



# Montgomery County Workforce Investment Board

Policy: **Media Policy**

Effective Date: July 1, 2012

Policy Number: 2012-04

**SUBJECT: Media Policy**

**PURPOSE:** To ensure consistent handling of general media requests and a consistent message about the center and WIB programs.

**REFERENCES:** None.

**EFFECTIVE DATE:** July 1, 2012

**ACTION REQUIRED:** Within 15 days of the receipt of this policy it is the recipients' responsibility to ensure all staff are informed of the policy and to create an internal process to ensure accountability.

## **POLICY:**

### 1. Media Queries.

Any inquiries from the media should be handled by the WIB Director or WIB Chair, in that order. Activities should be discussed in a concise, factual and balanced fashion. Our collective message around the WIB's services through the One-Stop Centers is a simple one:

*The Montgomery County Workforce Investment Board is committed to getting people back to work and committed to helping businesses in the Region. The Center strives to ensure that customers received efficient and effective workforce related services of high quality in a seamless manner.*

**Tracking inquiries.** Each staff will e-mail the Director of Workforce Services (Director) to let them know that a media outlet has contacted them. Report to the Director the name of the media outlet, the individual who was spoken to, and the nature of the inquiry.

### 2. Press Releases.

Upon any issuance of a press release about any organization (i.e, a partner organization or the One-Stop operator) and its involvement with the center, a copy must be sent to the WIB Director prior to its release. To the extent possible, a 24 hour review process is required it is recognized that in dealing with the media, this timeframe may not be viable. Contacting the Director, prior to release is a requirement. The WIB is committed to co-branding the programs, thus the fact that the program is supported by the Montgomery County Workforce Investment Board must be included.

### 3. Social Media

The Montgomery County WIB recognizes the value of online social media tools for connecting with the community. Our web presence should project a positive image that is reflective of our overall brand and is consistent with the mission. However, in order to ensure a values-oriented, positive image, and to protect the safety and privacy of customers and staff, all contracted

vendors must abide by the following guidelines when using social media for work. This policy has been established to maintain the integrity of our brand with respect to communications frequency, strategy, message, and appearance.

**SOCIAL MEDIA POLICY**

Using Social Media for work purposes that reflect the work of the Montgomery County WIB and workforce services requires that any references to the WIB and to the workforce services funded by the WIB through contractors' official social media sites/pages must be reviewed by the Director prior to posting.

It is expected that the vendor organizations monitor their official sites for content on a regular and consistent basis. It is also expected that if inappropriate content is found to have been posted by an employee, it will be removed immediately, corrective action will be taken with the employee, and the Director will be notified.

**4. Fact Sheets**

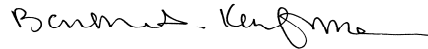
There is a fact sheet that describes the Center. Use it in all interactions with the media. Do **not** create your own fact sheet.

**Approved:**

**March 28, 2012**

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Date of Board Approval



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Barbara Kaufmann, WIB Director