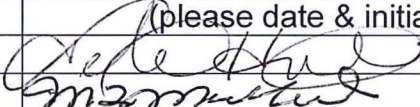
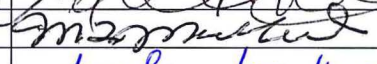
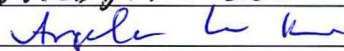




Defining Success. Driving Growth.

## POLICY OF EMPLOYINDY

<b>Policy Name</b>	Social Media Content
<b>Policy Number</b>	2015-031
<b>Program Funding Stream</b>	All
<b>Executive Team Approval</b>	(please date & initial below)
CFO	 5/10/17
COO	 5/10/17
<b>President Approval</b>	 5/10/17

REV	Description of Change	Author	Effective Date	Review Date
	Reissued and replaces policy # 2012-SD-001; Social Media Content	BVB	Upon Approval	12/31/16
1	Extended review date	J. Backe	Upon Approval	6/30/2018

### 1. Purpose

To provide guidance on the content of social media in or related to the workplace.

### 2. Scope

This policy applies to all EmployIndy staff and members of the EmployIndy system. This policy applies to both professional and personal social media.

### 3. Summary of the Law, Rules, and Governing Policies

DWD Policy 2012-2: Social Media Usage<sup>1</sup> – Social media tools should be used to reach a broader audience and expand outreach capabilities. Each full-service WorkOne Center may have its own social media site, and when possible, content posted should direct back to DWD's official websites for in-depth information. One person, designated by the WorkOne Operator is responsible for the content and upkeep of any social media sites created. All posts are subject to the State of Indiana public record laws.

<sup>1</sup> DWD Policy 2012-02, "Social Media Usage." August 15, 2012.  
[http://www.in.gov/dwd/files/DWD\\_Policy\\_2012-02.pdf](http://www.in.gov/dwd/files/DWD_Policy_2012-02.pdf)

## **4. Responsibilities**

EmployIndy's Communication Manager is responsible for providing guidance, validation and periodic review of this policy.

## **5. Policy Statement**

### **Professional Social Media**

Social Media channels provide a unique and real-time avenue to connect with customers and share information. In an effort to best serve customers, EmployIndy shall approve and manage all social media presence for EmployIndy, WorkOne Indy, and other related initiatives. No social media accounts should be created without notification to and approval from EmployIndy.

Just like in the physical world, in the electronic world, EmployIndy staff and members of the EmployIndy system should remember that all values, ethics, and confidentiality policies apply. Sharing proprietary or private information online or in any other venue is not allowed.

EmployIndy staff and members of the EmployIndy system choosing to participate in social media and support the EmployIndy, WorkOne Indy, or other related brands should do so in the same professional manner they would in an office or at any off-site event.

For social media channels with a direct brand page (Example: Facebook, Twitter, LinkedIn etc.), brand representatives shall be appointed by EmployIndy. Unauthorized staff shall not post as the brand on the organization's behalf. Brand representatives may vary by brand and social medium. Members of the EmployIndy system are welcome to contribute to the conversation as their authentic selves if they choose to, using personal social media accounts (or professional equivalents), as long as social media enhances and does not detract from work performance.

The following should never be disclosed:

- Numbers – Non-public financial or operational information including strategies and forecasts. Customer's personal information.
- Legal information.
- Copyrighted material, including but not limited to music sharing, publications, images, and logos.
- Confidential or proprietary information.

Postings should not include company logos or trademarks unless permission is asked for and granted in writing (e-mail at minimum). Postings shall respect copyright, privacy, fair use, financial disclosure, and other applicable laws.

### **Personal Social Media**

EmployIndy staff and members of the EmployIndy system may choose to have a personal presence on social media channels. An individual's right to free speech is protected, but when commenting on any aspect of EmployIndy's business, the individual posting shall make their affiliation with EmployIndy clear, and include a disclaimer, such as "the views expressed are mine alone and do not necessarily reflect the views of EmployIndy."



Personal social media use shall not occur during your scheduled work hours. Actions taken by members of the EmployIndy system are reflective of the organization, and personal posts made outside of scheduled work hours may be evaluated and lead to disciplinary action.

## **Sanctions**

Personal and professional posts may be evaluated. Failure to abide by this policy can lead to disciplinary action, including termination.

## **6. Exceptions**

There are no exceptions to this policy.

## **7. Definitions**

**Social Media:** Any website or medium (including video) that allows for open communication.

**Brand Representative:** An individual assigned to strategically assume the personality of and post on behalf of a brand through a social media channel.

**Brand:** Any organization, program, or initiative funded through EmployIndy.

**EmployIndy System:** WorkOne service providers, individuals conducting business with a WorkOne location, EmployIndy staff, and individuals working within any EmployIndy contracted service provider locations.

## **8. Related Policies and Documents**

EmployIndy *Computer and Equipment Usage* Policy  
EmployIndy *Information Security and Confidentiality* Policy  
Social Media Guidelines and Reminders (Attachment A)  
DWD Policy 2012-02 – Social Media Usage<sup>2</sup>

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<sup>2</sup> [http://www.in.gov/dwd/files/DWD\\_Policy\\_2012-02.pdf](http://www.in.gov/dwd/files/DWD_Policy_2012-02.pdf)