



SUBJECT: WORKFORCE CENTRAL EXTERNAL SOCIAL MEDIA POLICY

Policy Number: WFC 1-23-2013 - EXTERNAL

Effective Date: January 25, 2013

PURPOSE: To provide guidance for the public on the use of and interaction with WorkForce Central's social media channels.

BACKGROUND: WorkForce Central recognizes the importance of social media as a venue for communicating with our constituents, to share information and gather feedback. To that end, we encourage the public to contribute thoughts as they relate to the topic being discussed on any of our social media channels such as Facebook, Twitter, or YouTube.

POLICY: This document outlines the policy for public interaction with WorkForce Central's social media channels.

Privacy Policy and Disclaimer

Any individual accessing, browsing and using a WorkForce Central Social Media site accepts without limitation or qualification, the WorkForce Central's Social Media Policies (hereafter "Policies"). These terms and conditions apply only to the Social Media sites (defined here as third party hosted online technologies that facilitate social interaction and dialogue, such as Facebook, Twitter, LinkedIn and YouTube) that are managed by WorkForce Central.

WorkForce Central maintains the right to modify these Policies without notice. Any modification is effective immediately upon posting the modification on the Social Media Policy page unless otherwise stated. Continued use of a WorkForce Central Social Media site following the posting of any modification signifies acceptance of such modification.

WorkForce Central has no control over a third party site's privacy policy or their modifications to it. WorkForce Central also has no control over content, commercial advertisements or other postings produced by the Social Media site that appear on a WorkForce Central Social Media site as part of the site's environment.

WorkForce Central operates and maintains its Social Media sites as a public service to provide information about WorkForce Central programs, services, issues, events and activities. WorkForce Central assumes no liability for any inaccuracies these Social Media sites may contain and does not guarantee that the Social Media sites will be uninterrupted, permanent or error-free.

Posting Policy

Although posts and comments are encouraged on WorkForce Central Social Media sites that allow posts, these sites are limited public forums and are moderated by WorkForce Central staff. All posted content (comments, photos, links, etc.) must be related to discussion of WorkForce Central programs, services, issues, events and activities.

The following are prohibited on WorkForce Central Social Media sites:

- Comments not topically related to WorkForce Central programs, services, issues, events and activities, or the particular post being commented upon.
- Posts and comments that promote or advertise commercial services, entities or products except as stipulated in WorkForce Central marketing plans and determined by the WorkForce Central to be essential to economic development.
- Political statements, including comments that endorse or oppose political candidates or ballot propositions, are prohibited under state law (RCW 42.52.180).
- Religious statements, including comments that endorse or oppose any type of religious opinions or activities.
- Posts and comments that promote, foster or perpetuate discrimination on the basis of creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
- Posts and comments that include vulgar, offensive, threatening or harassing language, personal attacks or unsupported accusations.
- Obscene or sexual content or links to obscene or sexual content, illegal activity or encouragement of illegal activity.
- Information that may tend to compromise the safety or security of the public or public systems.
- Content that violates a legal ownership interest of any other party.

WorkForce Central reserves the right to remove posted content that does not comply with these Policies. All posts and comments uploaded to WorkForce Central Social Media sites that allow posts will be periodically reviewed. All posts and comments are public records subject to public disclosure under the Public Records Act.

Communications made through WorkForce Central Social Media sites in no way constitute a legal or official notice or comment to WorkForce Central. (For example, a post or comment that asks for public records will not be considered a public records request under RCW 42.56.) To comment about a specific WorkForce Central issues or program, contact the appropriate department.

Links and Embedded Content Policy

Links to other Social Media and/or External Websites Provided on WorkForce Central Social Media Sites

WorkForce Central may select links to other Social Media sites and outside websites that offer helpful resources for users. Once an individual links to another page or site, WorkForce Central's Policies no longer apply and the user becomes subject to the policies of that page or site.

WorkForce Central's Social Media sites are intended specifically to share and gather information about WorkForce Central programs, events and services. WorkForce Central is not responsible for the content that appears on these outside links and provides these links as a convenience only.

Users should be aware that these external pages and sites and the information found on those pages and sites are not controlled by, provided by or endorsed by WorkForce Central. WorkForce Central reserves the right to delete links posted by outside individuals that violate WorkForce Central's Posts Policy at any time without notice.

Links by Other Entities to WorkForce Central Social Media Sites

It is not necessary to get advance permission to link to WorkForce Central Social Media sites; however, entities and individuals linking to WorkForce Central Social Media sites should not in any way suggest that WorkForce Central has any relationship or affiliation with that organization or that WorkForce Central endorses, sponsors or recommends the information, products or services of that site.

Embedded content from WorkForce Central Social Media Sites on other sites

It is not necessary to get advance permission to embed WorkForce Central Social Media site content; however, entities and individuals embedding content must not present WorkForce Central content as their own or otherwise misrepresent any of WorkForce Central's Social Media site content. Furthermore, they shall not misinform users about the origin or ownership of WorkForce Central Social Media site content. Embedded content from WorkForce Central Social Media sites should not in any way suggest that WorkForce Central has any relationship or affiliation with that organization or that WorkForce Central endorses, sponsors or recommends the information, products or services of that site.

Copyright Policy

All information and materials generated by WorkForce Central and provided on WorkForce Central Social Media sites are the property of WorkForce Central. WorkForce Central retains copyright on all text, graphic images and other content that was produced by WorkForce Central and found on the page. Information and material may be printed for an individual's own non-commercial use, provided the copyright symbol or other such proprietary notice is retained intact on any copied copyrighted materials. A credit line reading: "credit: WorkForce Central Facebook (or Twitter or YouTube) Page" or "Courtesy of WorkForce Central" must be included.

Commercial use of text, WorkForce Central logos, photos and other graphics is prohibited without the express written permission of WorkForce Central. Use of the WorkForce Central logo is prohibited for any non-governmental purpose. Any person reproducing or redistributing a third party copyright must adhere to the terms and conditions of the third party copyright holder. If a copyright holder feels WorkForce Central did not use an appropriate credit line, the Communications Director must be notified with detailed information about the circumstances, so the copyright information can be added or the material in question can be removed.

Contact Us

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WorkForce Central and WorkSource Washington are equal opportunity employers and providers of employment and training services. Auxiliary aids and services are available upon request for individuals with disabilities. Language services for clients are provided free of charge. WA Relay Services: 1-800-833-6384.