

Policy Name: Social Media

Policy Number: BGWIOA-N17-O19

Effective Date: March 14, 2017

Applies To: All Staff and SubContractors

1. **Purpose:** This policy provides guidance and establishes the procedures for staff to represent themselves and the Bluegrass Workforce Innovation Board on a social media platform.

2. **Background:** Reference State Policy: Social Networking Policy

The BGWIB recognizes that effective communication is critical to fulfilling the center's mission and program goals. New and emerging platforms are fundamentally changing the way communication to clients work, offering new ways to collaborate with and engage customers and constituents.

Use of social networking tools offers many advantages and can:

- Increase transparency of government;
- enable more rapid and direct communication;
- encourage interaction and involvement;
- improve understanding; and
- gather feedback enabling the BGWIB to improve on services, programs and practices

The BGWIB is committed to effectively using a range of communications strategies and techniques as necessary to ensure that the public, our partners and program participants are fully engaged and informed. All BGWIB communications should use the appropriate platform(s) for the audience and business goal; be clear, concise and accessible; observe copyright and privacy rights; use correct grammar and spelling.

3. **Definitions:** Social media includes all means of communicating or posting information or content of any sort on the internet, including to the employee's own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or chat room, whether or not associated or affiliated with the BGWIB, as well as any other form of electronic communications.

4. **Policy:** The employee is solely responsible for what they post online. Keep in mind that any of the employee's conduct that adversely affects their job performance, the performance of fellow employees, or otherwise adversely affects members, customers, suppliers, people who work on behalf of the BGWIB or the BGWIB's legitimate business interests may result in disciplinary action, up to and including termination.

- Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject the employee to disciplinary action, up to and including termination.
- Always be fair and courteous to fellow employees, customers, members, suppliers, or people who work on behalf of the BGWIB. Employees should keep in mind that they are more likely to resolve work related complaints by speaking directly to their co-workers or by utilizing open communications rather than posting complaints to social media outlet. If an employee decides to post complaints or criticism, they should avoid using statements,

photographs, video or audio that reasonable could be viewed as malicious, obscene, threatening, or intimidating, that disparage customers, members, employees, or suppliers or that might constitute as harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion, or any other status protected by law.

- Employees should ensure they are always honest and accurate when posting information or news, and if they make a mistake, correct it quickly. Be open about any previous posts they have altered. Never post any information or rumors that you know to be false about the BGWIB, fellow employees, members, customers, suppliers, people working on behalf of the BGWIB, or competitors.
- Maintain confidentiality of the BGWIB's trade secrets and private or confidential information. Trade secrets may include information regarding the development of systems, processes, products, know-how, and technology. Do not post internal reports, policies procedures or other internal business-related confidential communications.
- Respect financial disclosure laws. It is illegal to communicate or give a "tip" on inside information to others so they may buy or sell stocks or securities. Such online conduct may also violate Insider Trading Law.
- Do not create a link form a blog, website, another social networking site to the BGWIB's website without identifying yourself as a BGWIB employee.

Express only your personal opinions. Never represent yourself as a spokesperson for the BGWIB. If the BGWIB is a subject of the content you are creating, be clear and open about the fact that you are an employee that your views do not represent those of the BGWIB, fellow employees, members, customers, suppliers, or people working on behalf of the BGWIB, and you are not authorized to speak on behalf of the BGWIB.

Procedure: Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by the supervisor. Do not use work email addresses to register on social networks, blogs, or other online tools utilized for personal use.

5. Inquiries:

Questions should be addressed to the Communications and Marketing Specialist and/or the Director of Workforce Services.