

To: Indiana's Workforce System

From: Indiana Department of Workforce Development (DWD)

Date: November 27, 2023

Subject: DWD Policy 2023-03
Social Media Management

Purpose

The purpose of this policy is to establish guidelines for the use of social media within the Indiana workforce system.

References

- 29 CFR 38.38(a)
- *TEGL 03-23 Allowable Uses of Funds for Outreach Activities for Federal Formula and Competitive Grant Awards*
- *Indiana Access to Public Records Act*¹
- DWD Policy 2012-03 *WorkOne Brand Policy*
- DWD Policy 2016-09 *Equal Opportunity and Nondiscrimination Guidance Letter*

Rescission

- DWD Policy 2012-02 *Social Media Usage*
- All informal social media management guidance previously released by the Indiana Department of Workforce Development (DWD)

Content

When used appropriately, social media can vastly 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 grant funds to create social media accounts to promote the grant services offered, raise awareness of programs, and strengthen relations with the community is an effective way to virtually connect with customers regardless of distance.

DWD encourages local Workforce Development Boards (local WDBs), one-stop operators, and service providers to use social media tools to reach a broad audience. Social networks, such as Facebook, Instagram, Twitter/X, and LinkedIn, are used to expand outreach capabilities and improve the Indiana workforce system's ability to interact with and serve the public where appropriate.

¹ IC 5-14-3-3.

General Guidelines for Social Media Management

The following guidelines apply to all social media management within Indiana’s workforce system, be it through DWD or a local WDB.

1. DWD websites will remain DWD’s primary and predominant internet presences.
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. 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 DWD business or the implementation of any state or federally funded initiatives, including a list of subscribers and posted communication, is public record. Such content shall be maintained in an accessible format so it can be produced in response to a request.
4. All social media content related to WorkOne/American Job Centers (AJCs) must abide by the provisions included in all WorkOne/AJC brand policies.

Local Area Guidelines for Social Media Management

1. Each local WDB and WorkOne/AJC may have their own social media sites.
2. The local WDB or its designee will be responsible for the content and upkeep of any social media sites created.
3. A limited number of staff (ideally no more than four staff members) must oversee the local area’s social media sites. Not only does this protect account security, but it prevents duplication of efforts and ensures that all messaging meets the brand/style of the local area and the WorkOne/AJC system. It is also important for more than a single employee to have access to a local WDB and/or WorkOne/AJC’s social media accounts. This prevents single source dependencies and allows the WorkOne/AJC to transition access to the accounts to different users if needed.
4. All information posted must be approved by the local WDB or designee.

Content Moderation

DWD’s content moderation procedures are posted on the DWD website.² Local areas must develop their own social media management policies that may include content moderation strategies as they see fit.

Equal Opportunity Provisions

Per 29 CFR 38.38(a), DWD, all local WDBs, and all WorkOne/AJCs must include the following Equal Opportunity language on all social media sites: *“Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities.”* If character limits prevent the full Equal Opportunity language from being included in the “About” section or the “Bio” section of a social media site, DWD, all local WDBs, and all WorkOne/AJCs must include “Equal Opportunity Employer/Program” in the section and link to their website, which must include the full Equal Opportunity language as described below.

² <https://www.in.gov/dwd/newsroom/social-media/>.

Per DWD Policy 2016-09 *Equal Opportunity and Nondiscrimination Guidance Letter*, all publications, broadcasts, and other communications must include that the program or activity in question is an “equal opportunity employer/program” and that “auxiliary aids and services are available upon request to individuals with disabilities.” Where such communications indicate that the Recipient may be reached by telephone, the materials must provide the telephone number of the text telephone (TTY) number or equally effective telecommunications system, such as a relay service, videophone, or captioned telephone.

Action

DWD, local WDBs, one-stop operators, and service providers shall follow the guidelines established in this policy as well as existing and subsequent formal policies and technical assistance regarding the usage of social media tools issued by DWD. Local WDBs must develop their own social media management policies. Local WDBs, one-stop operators, and service providers are also encouraged to explore USDOL WorkforceGPS social media resources to refine their social media strategies.

Effective Date

Immediately.

Ending Date

Upon rescission.

Additional Information

Questions regarding the content of this publication should be directed to DWDMedia@dwd.in.gov.