



WS 09-11

September 22, 2009

To: All Contractors

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Date: September 22, 2009

Subject: Using Facebook

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## Purpose

Establish Workforce Solutions standards for using Facebook

## Background

As a part of its responsibilities, the Better Ways of Doing Business group commissioned a smaller committee of Workforce Solutions staff to study ways of using electronic social networking to help our customers. During its deliberations, the committee discussed various different networking systems and the ways in which Workforce Solutions might use these to provide better and more accessible service for our customers. The committee also commissioned a trial Workforce Solutions Facebook page.

The committee noted that some offices and staff had already posted Facebook pages or used Facebook to work with customers.

The social networking committee proposed the following:

- Workforce Solutions should use Facebook for the purposes of educating customers and communicating throughout the system. Committee members thought that Facebook offered the easiest access for the largest numbers of our customers.
- We should allow career offices and business units (the Payment Office, Employer Service) to establish their own individual pages in Facebook rather than restricting our presence to one or two pages representing the entire Workforce Solutions system.
- Workforce Solutions staff could post individual professional pages on Facebook in order to make it easier for customers to work with them.

- We should establish guidelines for the look, content and use of Facebook pages representing the regional workforce system, for individual career offices, the Payment Office, Employer Service, and for individual staff.

After significant discussion and development, we are establishing the following guidelines for using Facebook.

## Guidelines

By creating a profile in and/or using a Facebook page related to Workforce Solutions business for your office, business unit or yourself, you agree to be mindful of the information disclosed on the site as you represent the organization. You must take care not to bring your office, business unit, or yourself into conflict with Workforce Solutions' mission and operating policies.

You also agree to conduct business and all related communications according to the Terms of Use established on the Facebook website at the address found here:

<http://www.facebook.com/home.php?#/terms.php?ref=pf>

### **Creating Your Profile**

#### *Contact Information*

Keep all profiles used for Workforce Solutions business separate from any personal accounts established in Facebook. Use your name as it appears on your business card. Staff members should use their own names when creating their professional profiles. Your friends and customers should be able to distinguish between your two profiles based on your profile picture. Users creating profiles in Facebook for Workforce Solutions business must adhere to the following standards:

- 1) **Info Tab.** Having comprehensive job title and contact information on the Info tab of the professional profile. Information in this tab should be limited to your location, your email address, and the physical address of your office. Your employer should be listed as Workforce Solutions, not your contractor. You may also display the time period in which you have worked for Workforce Solutions.
- 2) **Text Box.** On your "wall" underneath your profile picture will be a small text box where you can type information. In this box you may choose to type something from the list below:
  - The Workforce Solutions mission statement.
  - Job title and the office(s) which you represent.
  - Contact information such as your phone number or email address.
- 3) **Profile Picture.** Use discretion when selecting your profile picture. You may use the following images as your profile picture.

- The Workforce Solutions logo may be used as your profile picture as long as it is in accordance with Workforce Solutions Marketing Standards and Guidelines. [Logo Usage Guide](#)
- You may use a picture of yourself in a professional environment, such as sitting at a computer behind your desk.
- You may use a photo of yourself in front of a bland background, like you would find on a passport.



- 4) **Photos Tab.** Other photos may be included on the Photos tab, but these should be professional and directly related to your current position. Applicable photos include pictures of office space, hiring events, the building exterior, maps to the office, et cetera. Don't include individual faces or representations other than your own. Don't include family, friends, pets, or other personal photos as these do not adhere to the professional purpose of the profile.
- 5) **Notes Tab.** The Workforce Solutions website has an abundance of information for customers. You may copy and paste this information into your notes as long as you have formatted it properly. Facebook also allows you to import from an outside blog. The only blog you should import is Workforce Solutions BlogForce. A link to BlogForce is found on [www.wrksolutions.com](http://www.wrksolutions.com). You may also post a note that advertises job postings in your area – provided you keep that information up-to-date.
- 6) **Video Tab.** A **video tab** may be added to the profile; however, the video must be professional in nature and directly applicable to the goals of the organization. Training or informational videos must be approved by the Workforce Board's Communications Office before their inclusion on the profile page. Include links to external websites containing useful job search or other related information at the discretion of the profile owner with the approval of his or her immediate supervisor. All media inclusions must follow standard use copyright guidelines.

- 7) **Events Tab.** The events tab will allow you to share events (hiring events, job fairs, etc.) that are going on in your area. Each hiring event listed on this tab must include the appropriate job posting ID number(s). Once events have occurred, the events should be removed from this tab.
- 8) **Links.** You may choose to share links to different online resources for your customers. These links should be limited to information within the wrksolutions.com website, and/or the links located at <http://www.wrksolutions.com/jobs/onlineresources.html>. Other links may be included at the discretion and approval of your site management team.

### **Fan Pages and Group Pages**

Your office may choose to create a fan or group page specifically for that office. Guidelines for creating these pages are the same as guidelines for building your personal profile.

