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Policy No. 23.01

Southern Indiana Works Social Media Policy

Issue Date: January 2024

Expiration: Until Rescinded

Last Update: October 2025

Purpose

To establish guidelines for the use of social media within Southern Indiana Works (SIW).

References

- DWD Policy 2023-03 Social Media Management

Background

When used appropriately, social media can improve the efficiency of communication by allowing direct contact to individuals in need of information. As noted in TEGL 03-23 Allowable Uses of Funds for Outreach Activities for Federal Formula and Competitive Grant Awards, the use of funds to create social media accounts to promote the grant services offered, raise awareness of programs, and strengthen relations with the community. An online presence is the most effective way to virtually connect with customers regardless of distance. This policy has been developed to ensure the adequate representation of SIW and our brand.

Content

SIW Commitments

Southern Indiana Works (SIW) Executive Management is responsible for providing guidance and periodic review of this policy. Following are the five Core Values of SIW in the Online Social Media Community:

1. **Transparency** in every social media engagement. SIW does not condone manipulating the social media flow by creating “fake” destinations and posts designed to mislead followers and control a conversation.
2. **Protection** of our customers’ privacy. This means that we should be conscientious regarding any personally identifiable information (PII) that we collect, including how we collect, store, use, or share that PII, all of which should be done pursuant to applicable privacy policies, laws and IT policies.
3. **Respect** of copyrights, trademarks, rights of publicity, and other third-party rights in the online social media space, including with regard to user generated content (UGC).

4. **Responsibility** in our use of technology. We will not use or align SIW with any organizations or websites that deploy the use of excessive tracking software, adware, malware or spyware.
5. **Utilization** of best practices, listening to the online community, and compliance with applicable regulations to ensure that this policy remains current and reflects the most up-to-date and appropriate standards of behavior.

Content Management

1. SIW will have one main designee that will be responsible for the content and upkeep of social media sites. SIW website will remain the primary and predominant internet presence.
2. The best, most appropriate uses of social media tools fall generally into two categories:
 - a. Channels for disseminating time-sensitive information as quickly as possible.
 - b. Marketing/promotional channels to increase the workforce system's ability to broadcast messages to the widest possible audience.
3. SIW social media sites are subject to the Indiana Access to Public Records Act. Any content maintained in a social media format that is related to SIW and /or DWD business or the implementation of any state or federally funded initiatives, including a list of subscribers and post communication, is a public record. Such content shall be maintained in an accessible format so it can be produced in response to a request.
4. All content must be pre-approved. No more than four entities will have access to SIW social media platforms.
5. All SIW social media content related to WorkOne/American Job Centers (AJCs) must abide by the provisions included in all WorkOne/AJC brand polices.

Equal Opportunity

Materials will contain the appropriate equal opportunity language directed by the Indiana Department of Workforce Development. Below is the current EO language:

"Southern Indiana Works is an equal opportunity employer that administers equal opportunity programs. Free auxiliary aids and services are available upon request to individuals with disabilities. TDD/TTY number 1-800-743-3333. Free language interpretation and translation services are also available upon request."

Action

All Southern Indiana Works staff and contractors must adhere to this policy, effective immediately.

Questions regarding this policy should be directed to info@soinworks.com.

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