

INSTRUCTION LETTER



INSTRUCTION NUMBER: WIA 12-04

TO: Upstate Workforce Investment Area Grantees

SUBJECT: Social Media Guidelines

DATE ISSUED: January 8, 2013 DATE EFFECTIVE: Immediately DATE EXPIRES: Indefinitely

PURPOSE:

To convey guidelines governing the publication of and commentary on social media websites by Upstate Workforce Investment Board (Upstate WIB) contractors and their staff members.

BACKGROUND:

The Upstate WIB recognizes the importance of social media tools in shaping public thinking about the organization and its contractors, as well as the importance of joining in and helping to shape industry conversation and direction through blogging and involvement in social media. The Upstate WIB encourages contractor's staff to interact knowledgeably, socially, and responsibly on social media sites and the internet.

To ensure that all Upstate WIB contractor staff are responsible and understand their responsibilities to the organization when participating in social media, the following guidelines have been established. This Instruction is designed to express the Upstate WIB's philosophy and set forth general principles when using social media.

Upstate WIB contractor staff members are free to publish or comment via social media in accordance with the policy. Upstate WIB contractor staff members are subject to this policy to the extent that they identify themselves as a staff member of any Upstate WIB contractor, e.g., using an official work email address and/or listing an Upstate WIB contractor as an employer on a profile.

POLICY:

Social media cannot be used for transmitting, retrieving, or storing any communication that is:

- Discriminatory or harassing,
- Derogatory/Defamatory to any individual or group,
- Obscene, sexually explicit or pornographic in nature or links to sexual content,
- For any purpose that is illegal or compromises the safety and/or security of the public, or
- For any purpose that is contrary to the Upstate WIB's policy or business interests.

Setting Up and General Use of Social Media:

1. Social media identities, logon ID's, and usernames may not use "Upstate WIB" or "SC Works" without prior written approval from the Upstate WIB Executive Director or designee.
2. Contractor staff members are not permitted to speak on behalf of the organization or to purport that they do, without prior written permission from the Upstate WIB Executive Director or designee.

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Appropriate Use Guidelines:

- A. **Confidentiality:** You may not share information that is confidential about the organization, its partners, customers, or other staff members. Confidential information includes, but is not limited to, personal identifying information. If you are unsure as to whether information could be classified as confidential or not, speak with your supervisor before releasing the information.
- B. **Privacy:** Consider the privacy rights of other staff members, customers, partners, and others. It is best to seek their permission first when writing about or displaying internal organization activities which may be considered a breach of their privacy and confidentiality.
- C. **Honesty & Accuracy:** When participating in social media forums, do not attempt to post blogs or other postings that attempt to hide the identity of the sender or represent the sender as someone else. Do not use pseudonyms, false screen names or anonymous postings. Be honest about who you are. Do not say anything that is dishonest, untrue, or misleading. Strive for accuracy and get the facts straight before posting them on social media. You should not make any statements that are contradictory or in conflict with the Upstate WIB website or the website of an Upstate WIB contractor or their position. If you see misrepresentations made about the Upstate WIB or its contractors you may respond with respect and with the facts, but avoid arguments. If you make an error, correct the posting or remove it as soon as you become aware of the error.

If you identify yourself as an Upstate WIB contractor employee, ensure your profile and related content is consistent with how you wish to present yourself to colleagues, citizens, and other stakeholders. Do not use ethnic slurs, profanity, personal insults, or engage in any conduct that would not be acceptable in your workplace. Avoid comments or topics that may be considered objectionable or inflammatory.

- D. **Respect:** The Upstate WIB requires that you show proper respect for the organization, customers, contractors, and partners. The public in general, Upstate WIB and its contractor staff members represent a diverse set of customs, values and points of view; these must be respected.

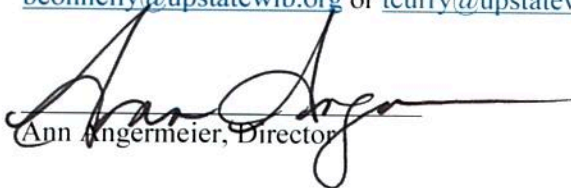
ACTION:

All Upstate WIB contractors and their staff should familiarize themselves with and immediately begin following the aforementioned policies regarding social media guidelines.

Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.

INQUIRIES:

Should you have any questions regarding this instruction please contact Brenda Connelly, OneStop Services Coordinator, or Tameesha Curry, Youth Services Coordinator, at 864.596.2028 (TTY: 711) or at bconnelly@upstatewib.org or tcurry@upstatewib.org.



Ann Angermeier, Director

Source: None

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