



POLICIES AND PROCEDURES

SECTION: Communications	POLICY #: COMMS-01	PAGE 1 of 8
TITLE: Marketing and Public Relations Policy	EFFECTIVE DATE: March 18, 2021	
SUPERSEDES: Social Media Policy issued 09/2011	DATED: March 8, 2021	

DISTRIBUTION: CareerSource North Central Florida Staff

PURPOSE: To establish guidance for CareerSource North Central Florida (CSNCFL) staff, volunteers, interns, and DEO employees located in CSNCFL facilities, whether they are on CSNCFL property or off site; partner agency staff located within CSNCFL facilities; program contractors; and other authorized users for handling marketing related requests, media inquiries, branding protocols, electronic communications, and social media.

BACKGROUND: CSNCFL adheres to marketing standards, branding protocols and processes to ensure our interactions with the community, employers, customers and the media are consistent and reflect the professional image we want to project.

POLICY: It is the policy of CSNCFL that all marketing efforts shall be consistent, clear and professional and shall be coordinated through the Communications Manager and/or the CEO.

Marketing Requests

All marketing and public relations requests must be submitted via e-mail to communications@careersourcencfl.com, which will be monitored and managed by CSNCFL's Communications Manager. When marketing and public relations requests are being made the following form will need to be submitted:

https://docs.google.com/forms/d/e/1FAIpQLSe1CI0EnMEqhP9h2UfkOAxCLyVStGF4YibKoDwHgS0tjBkj3Q/viewform?usp=sf_link

Upon receipt of marketing requests a marketing tracking number will be assigned to the request and will act as a confirmation of a request being received and reviewed by the Communications Manager.

Corporate Brand Usage

Use of the CareerSource North Central Florida logo and letterhead for non-business-related issues or for unusual business-related uses is not permitted without prior approval of the Communications Manager or CEO.

Outreach Materials (flyers & brochures)

1. All outreach materials must include the Equal Employment Opportunity tagline: "Sponsored by CareerSource North Central Florida and the State of Florida, Department of Economic Opportunity. CareerSource North Central Florida is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711. Programs funded by CareerSource NCFL as a grantee of the U.S. Department of Labor. A proud partner of the American Job Center Network."
2. CareerSource North Central Florida should always be referred to as only "CareerSource" in outreach materials. The acronym CSNCFL may be used if preceded by the entire name.
3. Use the following to distinguish between centers: Gainesville Career Center and Starke Career Center.
 - a. Both "career center" and "center" may be used in lowercase format.
4. Approved PowerPoint templates can be downloaded from the company staff site under Marketing. These templates should not be altered without prior consent of the Communications Manager.
5. Any images and music not expressly produced or licensed by CareerSource North Central Florida shall not be used without the prior approval of the Communications Manager.
6. All outreach materials (i.e. PowerPoints, Notices, Flyers, Email Blasts, etc.) must be approved by the Communications Manager before external distribution. Outreach materials shall be submitted for approval to the Communications Manager.

Approved Email Signature

All staff must go to the website below and follow the instructions below to obtain their own email signature.

<https://careersourcencfl.com/signature/>

- a. Input your information into the online form.
 - b. Generate your email signature.
 - c. Copy/paste it into email preferences/settings.
1. The use of quotes, head shots in the email signature, and background wallpaper in emails is prohibited.
2. A special email logo may be created for special events, anniversaries or commemorative

occasions but must be approved by the marketing department prior to using.

3. All email signatures must include the Equal Employment Opportunity tagline, as provided within the signature creator above.

Media Inquiries

Only individuals working directly with the Communications Manager and/or have received prior approval should speak to the media on the behalf of CareerSource North Central Florida.

If staff receive a phone or email inquiry from the media, it must be reported to the department's supervisor, who will then submit all media inquiries to the Communications Manager upon receipt.

