



SOCIAL MEDIA POLICY

B-540

Purpose.

The rapid growth and ease of use of social media technologies have made them attractive channels of communication. Sharing news, achievements, events or promoting workforce activities through social media can be an effective way for SWWDB to communicate and promote SWWDB to multiple audiences. However, use of social media also presents certain risks and carries with it certain responsibilities. Social media must be used in a manner that complies with acceptable organizational practices, rules, regulations and laws. This document is intended to establish the SWWDB policy regarding the use of social media for official SWWDB communications.

Policy.

SWWDB participates in online communities to promote better communication with clients, employers, the general public, and service organizations. In the use of social media, it is the policy of SWWDB that any and all communications produced by or on behalf of SWWDB in an online community shall comply and be consistent with SWWDB standards for business conduct, policies and applicable laws, including laws concerning protected personal information, privacy, confidentiality, copyrights and trademarks.

For purposes of this policy, "social media" means any internet-based medium, created through social interaction, where users primarily produce and contribute to the content. Social media is defined to include, but is not limited to personal and professional websites, wikis, blogs, chat rooms and bulletin boards; social networks, such as Facebook, LinkedIn, Twitter and ~~MySpace~~ [Instagram](#); video-sharing sites such as YouTube; picture- or image-sharing sites such as Flickr and e-mail.

Furthermore, it shall be the policy of SWWDB that:

- Confidential or proprietary information or personal identifying information of anyone associated with SWWDB, its contracted providers or clients shall not be disclosed in any online postings or publications. Sharing these types of information, even unintentionally, could result in harm to SWWDB or the individual.
- Any communication that discloses an affiliation with SWWDB is considered as professional communications governed by this and other SWWDB policies.
- SWWDB equipment, assets and/or e-mail addresses shall only be used to perform job-related activities that may include professional networking but do not include personal social networking.
- Identify all copyrighted or borrowed material with citations and links, and when publishing direct or paraphrased quotes, thoughts, ideas, photos or videos, give credit to the original publisher or author.
- The CEO shall authorize and approve any website, blog, chat room, video-sharing site, bulletin board or other social media that promotes SWWDB.
- The CEO shall authorize and approve the use of the SWWDB logo or other intellectual property in a website, blog, chat room, video-sharing site, bulletin board or other social media.
- Use of social media during an employee's normal work time shall be limited to authorized work-related communications, and the use of social media for personal purposes while on work time or on equipment provided by SWWDB is prohibited.



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- Publishing comments about controversial or potentially inflammatory subjects, including politics, sex, religion or any other non-business related subjects is prohibited in any posts or other online communications involving SWWDB.
- Any hostile or harassing communication is prohibited in any posts or other online communications including but not limited to any offensive conduct or comment based on a person’s race, sex, gender, gender identity, national origin, color, disability, age, sexual orientation, veteran status, marital status, religion or any other status protected by law.
- Any other online communications, including responses to online posts, shall be reviewed routinely and any posts that are inaccurate, accusatory or negative about SWWDB or any of its employees shall be removed immediately when discovered and such action shall be communicated to the CEO.
- Information posted on official SWWDB online communities shall not represent personal views or opinions.
- Pursuant to P.L. 116-94, Division A, Title V, Section 505, when using social media to issue statements, press releases, requests for proposals, bid solicitations and other documents describing projects or programs funded in whole or in part with Federal money, all non-Federal entities receiving Federal funds shall clearly state:
 - a. The percentage of the total costs of the program or project which will be financed with Federal money;
 - b. The dollar amount of Federal funds for the project or program; and
 - c. The percentage and dollar amount of the total

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Every person covered by this policy shall be personally liable for all communications and information published online. SWWDB may be liable for online activity that use SWWDB assets, a SWWDB e-mail address or any e-mail address that can be traced back to SWWDB’s domain. Therefore, each employee is encouraged to make responsible decisions about the appropriate use of social media.

SWWDB shall require an employee to discontinue use of an online community or social media system if it believes the communications are in violation of this policy, SWWDB values, or applicable local, state and federal laws.

Outside the workplace, an employee has the right to participate in social media and networks using a personal e-mail address. Nothing in this policy is intended to or will be applied in a manner that limits employees’ rights to engage in protected concerted activity as prescribed by the National Labor Relations Act. Any employee opinions posted on non-official SWWDB sites shall represent their own views and are not those of SWWDB. Information and communications that an employee publishes on a personal online sites shall not be attributed to SWWDB or should not appear to be endorsed by, or to have originated from, SWWDB.

