

<u>Policy # 23</u>	
SUBJECT:	Social Media
DATE ISSUED:	July 1, 2021
DATE EFFECTIVE:	July 1, 2016

PURPOSE: To establish guidelines on the use of social media to reach a broader audience and inform the region of activities and services available through the Workforce Development Board of Kanawha County (WDB-KC) and WIOA.

BACKGROUND: Social media will be used to keep people informed of WIOA activities and services available to them. Social media includes the WDB-KC website, Facebook, LinkedIn, and other media pages/accounts as appropriate to reach the targeted audience. All content will be professional, appropriate, and reflective of the goals, mission, and vision of the WDB-KC.

POLICY: WDB-KC staff will post professional information based on programs, services and the WDB-KC mission and vision. Contractor 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. The following will apply:

- Each media account will have at least 2 persons as administrators to the account, one of them must be a WDB-KC staff person.
- Media accounts are connected to personal accounts for login purposes but use the wdbkc.org email to answer questions from followers.
- WDB-KC staff may post as themselves on the various accounts, keeping the post related to professional issues of WIOA.
- WDB-KC staff have oversight and monitoring responsibilities for all social media accounts/postings, including updates, linking of sites, etc.
- WDB-KC and contractor staff will not use their personal accounts to interact with customers in conducting WDB-KC business.

The following is prohibited when posting on any WDB-MOV social media site:

- Religious or Political statements, issues, or events.
- Posts that indicate any kind of discrimination.
- Vulgar, or offensive posts.
- Information that could compromise one's safety.

ACTION: WDB-KC staff will share social media links with partners, board, committee members, staff, and contractors to use as a tool for the promotion, outreach and recruiting of eligible customers, and to promote WDB-KC activities. Insights gained from the use of the website and social media will be provided at board meetings as appropriate.