

FloridaWorks

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Number:	Subject: Social Media Policy
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Purpose: FloridaWorks (FW) has implemented social media as a means to improve openness, accessibility, and transparency. Strategic and responsible use of social media helps FloridaWorks foster positive relationships with key audiences such as customers, partners, government, Board members, staff, and helps engage the community and spread awareness about the services and benefits FW offers and has achieved. The purpose of this Social Media Policy is to set mandatory guidelines for FW's strategic and tactical approach to and the use of social media. Social media includes but is not limited to Facebook, Twitter, LinkedIn, YouTube, Blogs, and Flickr.

To avoid any violation or perception of a violation of Florida's "Sunshine Law", Board members shall not create or respond to any post, comment, communication, etc., on or through FW's Social Media Sites.

All FW Social Media Sites will contain the following information/notifications:

- All information on FW sites including posts and comments to posts are subject to Florida's public records law. This includes the sender's e-mail address, and home address or phone number, if this information is included in a post or a comment to a post. Any information provided to FW by use of social media shall become a public record and will be available to the public in accordance with Chapter 119, Florida Statutes. FW shall be free to use such information on an unrestricted basis, except as prohibited by Federal or State law, regulation, or rule.
- Under no circumstances does the act of FloridaWorks "liking" or similar actions that represent the vernacular and/or protocols of social media sites for the purpose of enabling communications between FloridaWorks and those sites, represent any endorsement by FloridaWorks of a sites products, services, business practices, opinions, or otherwise, nor does it indicate any preference, inclination, or decision by FloridaWorks to purchase products and/or services from the site's organization. The process of "liking" or

similar actions by Florida Works of any social media site shall be undertaken solely to enable communications by FloridaWorks in the social media setting.

Definitions:

- Blog: A blog is a shortened term for Web Log. Usually a diary or news column type of page with individual posts. Posts can often have comments.
- Facebook: www.facebook.com is a social networking website on which FW will have fan page.
- Fan Page: A page where Facebook users can “like” FW. Users or fans who like the FW page will be able to see our status updates in their news feed.
- Flickr: www.flickr.com is a website that hosts pictures and allows users to post photo galleries and slideshows to their websites.
- Following/follower: On Twitter, people can choose to follow the FW page. This allows others to see our status updates and we will see theirs. If other twitter users reference FW in their Twitter, it will appear on our FW page wall.
- Forum: a notice board defined in Sections and Subsections, usually called Topics and Messages. Messages can have replies, which can become threads of conversations on a specific message within the specific topic.
- Linkedin: www.linkedin.com is a business related social networking website.
- News Feed: The news feed is a user’s Facebook home page where users can see friends’ updates statuses, pictures, profiles, etc. FW news feed will consist of our fan’s status updates. Only contracted FW staff with permission to administer the Facebook page will be able to see the FW news feed.
- Tweet: A tweet is the term used for posting a status update on Twitter.
- Twitter: www.twitter.com is a website on which FW can have a page to post status updates.
- Wall: The wall is the area on a Facebook page where information posts are viewable by the public.
- WIKI: A visitor edited website (like Wikipedia) where many people can edit pages, upload documents, and collaborate.

- YouTube: www.YouTube.com is a video sharing website that allows up to 15 minutes of video to be shared per upload.

Guidance for Participating in Social Networking

- Staff, Contracted Service Providers, and One-Stop partners will not create anything that would be potentially embarrassing to FW or considered offensive to any individuals. It must be made expressly clear in all posts on any social network medium that personal views expressed by individuals affiliated in any way with FW are expressly those of the poster and not the views of FW.
- Federal and State laws, regulations, and rules and FW policies, rules, regulations and standards of conduct apply to Board Members, staff, One-Stop partners, and Contracted Service Providers that engage in social networking activities while conducting FW business. Use of FW e-mail address in a post or otherwise communicating in a post in an official capacity will constitute conducting FW business.
- FW's One-Stop partners and Contracted Service Providers shall notify the Board's administrative entity and contracted FW staff shall notify his/her supervisor and the Communications department, if he/she/it intends to create a social networking site or service related to FW, or to conduct FW business, in a social media setting.
- FW's Regional Director of Operations has the option of allowing One-Stop partners and Contracted Service Providers to participate in existing social networking sites as part of their contracted services to FW. The Regional Director of Operations may allow or disallow staff participation in any social networking activities in their respective departments.
- All social network users who are related to FW's business are responsible to protect his/her/its privacy, the privacy of members of the general public, and all client and business information FW possesses.
- All social network users who are related to FW's business are responsible to follow all privacy protection laws, e.g., HIPPA, and protect sensitive and confidential FW information.
- All social network users who are related to FW's business are responsible to follow all copyright laws, public records laws, retention laws, fair use and financial disclosure laws and any others laws that might apply to FW or his/her/its functional area.
- All social network users who are providing contracted services to FW are

prohibited from citing, identifying, quoting or referring to FW's vendors, suppliers, clients, citizens, co-workers or other interested parties without their prior approval and the approval of his/her supervisor, or in the case of an entity, FW's Administrative Assistant.