Any employee who is found to be in breach of this policy may be counseled about their actions and subject to disciplinary action up to and including termination. Furthermore, any employee who takes negative action or retaliates against another person for reporting a possible deviation from this policy, or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

The Board directs the Chief Executive Officer (CEO) to establish and maintain procedures that will manage the use of social media and online communications consistent with the mission and values of SWWDB,

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including the designation of social media and online communities to be used by SWWDB. The ~~director of~~ Finance ~~Manager~~ and the IT department, under the direction of and in consultation with the CEO, shall be operationally responsible for the management and monitoring of SWWDB authorized social media. Any variance from this policy shall require prior SWWDB authorization.

The CEO shall further ensure that every program operator or entity contracting with SWWDB is made aware of this SWWDB policy. Program operators shall make their staff aware of the policy; their duty to guard and protect confidential client information; and responsibility to communicate, including social media communications, in a manner that reflects positively on SWWDB and their organization, SWWDB, and the workforce system. Furthermore, it is the responsibility of each service provider to establish appropriate policies and procedures governing the use of social media by its employees.

Reference: ~~None~~ [National Labor Relations Act](#)
[Equal Employment Opportunity Commission](#)
[P.L. 116-94, Division A, Title V, Section 505](#)

Policy Adopted: December 12, 2012

Policy Revised: **June 11, 2014; March 109, 2021**

Commented [WJ1]: Do we want to keep this paragraph the way it is?

Commented [TD2R1]: I vote for yes as consistency-wise, we typically end each last paragraph with designating Rhonda with the responsibility of whatever it is.



INTERNET SERVICE PROVIDER REIMBURSEMENT POLICY

C-710

Purpose.

Southwest Wisconsin Workforce Development Board (SWWDB) acknowledges the need for certain administrative employees to access SWWDB's administrative business applications from their home. The configuration of SWWDB's Wide Area Network lends itself to this type of remote access and will allow for secure access from an employee's home to network business resources. It is SWWDB's position that this application of technology promotes effective communications, creates efficient and streamlined access to technology, and provides flexibility in managing demanding work schedules.

Policy.

Authorized employees will be partially reimbursed for Internet Service Provider (ISP) fees in order to access SWWDB's ~~administrative~~ business applications from their home. Reimbursement shall be based on business use of the ISP and shall only be made for costs that are reasonable in comparison with industry standards within the area. Reimbursement is limited as follows:

- Information Technology staff who are on call during non-business hours and must have access to fulfill their job responsibilities will be limited to reimbursement at ~~75~~70% of the actual installation charges for the service, plus ~~75~~70% of the actual monthly connection fees.
- Administrative staff engaged in business-related activity where access to SWWDB business applications is required during non-business hours will be limited to 50% of the actual installation charges for the service, plus 50% of the actual monthly connection fees.
- Case Management / Program staff in the event job centers and regular offices are not open and staff have to work from home as staff must have access to fulfill their job responsibilities. Reimbursement will be limited to 50% of the actual installation charges for the service plus 50% of the actual monthly connection fees.

The Chief Executive Officer (CEO) shall identify all staff that requires access to the SWWDB network during non-business hours. The CEO shall also approve the payment of all ISP costs based on documentation provided by the employee. Individual authorization may be modified or revoked by the CEO at any time.

SWWDB assumes no responsibility for recommending or arranging ISP support, and will not provide support for employee ISP accounts.

Reference:

Policy Adopted: December 10, 2004

Policy Revised: September 16, 2015; March 10, 2021



LIFE - ACCIDENTAL DEATH - DISMEMBERMENT INSURANCE POLICY

Purpose.

Southwest Wisconsin Workforce Development Board (SWWDB) is committed to providing its employees with a comprehensive pay and benefits package comparable to other employers within its service area. With this purpose in mind, this policy establishes that SWWDB shall make a group life and accidental death and dismemberment insurance coverage available for its employees with SWWDB paying the insurance costs.

Policy.

SWWDB provides group life and accidental death and dismemberment insurance coverage. This coverage is available to all regular and leased employees who are scheduled to work 30 or more hours per workweek, at no cost to the employee. Coverage is limited to the amount of the employee's annual salary, exclusive of over-time pay, with \$1,000 coverage per \$1,000 of income rounded to the next highest \$1,000.