- Maximize our ability to increase general awareness, understanding and support for CareerSource North Central Florida's staff, policies, programs, participants and mission.
- Those authorized to speak with the media shall speak clearly and consistently, so that critical information is recognized, understood and reinforced through multiple media channels.
- Ensure that the information shared with the media is properly vetted and disseminated in an accurate, consistent and timely manner in keeping with best practices.
- Protect and respect participants and their families in what sometimes can be delicate, highly personal and even confidential circumstances.

Interaction with the News Media

If a news media representative shows up at any office or center on any matter concerning CareerSource North Central Florida's staff, policies, programs, or participants he or she should be greeted and referred to the CEO's office or the Communications Manager before any statements are made or information is offered.

The CEO and/or the Communications Manager must be advised that a media representative is present.

- Members of the news media, photographers or production teams must be accompanied by a person designated by the CEO while they are in any office or center location. If you see unescorted reporters, please contact security (if available), your department's supervisor, the CEO and/or Communications Manager immediately, so they can be assisted.
- If you are approached by a reporter or camera person asking for comment about CareerSource North Central Florida, and the appropriate response is to advise that it, "It is CareerSource North Central Florida's policy that any media requests be handled through the CEO or Communications Manager. Allow me to contact someone for you."
- Permission for the media to photograph, film, record and/or interview individuals may be given only if the individual is willing and only if they give permission in writing on a "Consent to Photograph/Film/Record and/or Interview" form, available only through the Communications Manager. In the case of minors, parents can give consent for their children under the age of 18. If the media want to videotape the facility and are approved to be in the facility, an announcement shall be made in the areas they may be taping to notify those that may end up on camera.

Should any individual speak at an off-site conference or event where media is present, the office of the CEO should be notified as soon as possible. If you are invited to participate in a media interview, please clear all such requests through the office of the CEO before any action is taken or decision to participate is made.

Should any individual feel they have a story of interest for the news media, they are encouraged to contact the Communications Manager. The individual may be asked to work collaboratively, with the CEO's approval, to develop the story with the Communications Manager who shall be the sole liaison with the media throughout the project.

CSNCFL Special Events

All Departments planning a special event will coordinate the planning, public relations, and marketing via the Communications Manager.

CSNCFL Press Releases

The CEO and Communications Manager are the only individuals who can authorize the release of a CSNCFL press release. The Communications Manager will receive CEO approval on all press releases prior to their release. The Leadership Team will also be consulted when appropriate. Press Releases are the mechanism which engages the CSNCFL Communications Plan and includes distribution to the following communication channels: Internal Staff, CSNCFL Partners, Board Members, County Marketing staff, News Media, and Marketing-Public Outreach if necessary.

Use of Electronic Media

Outlined below are the definitions and details pertaining to the use of electronic media:

1. Ownership. All aspects and components of CareerSource North Central Florida's electronic communications systems, including but not limited to hardware, software, website, telephones, copiers/scanners, cell phones, fax machines, all communications/messages that are sent or handled by these systems, and documents stored on any of these devices are the property of CareerSource North Central Florida. These electronic communications systems, including e-mail and Internet access, are business tools provided by CareerSource North Central Florida.
2. No Right to Privacy. Employees do not have a right to privacy in any communication or document created, received, sent, stored or accessed by CareerSource North Central Florida's electronic resources, whether the communication or document is designated as private or confidential. An employee's access code or password does not give him or her any right to privacy with respect to using CareerSource North Central Florida's electronic resources, including equipment, email, and Internet systems.
3. Monitoring. CareerSource North Central Florida reserves the right to access, monitor, and review, without prior notice and at any time, all CareerSource North Central Florida electronic resources for the purpose of assuring compliance with statutory requirements and internal

policies, supporting the performance of internal investigations, and assisting with the management of CareerSource North Central Florida's information systems. This includes but is not limited to the right to monitor emails, Internet sites visited, duration of employee(s) Internet use, Internet files and pages which have been viewed, accessed, or downloaded, voice messages, and documents stored on any CareerSource North Central Florida electronic resources.

