Workforce Development Board

of

Western Missouri, Inc.

PY 25-26

Social Media

Plan and Policy

Mission

Social media platforms shall be utilized as official communication channels to disseminate information regarding program services and events to participants, community stakeholders, and employers. The use of these platforms is intended to enhance the capacity of the region's American Job Centers to effectively address workforce training and employment needs, and to support the development, restoration, and sustainability of competitive and robust regional economies.

Affiliation

All social media platforms utilized within the West Central Region shall operate under the direction of the Workforce Development Board (WDB), in consultation with the Missouri Department of Higher Education - Office of Workforce Development (OWD) Supervisor at the Missouri Job Center–Sedalia. The implementation of this policy shall not replace, discontinue, or otherwise alter existing social media accounts currently in use by the Missouri Job Centers in Sedalia and Nevada. The West Central Region's Youth Program shall be incorporated into the existing social media platforms of the Missouri Job Centers in Sedalia and Nevada.

Administrators

Responsibility for all social media postings shall be limited to the Executive Director, Compliance Specialist, OWD Supervisor, and the One-Stop Operators, or their designated assignees. All content shall be reviewed and approved by an authorized assignee prior to publication or posted directly by Workforce Development Board (WDB) staff. These restrictions are established to ensure appropriate oversight of all official social media platforms and to maintain compliance with applicable federal, state, and local regulations.

Goals

The primary objective of utilizing social media within the West Central Region is to conduct outreach to job seekers, employers, and community stakeholders by disseminating information regarding services available through the local Missouri Job Centers, the Workforce Innovation and Opportunity Act (WIOA) programs, and other community resources and initiatives that support workforce development. A secondary objective is to provide timely information to job seekers regarding employment opportunities, hiring events, and available job center connection sites, including those serving rural communities.

Implementation

The Workforce Development Board (WDB) Executive Director shall designate a WDB employee to serve as the Social Media Designee, with responsibility for oversight and approval authority for all regional social media accounts. The Social Media Designee shall review all social media platforms and related content to ensure appropriateness and compliance with all applicable policies, guidelines, and strategic plans. The designee shall report directly to the Executive Director.

In determining the appropriateness of establishing, modifying, or maintaining social media accounts, the following considerations shall be evaluated:

- **Identification of the intended target audience and assessment of whether the proposed communication method is the most effective means of reaching that audience;**
- **The nature of the information to be communicated and the most effective method for dissemination;**
- **Designation of assigned administrators for each Missouri Job Center location in the region, including verification that administrators are knowledgeable of all social media guidelines and Equal Opportunity requirements;**
- **Identification of a secondary or backup administrator to ensure continuity in the event of an emergency vacancy;**
- **Clarification of the roles and responsibilities of job center social media administrators.**

Once a social media platform has been reviewed and determined to be beneficial to the region, a formal request to add or modify the platform shall be submitted to Social Media Designee. The Social Media Designee shall review the request for appropriateness and, if approved, ensure that the proposed platform is incorporated into this plan. The request shall then be submitted to the Office of Workforce Development (OWD) Director and the Department of Higher Education and Workforce Development (DHEWD) Communications Office for final approval, in accordance with OWD Policy 07-2025: *Public Communication and Request for Information*, Attachment 1: *Public Communications Manual.*

Upon receipt of final approval from OWD, the Social Media Designee shall be authorized to administer the approved social media platforms and shall assume

responsibility for the maintenance, oversight, and content management of all regional social media accounts associated with the Missouri Job Centers.

The Social Media Designee shall maintain an authorized user list for each social media platform. In the event that an administrator or designee separates from employment with the Missouri Job Center or the WDB, the Executive Director shall ensure that all account credentials are promptly updated and secured.

In summary, the Executive Director or their Social Media Designee shall:

- **Oversee and confirm decisions related to social media account requests;**
- **Evaluate requests for social media usage and platform modifications;**
- **Exercise authority to edit or remove content that is inconsistent with established policies;**
- **Verify and document staff authorized to administer social media accounts;**
- **Maintain a comprehensive inventory of social media platforms, domains, and administrator user credentials;**
- **Secure social media accounts upon removal or separation of an authorized administrator;**
- **Ensure proper record retention of all social media content and communications;**
- **Establish and monitor quarterly goals for posting frequency and engagement to evaluate the effectiveness of the region's social media strategy in disseminating information to job seekers, employers, and community stakeholders.**

Acceptable Use

All use of social media platforms managed by the Workforce Development Board (WDB) shall be conducted in accordance with applicable federal, state, and local laws, regulations, and policies. This includes, but is not limited to, First Amendment protections, Acceptable Computer Use Policies, applicable Records Retention requirements, and all procedures, practices, and guidelines established under the Office of Workforce Development (OWD) Policy 07-2025: *Public Communication and Request for Information*, including Attachment 1: *Public Communications Manual*.