Coverage will be effective on the first day of the month following ~~one full month~~ 30 days of employment. Employees are to refer to the designated plan document maintained by the insurance company for specific details on this fringe benefit as this benefit is guided by the plan document. The plan document include details on when raises in pay are taken into account (which is the year following the raise) and the reduction in maximum benefits based on attainment of certain age(s) (currently 65 and 70 years of age).

SWWDB shall have the exclusive right to designate the insurance carrier. SWWDB also reserves the right to change benefit plans including changing insurance carriers whenever, in its sole determination, such a change is for the good of the organization.

When the employee leaves SWWDB employment, group life, and accidental death and dismemberment insurance coverage will end effective the last day of employment.

Reference:

Policy Adopted: **December 10, 2004**

Policy Revised: **September 16, 2015; March 14, 2018; March 10, 2021**



BEREAVEMENT LEAVE POLICY

B-411

Purpose.

Southwest Wisconsin Workforce Development Board (SWWDB) is committed to providing its employees with a comprehensive pay and benefits package comparable to other employers within its service area. Within this overall compensation philosophy, this policy establishes that SWWDB shall provide its employees a specified number of bereavement leave days on the occasion of a death in the employee’s family.

Policy.

It is the policy of the Southwest Wisconsin Workforce Development Board (SWWDB) to provide leave with pay to a regular full-time employee in the event of a death of a family member as follows:

- Up to five days – A spouse or any person within the first-degree of consanguinity and first-degree of affinity.
- Up to three days – Any person within the second-degree of consanguinity or affinity.
- One day – Any person within the third-degree consanguinity or affinity.

The following chart shows the relationship to the employee:

Relationship to Employee					
Consanguinity (Includes individuals related by blood to the employee)			Affinity (Includes the employee’s spouse and individuals related to the spouse)		
First Degree	Second Degree	Third Degree	First Degree	Second Degree	Third Degree
Father or Mother	Grandparents	Great Grandparents	Spouse	Grandparents	Great Grandparents
Son or Daughter (& Spouse)	Grandchildren (& Spouse)	Great Grandchildren (& Spouse)	Father or Mother	Grandchildren	Great Grandchildren
<u>Brother or Sister</u>	Uncle or Aunt (& Spouse)	Great Uncle or Aunt (& Spouse)	Son or Daughter	Uncle or Aunt	Great Uncle or Aunt
	First Cousin (& Spouse)	Children of Great Uncle or Aunt (& Spouse)	<u>Brother or Sister</u>	First Cousin	Great Uncle or Aunt
	Nephew or Niece (& Spouse)	Second Cousin (& Spouse)		Nephew or Niece	Children of Great Uncle or Aunt
	<u>Brother/Sister-in-law- or Sister (& Spouse)</u>	Children of First Cousin (& Spouse)		<u>Brother or Sister</u>	Second Cousin
		Grand Nephew or Niece (& Spouse)		<u>Brother/Sister-in-law-</u>	Children of First Cousin
					Grand Nephew or Niece

NOTE: Under the degrees of consanguinity, where spouse is indicated, the relationship of the spouse is in the same degree as that of the person related by consanguinity, but the spouse is related only by affinity. Employee is the starting point from which all degrees of relationship are calculated.

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In addition, the Chief Executive Officer (CEO) may authorize the employee up to two additional days to travel to the funeral, depending on the location and mode of transportation necessary to reach the funeral site.

The employee must give notice of the need for bereavement leave to his/her supervisor as soon as possible and practicable, ordinarily at the start of the next working day. If the employee is unable to do so, the employee's spouse or other family member may give notice of the intent to use bereavement leave.

All bereavement leave shall be documented in accordance with SWWDB procedures and any form(s) used to account for the use of bereavement leave shall be filed in the employee's personnel file.

The CEO shall ensure that procedures and systems are established and maintained to document and record all bereavement leave used by employees. The Finance Manager, under the direction of and in consultation with the CEO, shall be operationally responsible for the documentation, accountability, and management of bereavement leave.

Reference: None.

Policy Adopted: December 10, 2004

Policy Revised: **December 11, 2013; September 16, 2015; March 13, 2019; March 10, 03/10/2021**