- All social network users who are related to FW's business must make it clear in each social media post for personal use that he/she/it is speaking for himself/herself/itself individually and not on behalf of FW. Contracted FW staff and Contracted Service Providers will not publish content on any website outside of FW on any topic that has anything to do with the work he/she/it does on behalf of FW, or on subjects associated with FW, without the approval of the Regional Director of Operations or the Executive Director of FW.
- All social network users who are related to FW's business will neither use ethnic slurs, or profanity, nor make personal insults, nor will he/she/it engage in any conduct that would not be acceptable in the FW workplace. It is incumbent to avoid comments or topics that may be considered objectionable or inflammatory.
- All social network users who are related to FW's business must correct his/her/its posting mistakes, and may not alter previous posts without indicating that he/she/it has done so.
- All social network users who are related to FW's business must frame any posted comments or opposing views in a positive manner.
- All social network users who are related to FW's business will strive to add value to FW through his/her/its social network interaction. It is incumbent that the user only provide worthwhile information and perspective.
- All social network users who are related to FW's business and who identify himself/herself/itself as a FW, staff, One-Stop partner or Contracted Service Provider in any social network post, must ensure that his/her/its profile and related content is consistent with this Policy and aligns with the Board's goals and efforts when he/she/it presents such comments to colleagues, citizens and other stakeholders.

Comments Policy for FW Social Media:

FW, including its Board Members and Staff will not respond to comments by third parties on social media sites. FW may provide information as to where to internally direct comments in order to request that a response be made.

Comments will be allowed **unless the comment:**

- Contains vulgar, derogatory, or profane language
- Contains threats, or is coercive or intimidates
- Does not relate to the content of the FW post
- Contains discriminatory language towards race, ethnicity, gender, religious group, etc.
- Is a slanderous or personal attack, or a personal insult
- Contains sexual content
- Is promoting products, services, organizations, or governmental office candidates
- Is spam
- Links to or promotes another site
- Promotes illegal activities
- Infringes on trademarks or copyrights
- Contains confidential medical or social security or other confidential information
- Violates Florida's "Sunshine Law"

In the event that a comment contains any of the above or other content that FW, using its reasonable judgment, determines is inappropriate, FW reserves the right to delete the comment from public view. However, deleted comments will be archived for record keeping compliance purposes."

Social Media Venues:

Facebook:

Facebook will be used to generate awareness about FW, its services/programs, and its presence within the community. FW hopes to communicate with a new community of people through the Facebook platform. Facebook is a good way to communicate to customers who do not check the website frequently. 50% of Facebook's active users log in at least once a day, therefore, fans can find out about relevant FW information while they check their Facebook as part of their routine. FW will use Facebook to help drive more traffic to the website, by including links to more information regarding posts.

All Facebook activity will be archived weekly in internal reports, including any deleted comments.

Implementation:

FW will post statuses regarding but not limited to:

- Hot jobs
- Immediate need jobs

- Tips on how to search for jobs
- Employability tips
- Program graduations and events
- FW in the community
- Job fairs
- Recognizing partners
- New training
- Pictures of FW events (subject to obtaining appropriate executed release forms)

Status updates will drive traffic to the FW website by complimenting information currently present on the website. FW will accomplish this by offering a short paragraph of information with a link to more information on the website. FW aims to post up to 4 statuses a day so as not to overwhelm users while staying current on their news feeds.

Twitter:

Twitter is used to post updates throughout the day. Followers can see all of FW posts. Twitter will be used in the same way as Facebook. Twitter followers cannot comment on FW posts but can reference FW in their posts, which would then post that post to the FW wall for the general public to see.

Twitter Implementation:

Twitter and Facebook can be linked together; therefore whatever information is posted to one is automatically posted to the other. This reduces the time it would take for the FW communications coordinator to maintain both sites. Commenting for Twitter rules comply with the rules for Facebook comments above.

LinkedIn:

LinkedIn is a social networking site dedicated to business relationships. People can use LinkedIn as a tool to network, find jobs posted by employers, research companies, and post their resume for companies to find. FW will make an organization (company) profile. Staff can list FW as their organization (company), which helps spread awareness about FW among the staff networks.

LinkedIn Implementation:

FW will create a page in order to offer information about what FW is to another community of Internet users. FW can post job openings and link the post to the Employ Florida Marketplace (EFM), for people to access. Little time will need to be spent maintaining the LinkedIn site, because it will be used mostly as a

“networking” tool for staff to help spread awareness among their networks by having FW listed by staff.

YouTube:

YouTube will be used to showcase documentary and success story vignettes.

YouTube Implementation:

FW will use a YouTube page to showcase success stories and educate the public on how to replicate innovative programs we have created. All vignettes and success stories will be between 2-3 minutes. User comments on YouTube will be handled in the same manner as the Facebook comment policy.

Blog:

Blogs are maintained on a regular basis (daily, weekly, biweekly, monthly...) and consist of commentary on events, news, or the theme of the blog (food, celebrities, workforce, music...). Blogs are subjective and can either be frivolous, personal, or professional. Many companies use blogs to share news about products, events, and expert advice.

Blog Implementation:

Blogs are very time consuming to create and maintain and will be used only if FW has a blogger designated to keep up with the task. Blogs are also time consuming to monitor and read. Google Alerts can inform the communications team of keywords mentioned in news articles or blogs on the Internet, which can help reduce time consumption of blog monitoring.

Flickr:

Flickr will be used to store pictures of FW events. Flickr also allows FW to post photo albums to the website in order to share information about events.

Flickr Implementation:

Flickr will be used to post pictures in the newsletter about past events. The newsletter article will contain a slideshow photo gallery to highlight FW news/events (subject to obtaining appropriate executed release forms).