Account/Personal Responsibility

Social media platforms managed by the WDB of Western Missouri shall not be linked to or administered through an individual's personal social media account. Consistent with platform Terms of Use—particularly those of Facebook, which prohibit the use of fictitious accounts or avatars for business account management—authorized administrators may be required to access business accounts through their personal profiles in order to exercise administrative privileges. In such cases, authorized users shall ensure that all content is posted exclusively through official job center accounts and not through personal accounts.

Authorized users shall exercise discretion and professionalism in their online presence, recognizing that distinctions between personal and professional representation may be unclear on social media platforms. Employees' personal social media accounts shall remain personal in nature and shall not be used for official or work-related communications. Authorized users and other staff are encouraged, but not required, to share official job center posts within their personal networks to expand outreach and visibility of programs and services.

Ethical Standards
All authorized users shall adhere to applicable employment policies, ethical standards, and local procedures governing social media use as a condition of accessing and administering official social media accounts. All policies and terms of employment shall be enforced consistently.

Terms of Use/Terms of Service

Authorized users shall be familiar with and comply with the Terms of Use or Terms of Service of each social media platform utilized by the WDB. These terms shall be reviewed periodically, and any changes or updates shall be reported immediately to the Social Media Designee. If any platform's Terms of Use or Terms of Service are determined to conflict with federal, state, or local laws or policies, the platform shall be subject to review for continued appropriateness and may be discontinued.

Content

This plan shall not supersede, negate, or otherwise override any applicable local, state, or federal laws, regulations, or policies governing public communications. All content posted to approved social media platforms or produced for public distribution shall be reviewed and approved by the Social

Media Designee prior to publication, unless the Executive Director explicitly authorizes an approved user to post content without prior review.

Content of Posts/Comments

Authorized users communicating or disseminating information on behalf of the local Missouri Job Centers, the Workforce Development Board (WDB), or partner employers shall recognize that all statements made via official social media platforms represent the WDB. Accordingly, authorized users shall exercise sound judgment and professional discretion prior to posting or commenting.

Authorized users shall be aware that social media posts and comments are publicly visible and may not be fully retractable once published. Therefore, all content shall be professional in nature and shall not include profanity, obscenity, copyrighted material used without permission, or any content otherwise prohibited by law or policy. All communications shall also comply with confidentiality requirements as outlined in Office of Workforce Development (OWD) Policy 07-2025.

Regular monitoring and review of posts and comments on all approved social media platforms shall be conducted to ensure compliance with applicable policies and to identify any improper use that may result in corrective or disciplinary action.

Social media content shall support and promote Missouri Job Center programs and services, including those funded under the Workforce Innovation and Opportunity Act (WIOA). Appropriate content may include, but is not limited to:

- **Promotion of job seeker and employer services available through the Missouri Job Center;**
- **Publicizing job center–hosted events and workforce partner activities, including hiring events;**
- **Outreach to targeted populations regarding available workforce programs and services;**
- **Dissemination of Missouri Job Center contact information for job seekers and employers;**
- **Sharing programmatic or participant success stories, as permitted by confidentiality and consent requirements.**

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Retention

Public Records and Record Retention

All communications made through approved social media platforms shall be considered public records and shall be managed in accordance with applicable federal, state, and local public records and records retention laws. The Workforce Development Board (WDB) is responsible for the maintenance, retention, and accessibility of all public records generated through official social media accounts and shall ensure that all postings and related communications are properly preserved.

All posts, comments, and interactions made on Missouri Job Center social media platforms are public in nature and not private communications. Accordingly, content generated by authorized users as well as comments or responses from members of the public shall become part of the WDB's official public record.

To ensure transparency and public awareness of public records requirements, each Missouri Job Center social media platform shall prominently display the following notice or substantially similar language:

Representatives of the local Missouri Job Center communicate via this site. Any communication made through this platform may be monitored and retained in accordance with applicable public records laws and state retention requirements. Such communications may also be subject to disclosure to third parties

Authorized users who receive inquiries through a social media platform's private messaging system shall encourage individuals to contact the Missouri Job Center directly using official business telephone numbers or business email addresses. Any private message received through a social media platform shall be treated as a public record and managed in the same manner as email correspondence.

When technologically feasible, social media messaging systems shall be configured to provide an automatic response containing the following message or substantially similar language:

Thank you for contacting us. We strive to respond as promptly as possible. For assistance, please contact the Missouri Job Center directly at (business phone number) or via email at (official email address).

Social Media Security

The Workforce Development Board (WDB) prioritizes the security of all information shared through official social media platforms and shall take ongoing measures to prevent fraud, unauthorized access, or other security breaches.