4. **Authorized Usage.** CareerSource North Central Florida's electronic communications systems must be used to solely facilitate the workforce development business of the organization. Employees are prohibited from using CareerSource North Central Florida's electronic communication systems for private business activities, for personal use, or for amusement/entertainment purposes, except as provided by applicable law.
5. **Inappropriate Use.** Inappropriate use may result in loss of access privileges and disciplinary action. Some specific examples of inappropriate and therefore prohibited uses include, but are not limited to, the following:
 - Transmitting, retrieving, downloading, or storing messages or images from or to another employee or authorized user, or to a vendor, training provider, program contractor, customer, or other outside party, that are offensive, discriminatory, inflammatory, derogatory, off-color, abusive, profane, sexual in content, harassing in nature, threatening, or otherwise inappropriate in a business environment. This includes messages that are about an individual or group's race, age, disability, religion, marital status, national origin, physical attributes or sexual orientation. Such remarks will not be tolerated and will be grounds for discipline and maybe termination.
 - Transmitting, retrieving, downloading, or storing messages or images for any purpose that is illegal, against CareerSource North Central Florida policy, or contrary to CareerSource North Central Florida's best interest.
 - Conducting personal business, soliciting personal business opportunities, or personal advertising.
 - Gambling, monitoring sports scores, or playing electronic games.
 - Downloading or distributing pirated software, music, or data.
 - Using CareerSource North Central Florida's electronic communication resources to propagate a virus, worm, Trojan horse, trap door program code, or other similar potential threats.
 - Uploading software licensed to CareerSource North Central Florida or data owned or licensed by CareerSource North Central Florida without authorization to do so.
6. **Password Accountability.** Regardless of the circumstances, an individual's password(s) to CareerSource North Central Florida's electronic communication systems or the State systems such as OSST, EF, etc. must never be shared or revealed to anyone else. To do so exposes the employee to responsibility for actions the other individual takes with the password. If employees need to share computer resident data, they should utilize public directories on CareerSource North Central Florida network servers and other authorized information-sharing mechanisms.

To prevent unauthorized parties from obtaining access to electronic communications, users must choose passwords which are difficult to guess (for example, not a dictionary word, not a personal detail, and not a reflection of work activities).

7. User Identity. Misrepresenting, obscuring, suppressing, or replacing a user's identity on an electronic communications system is not permitted and maybe grounds for discipline and up to maybe termination. The username, electronic mail address, organizational affiliation, and related information included with electronic messages or postings must reflect the actual originator of the messages or postings.
8. Protection of Confidential Information. Employees and other authorized users are reminded that CareerSource North Central Florida's electronic communication systems are not encrypted by default; therefore, the confidential information is not automatically protected. If confidential or sensitive information must be sent by electronic communication systems, encryption or similar technologies to protect the data must be employed.

Social Media within CareerSource North Central Florida

1. Social Media is considered any online tool or application that goes beyond simply providing information, instead allowing collaboration, interaction, and sharing. Examples of social media include, but are not limited to, the following:
 - social networking sites (i.e. Facebook, LinkedIn, Twitter, YouTube)
 - video and photo sharing websites (i.e. YouTube, Instagram)
 - blogs, including corporate blogs, media outlet blogs and personal blogs
 - wikis and online collaborations (i.e. Wikipedia)
 - forums, discussion boards and groups (i.e. Google groups, Whirlpool)
 - podcasting
 - online multiplayer gaming platforms (i.e. World of Warcraft, Second life)
 - instant messaging (including SMS)
 - geo-spatial tagging (Foursquare)
2. Encouraging Use of Social Media. CareerSource North Central Florida encourages the use of social media technologies to enhance communication, collaboration, and information exchange in support of CareerSource North Central Florida's workforce development business. By openly sharing knowledge, best practices, and lessons learned with and from other federal, state, and local partners, other regional boards, the public, other employees, and our customers, we can provide more effective solutions and efficiencies to enhance excellence in the business of workforce development.

