



## POLICY

<b>SECTION: CSTB</b>	<b>POLICY# 020-C0080</b>	<b>PAGE: 1 of 8</b>
<b>TITLE: CSTB's Marketing &amp; Public Relations Policy</b>		<b>EFFECTIVE DATE: 8.20.20</b>
<b>REPLACES: Electronic Communication and Social Media Policy; Marketing and Media Inquiries Policy</b>		<b>DATED: Rev. 11.21.20; Rev. 6.11.21</b>

### **DISTRIBUTION: CAREERSOURCE TAMPA BAY STAFF**

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

**BACKGROUND:** CSTB 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 CSTB that all marketing efforts shall be consistent, clear and professional and shall be coordinated through Director of Marketing & Public Relations and/or the CEO.

#### **Marketing Requests**

All marketing and public relations requests must be submitted via e-mail to [marketing@careersourcetb.com](mailto:marketing@careersourcetb.com), which will be monitored and managed by the CSTB Marketing Department. When marketing and public relations requests are being made the following of the two forms will need to be submitted within the email request as well:

- Marketing Request Form (<https://local.careersourcetampabay.com/wp-content/uploads/2020/08/Marketing-Request-Form-CSTB-03042020-1058.pdf>)
- Video Request Form (<https://local.careersourcetampabay.com/wp-content/uploads/2020/08/Marketing-Video-Request-Form-CSTB-08102020-1114.pdf>)

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 Marketing Department.

### **Corporate Brand Usage**

Use of the CareerSource Tampa Bay logo and letterhead for non-business-related issues or for unusual business-related uses is not permitted without prior approval of the Director of Marketing & Public Relations or CEO.

### **Outreach Materials (flyers & brochures)**

1. All outreach materials must include the Equal Employment Opportunity tagline: “Programs and initiatives are sponsored by CareerSource Tampa Bay and the State of Florida, Department of Economic Opportunity and fully supported by the U.S. Departments of Labor, Health and Human Services, and Agriculture as part of awards totaling \$XX,XXX,XXX (the amount will be updated annually). An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers on this document may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 1-800-955-8771.”
2. CareerSource Tampa Bay should always be referred to as only “CareerSource” in outreach materials. The acronym CSTB may be used if preceded by the entire name.
3. Use the following to distinguish between centers: Tampa Center, Plant City Office, Brandon Center, Ruskin Office.
  - a. Both “career center” and “center” may be used in lowercase format.
4. Approved PowerPoint templates can be downloaded from the company Intranet under Marketing. These templates should not be altered without prior consent of the Director of Marketing & Public Relations.
5. Any images and music not expressly produced or licensed by CareerSource Tampa Bay shall not be used without the prior approval of the Director of Marketing & Public Relations.
6. All outreach materials (i.e. PowerPoints, Notices, Flyers, Email Blasts, etc.) must be approved by the Marketing Department before external distribution. Outreach materials shall be submitted for approval to the Director of Marketing & Public Relations.

### **Approved Email Signature**

1. Below are the only approved internal and external email signature for all staff. Instructions for changing your email signature are located on the company Intranet under Marketing.
  - a. If a program has their own social media icons, they can add those below CSTB icons, however this must be approved by the Director of Public Relations and Marketing. Also, the signature must include CSTB’s main social media pages, then followed by the department’s icons (see example below). A department can include their specific webpage, but it must be under the main CSTB website. The

signature must include the USDOL disclaimer language at the very bottom of the signature line. This language is updated annually.

**First name, last name (certifications)**

CSTB Title

Email:

**P:** (813) 930-7400 | **F:** (855) 484-6949

**CareerSource Tampa Bay**

(Office location depending on where you are located) 4902 Eisenhower Blvd., Ste. 250

Tampa, FL 33634

Follow us on social media:



Summer Job Connection Social Media pages:



Visit us at [www.CareerSourceTB.com](http://www.CareerSourceTB.com)

Summer Job

Connection <https://www.careersourcetampabay.com/summer-job-connection/>

Programs and initiatives are sponsored by CareerSource Tampa Bay and the State of Florida, Department of Economic Opportunity and fully supported by the U.S. Departments of Labor, Health and Human Services, and Agriculture as part of awards totaling \$XX,XXX,XXX (the amount will be updated annually). This email may contain information subject to the Privacy Act of 1974 and is "For Official Use Only." Any misuse or unauthorized disclosure may result in both civil and criminal penalties. CareerSource Tampa Bay is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. TDD/TTY 1-800-955-8771

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.

## **Media Inquiries**

Individuals working directly with the Director of Marketing & Public Relations and/or have received prior approval should speak to the media on the behalf of CareerSource Tampa Bay.