All authorized users are required to follow these security practices to mitigate risks associated with social media administration:

- **Utilize unique user IDs and passwords for each social media platform whenever possible.**
- **Do not use the same or similar passwords as those employed for MO Jobs or other work-related systems.**
- **Change passwords at a minimum of every 90 days.**
- **Ensure that all privacy and security settings are properly configured on each social media platform.**
- **Refrain from sharing or granting access to official Job Center social media accounts to unauthorized individuals.**

The WDB may implement additional security measures as necessary to maintain the integrity and confidentiality of social media accounts, and authorized users are expected to comply with all directives related to account security.

Attachments

Attachment 1 Social Media Strategy

Attachment 2 Social Content Calendar

Attachment 3 Style Guide

Attachment 4 Social Media Posting Checklist

Attachment 1

Social Media Strategy

Our overall mission is to respond to training and employment needs of our region's workforce to restore and build competitive robust economies. Effective communication tools can enhance our ability to respond to those needs.

The West Central Region currently has social media presence through established Facebook Accounts as well as new YouTube accounts.

Goals			
GOAL	**Specific**	**Time**	**Metric**
Goal 1: Awareness *Inform employers, jobseekers, and community stakeholders of the services available at the MO Job Center*	**To increase awareness of job center services by 20%.**	**Yearly (current program year)**	**Reach, Impressions, Follower Growth, Shares**
Goal 2: Engagement *To increase our engagement with jobseekers, employers, and community stakeholders*	**To increase engagement with jobseekers, employers and community stakeholders by 20%.**	**Yearly (current program year)**	**Comments, Likes, @mentions**
Goal 3: Content of YouTube *To increase content on new YouTube pages.*	**To increase content on YouTube pages by 20% (at a minimum, have 5 short videos)**	**Yearly (current program year)**	**# of videos**
Goal 4: Explore additional social media platforms *Explore additional social media platforms that can be used for target populations such as Youth (ages 16-24.)*	**To explore and find best social media platform for youth.**	**Ongoing**	**Data of platform usage by age; establish social media account that can be used for target population for youth**

Attachment 2

Social Media Content Calendar

The WDB utilizes Hootsuite to plan and post content to social media platforms for the West Central Region. The Social Media Designee is the administrator of this account. Posts can be scheduled out to allow for planning.

Scheduled Posts through Hootsuite

"Hot Jobs" Posting	**Monday at 1pm for both Sedalia and Nevada**
Marketing of WIOA	**Tuesdays (Sedalia, 10 am; Nevada, 12pm)**
Workshop Calendars	**Weekly post (Sedalia, Monday at 4pm; Nevada, Tuesday at 12pm)**
Staff Introductions (specific)	**Monthly during the first week (Sedalia, Friday at 6pm; Nevada, Wednesday at 4pm)**
General Staff Posting	**Once a month (Sedalia, 1st Thursday at 10am; Nevada, 1st Monday at 10 am)**
Success Stories	**First week of every month**
Holiday Closures	**Posted periodically in two weeks prior to holiday and posted at minimum twice during week of holiday closure**

Additional content may be posted throughout the year to inform jobseekers, employers, or community stakeholders.

January	**National Mentoring Month** **Human Trafficking Awareness Month**
February	**Apprenticeship Week**
March	**Developmental Disabilities Awareness Month**
April	**Financial Literacy Month** **National Apprenticeship Week**

May	**Mental Health Awareness Month**
June	**Disability Awareness Month**
July	**Independence Day**
August	**Training and Occupational Skills Highlights**
September	**Workforce Development Month**
	National Family Literacy Week
October	**Disability Employment Awareness Month**
November	**Veterans Day**
	National Senior Workers Week
	ReEntry Conference
December	**Year in Review**

Authorized users of social media accounts can create posts or share posts as they occur for things like hiring events, community events, etc. These items can also be submitted to the Social Media Designee to post if preferred.

Attachment 3

Style Guide

For all social media posts, please refer to DHEWD Style Guide to find requirements for logos, color, and font. This guide also lists tips for Facebook Live. This guide should be utilized along with templates that can be found on OWD Main, Communications, for creating posts. If creating the flyer or post without using templates, please ensure all requirements listed in the style guide are met.

DHEWD Style Guide

OWD Communications

Attachment 4

Social Media Checklist

Before Publishing:

- **Make sure content is aligned with workforce development**
- **Follow Accessibility Checklist**
- **Use logos correctly**
- **Apply brand colors and fonts**
- **Format captions accessibly**
- **Include partner tags**
- **Clearly state objective (e.g. "Join Us", "Learn More")**
- **Engage with followers, chats, and reactions following professional standards**
- **Make sure you have the required releases on file for participant images or video.**

Accessibility Checklist:

- **Add alt text to all images.**
- **Add closed captions for spoken audio.**
- **Include transcripts for longer videos.**
- **Use plain language and short sentences.**
- **Define acronyms and avoid jargon.**