The use of social media technology follows the same standards of professional practice and conduct mentioned above under "Electronic Communications Systems."

3. Guidelines on Use of Social Media. The following apply to the use of social media by an employee:
 - The CareerSource Leadership team are the staff solely responsible for commenting, updating, creating and managing all CareerSource North Central Florida social media outlets, including Facebook, Twitter, YouTube, and any future social media sites.
 - A department may be given permission to have a secondary social media page with the permission and direction of the Communications Manager.
 - No employee, with the exception of the CareerSource North Central Florida Leadership Team, is authorized to comment as a representative of CareerSource

North Central Florida at any time on any social media outlet.

- No staff is authorized to create any accounts in social media outlets using the CareerSource North Central Florida logo or CareerSource North Central Florida name unless approved in advance by the Communications Manager.
- All staff, except for the Leadership Team, are prohibited from using social media to contact customers unless approved in advance by the Communications Manager. This is to ensure that all communication with customers is done using our electronic communications systems to ensure proper archival of the message in accordance with Florida's public records law and the CareerSource North Central Florida policies.

4. Personal Use of Social Media. CareerSource North Central Florida recognizes that staff may wish to use social media in their personal life. This policy does not intend to discourage nor unduly limit their personal expression or online activities. However, staff should recognize the potential for damage to be caused (either directly or indirectly) to CareerSource North Central Florida in certain circumstances via staff's personal use of social media when staff can be identified as an employee. Accordingly, staff should comply with this policy to ensure that the risk of such damage is minimized.

Additionally, staff are advised that inappropriate use of personal social media as described as inappropriate and prohibited as in above section Use of Electronic Media item #5 (Inappropriate Use) may be grounds for discipline and up to and including termination.

Staff are personally responsible for the content that they publish in a personal capacity on any form of social media platform. When in doubt, staff should seek guidance from their immediate supervisor on how to comply with this policy.

5. Restrictions. Where CareerSource North Central Florida employees or program contractors can be identified as a staff or program contract's staff of CareerSource North Central Florida, they will be held responsible for anything they post to social media sites regarding any aspect of the CSNCFL organization, its programs and services, its customers or its partners. The following guidelines must be adhered to:

- Only publicly available information should be disclosed and/or discussed;
- Ensure that all content published is accurate, not misleading and complies with all relevant CSNCFL policies;
- Expressly state on all postings (where staff are identified as an employee or program contractor) the stated views are the staff's own and are not those of CSNCFL or the program contractor; use a disclaimer such as this: "The postings on this site are my own and do not necessarily represent the views or opinions of CareerSource North Central Florida."
- Be polite and respectful to all people you interact with;
- Adhere to the Terms of Use of the relevant social media platform/website;
- Respect copyright and disclosure laws;
- Be aware of your association with CSNCFL in online social networks. If you identify yourself as an employee, ensure the profile and related content is consistent with how you wish to present yourself to CareerSource North Central Florida management, colleagues and customers;
- Show proper consideration for others' privacy and for topics that may be considered

- objectionable or inflammatory;
- Do not post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, or is unlawful;
 - Do not imply that you are authorized to speak as a representative of CSNCFL, nor give the impression that the views you express are those of CSNCFL;
 - Do not use your CSNCFL email address or CSNCFL logos or insignia that may give the impression of official support or endorsement of your personal comment;
 - Do not use the identity or likeness of another employee, program contractor or other member of CSNCFL;
 - Do not publish, disclose or report on any conversations or information that is deemed confidential or personally identifiable information or deals with matters that are internal in nature; and
 - Do not make any comment or post any material that might otherwise cause damage to CareerSource North Central Florida's reputation or bring it into disrepute.

INQUIRIES: Any question about this policy should be directed to the CareerSource North Central Florida Communications Manager.

OFFICIAL SIGNATURE



PHYLLIS MARTY
Interim Chief Executive Officer