### **Usage Guidelines**

#### *Appropriate Use for Facebook Applications & Extras*

- 1) Third-Party applications should not be added to your professional Facebook profile. Third-Party applications come in many different forms. The most popular include quizzes, causes, badges, and various role-playing games.
- 2) Facebook allows you to “become a fan” of certain pages. It will also allow you to join groups. You may become a fan of Workforce Solutions. There are various different fan pages using this name, however only one uses the logo you are familiar with. You may also become a fan of other Workforce Solutions fan or group pages. For example, if Workforce Solutions – Baytown creates a fan page, you can become a fan of that. Offices and individuals may choose to connect with other relevant professional organizations, such as Chambers of Commerce, Industry Professional Groups, Schools, and Networking Groups.
- 3) Facebook has certain applications that are built-in. For example, the “poke” and “gift” are applications that are part of Facebook. *Please refrain from using these applications.*
- 4) Your customers may invite you to join certain groups or causes. *Politely decline all such requests when not directly related to business purposes.* For example, if the President of a local Chamber of Commerce asks your group to join their fan page, this would be an valid reason to accept the invitation.
- 5) Your customers may tag you in a note or photo, however you should remove those tags as this will be visible to other customers and may be inappropriate.
- 6) Your customers have the ability to post comments on your wall. Please refer to the Wall guidelines included below for detailed instruction on what is appropriate to include and exclude using this function.

- 7) Be sure to de-activate your professional Facebook account should you no longer be a representative of Workforce Solutions. Individuals responsible for maintaining the organizational unit's (i.e. office's) page should remove any individuals no longer in employment with Workforce Solutions from group membership and administration upon their departure. It is the decision of the management team to determine if the individual will be allowed to become a member of the fan or group page as a customer post-employment with Workforce Solutions.

### *Wall Inclusions*

The Wall tab within the individual profiles should be used solely for sharing information that is directly related to the professional purpose of the profile. Applicable information includes information on hiring events, hot jobs, special services, workshops, training opportunities, financial aid announcements, and office closures (for example, during holidays or inclement weather). Information posted on individual profile walls, including contact information, should be current and up-to-date.

 Daniel became a fan of Workforce Solutions. · Comment · Like




**Daniel Zendejas** \*\*\* The NEW aloft Hotel - Galleria begins their hiring this week for all hourly positions! If you're chic, hip, cool, and looking for a new opportunity in a hotel that blares loud music, seeks out the alternative, and maintains a cool attitude, go to [www.workintexas.com](http://www.workintexas.com) and check out Job Posting IDs 2555461, 2555476, 4778136, 6747095, and 6747096. \*\*\*



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Source: [www.workintexas.com](http://www.workintexas.com)

WorkInTexas.com is a free, comprehensive and easy-to-use Web site, created by the Texas Workforce Commission and backed by a team of employment experts, that matches Texas employers and a variety of new job opportunities with great Texas employees.

 June 16 at 5:10pm · Comment · Like · Share

### *Exclusions*

Because Workforce Solutions profiles are for professional purposes, the following information are expressly to be excluded from the office, operational unit, or professional profiles of staff members:

- 1) Personal religious, political, or other lifestyle preferences
- 2) Pornographic or sexually-suggestive content, links, or other information
- 3) Hateful, discriminatory, or violent language or content
- 4) Inappropriate communication between staff members and/or customers specifically communication not related to Workforce Solutions business

Professional profiles should not include group memberships or fan club memberships that are not directly related to standard business operations.

### *Communication Between Staff Members*

Staff members with professional profiles may “friend” other staff members’ professional profiles. Without exception, staff members must not link to other staff members’ personal profiles.

Facebook profile communication between staff members should be used to facilitate daily operations of the Workforce Solutions office or business unit.

Appropriate communication “wall-to-wall” (public) and via private message (private) may include information on useful links related to business, information that is current and valuable related to the services of the business unit, or other related business information. Staff members should constantly monitor their profiles to insure that the information posted personally or by others on the public space (“wall”) is current, relevant, and does not violate these established guidelines or those outlined through the Facebook Terms of Use for all users. All content that may challenge these guidelines should be deleted immediately.

### *Communication with Customers*

Staff member communication with customers will adhere to the same guidelines as listed above for staff-to-staff communication.

Staff members may “friend” customers only using the established professional profile under the guidelines outlined here and for the purpose of providing service for customers.

## Approvals and Notification

For the business unit or career office level, unit directors or office managers must obtain approval from their organizations to post Workforce Solutions Facebook pages.

- Notify Dat Nguyen in the Board’s Communications Office [dat.nguyen@wrksolutions.com](mailto:dat.nguyen@wrksolutions.com) when you have posted a Facebook site

For individual staff, you must obtain approval from your supervisor and any other management officials your organization may require to post Workforce Solutions Facebook Page.

- Notify Dat Nguyen in the Board’s Communications Office [dat.nguyen@wrksolutions.com](mailto:dat.nguyen@wrksolutions.com) when you have posted a Facebook site.

## Quality Assurance

Periodically the regional Quality Assurance Team will review Facebook sites (unit, office and individual) for compliance with Workforce Solutions guidelines. The team will make any recommendations directly to the owner of the Facebook page it reviews. Should the team find a page in gross violation of Workforce Solutions requirements, it may report the problems to the page owner’s supervisor, manager or directors.

## Action

Use these guidelines and the attached suggested implementation notes to govern any professional use of Facebook by your staff or in your organizational units.

## Question

Direct questions to the electronic staff Q&A for this issuance at <http://wrksolutions.com>.

## Attachments

- Rolling It Out: Suggested Implementation Guidelines