA staff for all social media accounts and filed in a secure location.
- MVWA designees may post as themselves on the various accounts, keeping the post related to professional issues of Iowa*WORKS*.
- MVWA staff or designee have oversight and monitoring responsibilities for all social media accounts/postings.
- Iowa*WORKS* MVWA staff will not use their personal accounts to interact with customers in conducting MVWA business.

AUTHORIZED REPRESENTATIVES

No individual will disclose any confidential or proprietary information, or personal identifying information in online postings or publications. Sharing this type of information, even unintentionally, could result in harm and legal action.

Individuals are personally liable for all communications and information they publish online. MVWA may be liable for online activity that uses MVWA's assets, an MVWA e-mail address, or any e-mail address that can be traced back to MVWA's domain, which generally is any internet address affiliated with the MVWA, service providers, or one-stop operators, or Iowa Workforce Development. Using an individual's personal name and one of the aforementioned entities' e-mail addresses may imply that an individual is acting on that entity's behalf. As social media and networking activities are public, work e-mail addresses and MVWA assets should be used only to perform job-related activities, which may include professional networking but do not include personal social networking.

Outside the workplace, individuals have a right to participate in social media and networks using their personal e-mail addresses. However, information and communications that are published on personal online sites should never be attributed to, appear to be endorsed by, or have originated from, MVWA, Iowa Workforce Development, service providers, or one-stop operators.

If an individual chooses to disclose their affiliation with MVWA, Iowa Workforce Development, service providers, or one-stop operators in an online communication, then the individual must treat all communications associated with the disclosure as professional communications governed by this and other Company policies.

Online content may generate press and media attention or legal questions. Staff should refer these inquiries to the MVWA executive director or designee.

If staff encounter situations while using online outlets that threaten to become antagonistic, staff should disengage from the dialogue in a polite manner and seek the advice of a supervisor.

Social media use should not interfere with the staff's duties and responsibilities to Iowa*WORKS* MVWA. When using computer systems, the use of social media for business purposes is allowed, but personal use of social media is not permitted.

Subject to applicable law, after-hours online activity that violates any relevant policy may subject staff to the Iowa*WORKS* MVWA partner disciplinary procedures.

LIMITATIONS ON ONLINE PUBLICATIONS

Never identify a customer or co-worker in an online posting without his or her prior written permission.

Obey the law and ethics rules. Do not post any information or engage in any online activity that violates applicable local, state, or federal laws, or professional rules of conduct.

Identify all copyrighted or borrowed material with citations and links. When publishing direct or paraphrased quotes, thoughts, ideas, photos, or videos, give credit to the original publisher or author.

If staff maintain a website, blog, chat room, video-sharing site, bulletin board, or other social media that promotes Iowa*WORKS* MVWA, they are responsible for reviewing responses to online posts and resolving any concerns about the propriety of the responses before they are posted.

If a blogger or any other online participant posts an inaccurate, accusatory, or negative comment about Iowa*WORKS* MVWA partner or any of its employees, do not respond to the post without the approval of the MVWA executive director or designee.

Do not publish comments about controversial or potentially inflammatory subjects, including politics, sex, religion, or any other non-business-related subjects in any posts or other online communications involving Iowa*WORKS* MVWA.

Avoid hostile or harassing communications in any professional posts or other online communications. Harassment is any offensive conduct based on a person's race, sex, gender, gender identity, national origin, color, disability, age, sexual orientation, veteran status, marital status, religion, or any other status protected by law.

Nothing in this policy is intended to or will be applied in a manner that limits staff's rights to engage in protected concerted activity as prescribed by the National Labor Relations Act. This policy is in conjunction with the Iowa Workforce Development Social Media Policy requirements.

MANAGEMENT

MVWA staff will share social media links with partners, board, committee members, and staff, to use as a tool for the promotion, outreach, and recruiting of eligible customers, and to promote Iowa*WORKS* MVWA activities. Insights gained from the use of the website and social media will be provided at board meetings as appropriate.

The Mississippi Valley Iowa*WORKS* Centers use HootSuite to manage all social media accounts. There will be a social media posting schedule completed by the social media team monthly. Core Partners will determine which staff in each center will have access to this platform and serve as

point persons for postings and oversight of the social media accounts. The individuals who will have access to the HootSuite account will serve as the final approvals for postings and will be responsible for ensuring all elements of the style guide are adhered to. Board staff, the One Stop Operator, Operations Managers (or designee), and additional individuals from each center will have access to this platform. All authorized individuals will complete the IWD social media training, HootSuite onboarding, and local social media training before being granted HootSuite access.

Equal Opportunity Programs/Employer

Auxiliary aids and services are available upon request for individuals with disabilities.