

GREATER RARITAN WORKFORCE DEVELOPMENT BOARD
SOCIAL MEDIA POLICY
2/9/2018

Policies and Procedures for The GRWDB's Use of Social Media

The Greater Raritan Workforce Development Board (GRWDB) oversees the combined workforce in Hunterdon and Somerset counties as a public/private partnership formed through the federal Workforce Innovation and Opportunity Act of 2014 (WIOA). The volunteer board is comprised of business, education, labor, economic development, and community leaders who analyze local workforce conditions, oversee the use of federal funds, and set workforce investment policy. The GRWDB has identified a need to promulgate its activities to the general public and employers in the most effective and accessible ways possible while recognizing its collaborative, public-sector nature in connecting Federal, State, and County government partners with local businesses and citizens.

Posting of Greater Raritan Workforce Development Board (GRWDB) announcements and information on social media sites is handled exclusively by GRWDB Staff, more specifically, the Business Services Specialist. Posts must be approved by any of the following authorized individuals: the Chair of the GRWDB, the Director of the GRWDB, the GRWDB Business and Financial Manager, and/or the Assistant to the County Administrator. Postings may include but are not limited to press releases/newsletters, upcoming meetings, notable events, think-pieces/documents, annual/statistical reports and a wide variety of local and national Workforce/Economic Development information at the discretion of the GRWDB Staff and/or their constituents.

Goals of The GRWDB's Social Media Initiative

The Greater Raritan Workforce Development Board (GRWDB) has adopted strategic priorities to direct the mission of its Social Media endeavors to further solidify the GRWDB's role of thought leadership in workforce policy for the local area. These goals are as follows:

1. To facilitate an alternate means of communication with our core constituents
2. To create visibility and raise awareness for the GRWDB and its key partners
3. To showcase unique career opportunities and trends in the school of workforce policy

Policies and Procedures for Public Postings to The GRWDB Pages on Social Media Websites

A link to the following posting policy/disclaimer is posted on the GRWDB's social media pages.

The purpose of this page is to provide a forum for the public to receive information about the Greater Raritan Workforce Development Board (GRWDB) and its reports, programs, articles, and events and to comment or ask questions if they so choose.

However, this is a moderated channel, meaning all comments will be reviewed for appropriate content. Please show respect to those you are addressing when submitting comments. Comments that are off-topic or include abusive or vulgar language, sexual content, spam, hate speech, personal attacks, advertisements or endorsements of products, or similar content will not be posted on this page. We will not redact or otherwise edit any comments, but we will remove comments that fall into any of the areas described in the previous sentence.

We reserve the right to determine which comments are acceptable for this page. We will, however, attempt to respond to legitimate questions and concerns regarding Somerset County and Hunterdon County government offices, programs, issues, and events.

The GRWDB does not guarantee the accuracy, authenticity, appropriateness, or security of any hyperlinks provided as part of public comments posted on the County's social media page.

This is a public forum and any information provided in comments may be publicly available on the social media page; the privacy policies of the social media vendor apply. As such, please do not include personal details such as your home address, telephone number, email address, or any other information you do not want available to the general public. If you choose to post personal information, you do so at your own risk. The GRWDB disclaims any liability for any loss or damage resulting from any comments posted on this page.

If you have specific questions regarding a GRWDB matter that involves details you do not wish to share publicly, please send your inquiry to grwib@co.somerset.nj.us and it will be forwarded to the appropriate or affiliated agent for a response.

We recognize that the Internet and social media are available 24/7. Comments are welcome at any time. However, please be advised that questions or comments typically will be responded to during normal business hours, which are Monday through Friday from 8:30 a.m. to 4:30 p.m., except County holidays.

Comments found to be in violation of this policy will be removed by the GRWDB Staff. Screenshots of deleted comments will be maintained by GRWDB Staff along with an explanation of why the posts were deleted.

Social Media Postings and the Open Public Records Act (OPRA)

The GRWDB recognizes that postings and comments on its social media pages constitute a part of public documents. All comments posted to GRWDB social media pages will become part of the official public record and may be accessed via Open Public Records Act (OPRA) requests. Screenshots of all social media comments are archived by the GRWDB.