

South Central Workforce Development Board (SCWDB)



POLICY: MEDIA POLICY

EFFECTIVE DATE: JULY 1, 2018

POLICY NUMBER: 2018-22

SUBJECT: MEDIA POLICY

PURPOSE:

To ensure consistent handling of general media requests, to ensure responsible use of social media, and to ensure a consistent message about the Kentucky Career Centers/America's Job Centers, youth programs and all WDB service delivery and programs.

EFFECTIVE DATE: July 1, 2018

ACTION REQUIRED:

Within 15 days of the receipt of this policy it is the recipient's (e.g., vendors, partners) responsibility to ensure all staff are informed of the policy and to create an internal process to ensure accountability.

POLICY:

1. Media Queries.

Any inquiries from the media should be handled by the SCWDB Director or designated staff or consultant responsible for media inquiries or SCWDB Chair, in that order. All media inquiries received should be forwarded to the above contacts. Responses to the media should be that the appropriate individual from the SCWDB will get back to the individual making the inquiry within 1 business day.

Activities should be discussed in a concise, factual and balanced fashion. Our collective message around the SCWDBs services through the Kentucky Career Centers, Partner Affiliate sites, and other services is a simple one:

The South Central Workforce Development Board is committed to helping businesses in the region meet their talent needs and getting people back to work. Our services, through the center and our workforce partnerships, are designed to ensure that customers received efficient and effective workforce related services of high quality in a seamless manner.

Tracking inquiries. Each staff will E-mail the SCWDB Director, or designee, to let them know that a media outlet has contacted them. Report to the WDB Director the name of the

media outlet, the individual who was spoken to, contact information, and the nature of the inquiry.

2. Press Releases.

Upon any issuance of a press release about any organization (i.e., a partner organization or the WIOA program provider) and its involvement with any SCWDB funded provider, a copy must be sent to the appropriate WIOA vendor's Program Manager with a copy to the SCWDB Director. The SCWDB is committed to co-branding the programs, thus the fact that the program is supported by the SCWDB must be included.

3. Fact Sheets.

There is a fact sheet that describes the board and its services. Use it in all interactions with the media. Do not create your own fact sheet.

4. Social Media

Guidelines for functioning in an electronic world are the same as the values, ethics and confidentiality policies any employees and contractor staff are expected to live every day, whether Tweeting, talking with customers or chatting with a neighbor. Remember, your responsibility to the SCWDB doesn't end when you are off the clock. For that reason, this policy applies to both company sponsored social media and personal use as it relates to the SCWDB.

If you work for a company contracted by the SCWDB, their social media policy may supersede this policy if it is more restrictive, not less.

What You Should Do:

- **Disclose your affiliation:** If you talk about work related matters that are within your area of job responsibility you must disclose your affiliation with the SCWDB.
- **State that it's YOUR opinion:** When commenting on the business. Unless authorized to speak on behalf of the contractor or SCWDB, you must state that the views expressed are your own.
- **Act responsibly and ethically:** When participating in online communities, do not misrepresent yourself or the SCWDB.
- **Honor our differences:** The SCWDB will not tolerate discrimination (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances).
- **Be aware of inadvertent disclosures or the perception of disclosures:** For example, consider that "friending" a customer may publicly identify that person as one of your clients.

What You Should Never Disclose:

- **The Numbers:** Non-public financial or operational information. This includes strategies, forecasts and most anything with a dollar-figure attached to it. If it's not already public information, it's not your job to make it so.

- **Internal Communication:** Regarding solicitations until announced.
- **Confidential Customer Information:** Never share personal information about any customer – either business or jobseeker. Do not publish, post, or release information that is considered confidential. See the Client Confidentiality Policy for more information.
- **Legal Information:** Anything to do with a legal issue, legal case, or attorneys.
- **Anything that belongs to someone else:** Let them post their own stuff; you stick to posting your own creations. This includes illegal music sharing, copyrighted publications, etc.

Basically, if you find yourself wondering if you can talk about something you learned at work -- don't. Remember to protect the brand and protect yourself.

REFERENCES: None.

Approved:

7-19-2018
Date of WDB Approval

6-5-2018
Date of Governance
Committee Approval

Signed by:


Robert Boone, WDB Director


Chair, Governance Committee