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 Director of Marketing & Public Relations upon receipt.

- Maximize our ability to increase general awareness, understanding and support for CareerSource Tampa Bay'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 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 Tampa Bay's staff, policies, programs, or participants he or she should be greeted and referred to the CEO's office or the Director of Marketing & Public Relations before any statements are made or information is offered.

The CEO's office and/or the Director of Marketing & Public Relations 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 President and 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 Director of Marketing & Public Relations immediately, so they can be assisted.
- If you are approached by a reporter or camera person asking for comment about CareerSource Tampa Bay, and the appropriate response is to advise that it, "It is CareerSource Tampa Bay's policy that any media requests be handled through the CEO or Director of Marketing & Public Relations. Let me 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 Director of Marketing & Public Relations. 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 Director of Marketing & Public Relations. The individual may be asked to work collaboratively, with the CEO's approval, to develop the story with the Director of Marketing & Public Relations who shall be the sole liaison with the media throughout the project.

### **CSTB Special Events**

All Departments planning a special event will coordinate the planning, public relations, and marketing via the Marketing & Public Relations Director.

### **CSTB Press Releases**

The Marketing & Public Relations Department is the only department who can authorize the release of a CSTB press release. The Marketing Department 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 CSTB Communications Plan and includes distribution to the following communication channels: Internal Staff, CSTB 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 Tampa Bay's electronic communications systems (press releases, CSTB video footage, CSTB social media accounts) are the property of CareerSource Tampa Bay. These electronic communications systems, including press releases, video footage, are business tools provided by CareerSource Tampa Bay.
2. **Authorized Usage.** CareerSource Tampa Bay's electronic communications systems must be used to solely facilitate the workforce development business of the organization. Employees are prohibited from using CareerSource Tampa Bay's electronic communication systems for private business activities, for personal use, or for amusement/entertainment purposes, except as provided by applicable law.
3. **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.
  - Conducting personal business, soliciting personal business opportunities, or personal advertising.
  - Downloading or distributing pirated software, music, or data.
  - Using CareerSource Tampa Bay'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 Tampa or data owned or licensed by CareerSource Tampa Bay without authorization to do so.
4. **Password Accountability.** Regardless of the circumstances, an individual's password(s) to CareerSource Tampa Bay's electronic communication systems. must never be shared or revealed to anyone else prior to received approval from the Director of Marketing & Public Relations. To do so exposes the employee to responsibility for actions the other individual takes with the password.
5. **User Identity.** Misrepresenting, obscuring, suppressing, or replacing a CareerSource Tampa Bay's identity on an electronic communications system is not permitted and maybe grounds for discipline and up to maybe termination. The organizational affiliation, and related information included with electronic messages or postings must reflect the actual intended meanings of the messages or postings.

### **Social Media within CareerSource Tampa Bay**

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 Tampa Bay encourages the use of social media technologies to enhance communication, collaboration, and information exchange in support of CareerSource Tampa Bay'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 Tampa Bay Marketing Team are the staff solely responsible for commenting, updating, creating and managing all CareerSource Tampa Bay 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 Marketing Director.
  - No employee, with the exception of the CareerSource Tampa Bay Marketing Team, is authorized to comment as a representative of CareerSource Tampa Bay at any time on any social media outlet.
  - No staff is authorized to create any accounts in social media outlets using the CareerSource Tampa Bay logo or CareerSource Tampa Bay name unless approved in advance by the Marketing & Public Relations Director.
  - All staff, except for the Marketing Team, are prohibited from using social media to contact customers unless approved in advance by the Director of Public Relations/ Marketing. 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 Tampa Bay policy on Records Management.
4. **Personal Use of Social Media.** CareerSource Tampa Bay 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 Tampa Bay 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 Tampa Bay employees or program contractors can be identified as a staff or program contract's staff of CareerSource Tampa Bay, they will be held responsible for anything they post to social media sites regarding any aspect of the CareerSource Tampa Bay 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 CareerSource Tampa Bay 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 CareerSource Tampa Bay 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 Tampa Bay."
- 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 CareerSource Tampa Bay 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 Tampa Bay 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 CareerSource Tampa Bay, nor give the impression that the views you express are those of CareerSource Tampa Bay;
- Do not use your CareerSource Tampa Bay email address or CareerSource Tampa Bay 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 CareerSource Tampa Bay;
- 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 Tampa Bay's reputation or bring it into disrepute.

#### **INQUIRIES:**

Any question about this policy should be directed to the CareerSource Tampa Bay Director of Marketing & Public Relations.