

Document No.: PL-11-001.1

Title: Social Media Policy



Owner: Diane Head, Executive Director

Status: Under Review

Original Issue Date: 12/15/2001

Expiration Date: Until further notice

Last Revision Date: 8/15/2019

To: All CareerSource North Florida Staff and Board Members

Purpose: This policy provides local guidelines for the strategic and tactical use of social media.

Reference:

- Chapter 119, Florida Statutes
- PL-18-001 Public Records Request Policy
- Hatch Act of 1939
- PL-05-001 Confidentiality of Records Policy
- PL-18-003 Non-Discrimination Policy

Background

Social media can be a means to improve openness, accessibility, and transparency. Strategic and responsible use of social media and social networking helps CSNF develop relationships with audiences such as employers, jobseekers, partners, and CareerSource North Florida Board members and staff by engaging the community and spreading awareness about the services and benefits of CSNF. CSNF sees it necessary to protect the interests of the organization while allowing for productive communication through social media.

Content

DEFINITIONS

Social Media/Social Networking—All forms of online (internet) communication that may be accessed by the public, including but not limited to the following: Facebook, YouTube, Twitter, LinkedIn, Instagram, picture sharing sites, other video sharing sites, blogs, personal websites, and any other sited incorporating user-generated content.

DESCRIPTION

Management of Social Media

The Executive Director will designate specific staff to access and post on social media on behalf of CSNF. The designated staff may on occasion provide discretionary access if necessary. The designated staff will convene a Social Media work group to meet regularly to provide input on content. Should advisement be needed for responses, the designated staff will request it from the appropriate programs/people. In the rare event another staff member posts on behalf of CSNF, they will login under CSNF's account(s).

To avoid any violation or perception of violation of Florida's "Sunshine Law", CSNF Board members shall not create or respond to any post, comment, communication, etc., on or through CSNF's social media sites.

Any content CSNF posts generated from other subject matter experts, media, or printed materials will always be cited. The designated staff will monitor CSNF's online presence (representations, reputations, mentions, etc.) regularly to ensure content is objective, accurate, and up-to-date. CSNF reserves the right to modify, correct, or remove any postings made by or about CSNF in an effort to protect itself, its customers, and partners. This includes personal or confidential information posted by customers.

All information on CSNF accounts, including posts and comments on posts are subject to Florida's public records law. This includes the sender's email 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 CSNF by use of social media shall become a public record and will be available to the public in accordance with Chapter 119, Florida Statutes and PL-18-001 Public Records Request Policy. CSNF 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 CSNF "liking" or similar actions on social media sites, represent any endorsement by CSNF of an account holder's services, business practices, products, opinions, or otherwise, nor does it indicate any preference, recommendation, inclination, or decision by CSNF to purchase products and/or services from the site's organization. The process of "liking" or similar actions by CSNF of any social media site shall be undertaken to enable communications by CSNF in the social media setting.

CSNF policies apply to interactions on social media, including PL-05-001 Confidentiality of Records and PL-18-003 Non-Discrimination Policies. Social media posts and content are also subject to the rules and regulations of the Hatch Act of 1939, which prohibits CSNF and its representatives from conducting the following activities:

- Using official authority or influence to interfere with or affect the results of an election or nomination.
- Directly or indirectly coercing contributions from subordinates in support of a political party or candidate.

Social Media Participation Guidance

For the protection of CSNF staff, staff may "like," connect, subscribe, share, or otherwise follow any of CSNF's pages, channels, profiles, etc., however it is not a requirement. Additionally, staff and Board members alike are requested to remain professional, tactful, and prudent when engaging in CSNF social media conversations. In no way does posting or sharing from a personal account constitute "work" except when done by designated staff during assigned work hours.

With privacy changes and updates to various online forums, CSNF does not want employees' personal profiles or information exposed to customers. CSNF staff should limit "friendships" and other online connections with customers, direct jobseekers, and employers to CSNF's official accounts/pages. CSNF is aware that many staff may have relatives or friends that are also clients of the organization. It is not the intention of this policy to limit the personal social media interactions of staff, but to protect staff from potentially damaging or unwanted situations that may arise from participating in unsanctioned "case management" via social media.

All social media users who are related to CSNF's business are responsible to follow all privacy protection laws and protect sensitive and confidential CSNF information. No personal or confidential information,

including case status, should be conveyed in any online forum whether or not settings are “private.” When such information is requested in such a forum, CSNF will respond generally with a name and phone number to contact for further assistance. Customer service and career consulting should be done one-on-one – in person, on the phone, or over email.

CSNF will not make negative, discrediting, or defamatory statements on social media. It is recommended that all social media users who are associated with CSNF’s business not use ethnic slurs, profanity, make personal insults, or engage in any conduct that would not be acceptable in the CSNF workplace. It is recommended that all social media users who are associated with CSNF’s business make clear in all posts on social media that personal views expressed are expressly those of the poster and not the views of CSNF.

CSNF recommends that all social media users who are associated with CSNF’s business and who identify themselves as CSNF in any social media post, should 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 CSNF

Responses from CSNF to comments on any of its social media sites should come from the Executive Director, PR Director, or their designee. It is recommended that Board Members and CSNF Staff should not respond to comments by third parties on social media sites to avoid the appearance of supplying an official response from the organization.

Comments on CSNF social media sites 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 CSNF post
- Contains discriminatory language towards race, ethnicity, gender, religious groups, etc.
- Is a slanderous or personal attack, or a personal insult
- Contains sexual content
- Is promoting products, services, organizations, or governmental candidates
- Is spam
- Links to or promotes another site
- Promotes illegal activities
- Infringes on trademarks or copyrights
- Contains confidential medical, 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 CSNF, using reasonable judgement, determines is inappropriate, CSNF reserves the right to delete the comment from public view. CSNF will archive deleted comments for record keeping compliance purposes.

It is recommended that CSNF leadership personnel should not engage personally in social media activity with those staff that report directly to them. This protects the employee and the organization. It should be noted by all staff however, due to various levels of privacy on personal accounts and the relatively

close-know nature of the region, their profiles and comments may be viewable by supervisors and Board members.

CSNF will never monitor staff's personal use of social media. However, good judgment should always prevail. If printed documentation is provided indicating staff has engaged in the following or other detrimental behaviors, disciplinary action (up to and including termination) may occur: fraternizing behavior with customers, defamatory remarks about the organization or our partner agencies/personnel/funders, illegal activity, and political (including campaign) statements.

Action

For immediate implementation, all CareerSource North Florida Staff and Board Members are responsible for adhering to this policy regarding social media.

Timeline

This policy is effective until further notice. It should be reviewed following three years of issuance or a change in referred guidance.

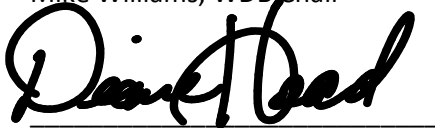
Signature



Mike Williams, WDB Chair

08/15/2019

Date



Diane Head, Executive Director

08/15/2019

Date

CareerSource North Florida is an Equal Opportunity Program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers on this website may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711.