



**Communications
& Graphics
Standards
Guide**

WORK SOLUTIONS
FORCE ★★★ HEART OF TEXAS ★★★

Linking Jobseekers and Employers

The Heart of Texas Workforce Development Board, Inc. is an equal opportunity employer/program and auxiliary aids and services are available upon request to include individuals with disabilities. TTY/TDD via RELAY Texas service at 711 or (TDD) 1-800-735-2989 / 1-800-735-2988 (voice).

Linking Jobseekers and Employers

Workforce Solutions conveys the purpose of the Texas workforce system, which provides solutions to challenges faced by employers and jobseekers. The Workforce Solutions for the Heart of Texas system offers comprehensive services such as business support, staffing assistance, and skills-specific training programs for employers and jobseekers throughout the six-county Heart of Texas region. Employers receive assistance in finding, developing, training and retaining a quality workforce. Jobseekers receive assistance in gaining the skills and education necessary to obtain and retain employment, as well as professional development and career advancement. In an effort to eliminate barriers to retaining employment, Workforce Solutions for the Heart of Texas also assists workers in securing quality childcare and reliable transportation. The statewide system is much more than a source to find work. It is a highly integrated system of workforce solutions, an essential component of the state's economic development strategy.

TABLE OF CONTENTS

Introduction 1

Who Is This Guide For?	1
What is the Purpose of this Guide?	1
How Should this Guide Be Used?	1
Who is the Contact for this Guide?	1

About Us 2

Our Vision	2
Our Mission	2
Who We Are	2
What We Do	2
Counties We Serve	3
Workforce Solutions Centers	3

Graphics & Visual Style Standards 4

General Guidelines	4
Official Logo	5
Logo File Formats	5
Color Palette & Formats	6
Typography	7
Secondary & Tertiary Logos	9
Approved Logo Variations	11
Logo Clear Space & Sizing	13
Incorrect Logo Usage	14

Communications Standards 15

Proper Name Usage	15
Print & Electronic Materials	17
Events	23
Media Relations & Public Information	24
Social Media	26

INTRODUCTION

Who is this guide for?

Workforce Solutions for the Heart of Texas board members, board staff, employees, contractors, service providers, and anyone else who communicates on behalf of the organization should reference this guide as the authority on consistently and accurately communicating with customers and the general public through general communications efforts, print and digital materials, outreach activities and hiring events.

What is the purpose of this guide?

The Workforce Solutions for the Heart of Texas brand embodies what we do, how we do it and why we are an established system of support for the communities we serve. Our verbal and visual messages are the identifying elements of the experience our partners, investors and community members can expect to have when interacting with our organization.

This guide is provided to ensure the correct and consistent representation of the Workforce Solutions for the Heart of Texas brand and services. Along with the logo, typography, color palette and other visual elements, specific directions are included to help you learn about our organization, guide you in your communications efforts, and manage visual communication materials.

How should this guide be used?

To clarify

Workforce Solutions for the Heart of Texas' organizational purpose, brand and services.

To ensure

employees, service providers, contractors, partners, affiliations and the general public understand and recognize the value of our brand.

To demonstrate

the relationships between Workforce Solutions for the Heart of Texas and its associated parties.

Who is the contact for questions about this guide?

Questions and suggestions regarding this guide should be directed to the Communications Office, which is located in the Waco Administrative Offices.

Workforce Solutions for the Heart of Texas Board Administrative Office

801 Washington Avenue, Suite 700
Waco, Texas 76701
Email: kim.kazanas@hotworkforce.com
Phone: (254) 296-5300

Kim Kazanas Communications Manager

Email: kim.kazanas@hotworkforce.com
Phone: (254) 296-5386
Fax: (254) 753-3173

ABOUT US

Workforce Solutions for the Heart of Texas Vision & Mission



Our Vision

A highly valued workforce system that meets the economic demands of the Heart of Texas communities.



Our Mission

To provide a well-trained workforce for employers in order to ensure the economic growth of the region.



Who We Are

One of 28 regional Workforce Boards in Texas, we serve as the governing board for the workforce system of the Heart of Texas region. Our Board represents the taxpayers and reflects the business, economic development, labor, education, community and government sectors of its six counties.



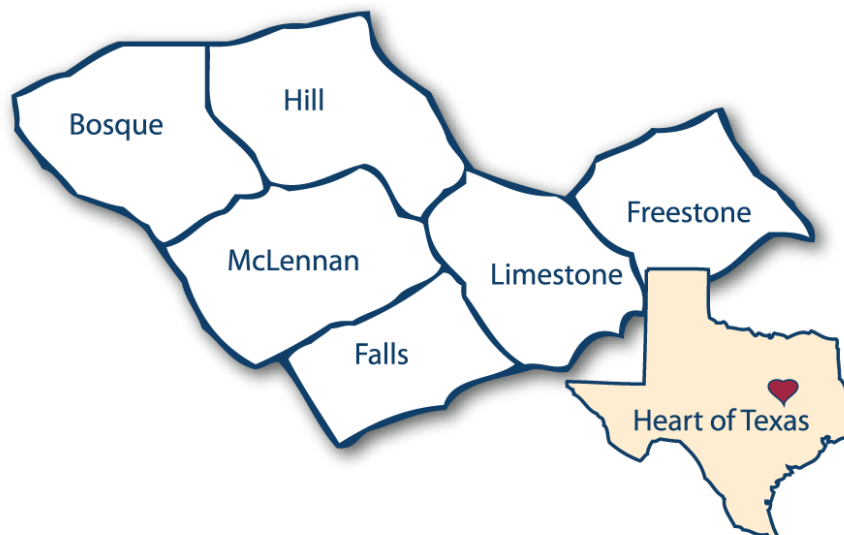
What We Do

We are a network of service providers and contractors that partners with businesses, educational institutions, civic organizations and community leaders to find solutions to labor needs of industries vital to the region and its economy by training and providing employment services to the local workforce. We seek to eliminate barriers to retaining employment by helping workers secure quality childcare and reliable transportation.

ABOUT US

Counties We Serve

Workforce Solutions for the Heart of Texas is proud to serve the six counties of Bosque, Falls, Freestone, Hill, Limestone and McLennan, which are visually represented below.



Workforce Solutions Centers

Service providers and contractors render services from our four Workforce Solutions Centers, which are located in four of the six counties we serve (Falls, Freestone, Hill, and McLennan counties). Bosque County and Limestone County customers may also visit any of these locations or may access our web-based jobseeker services at www.hotworkforce.com from any internet-ready computer.



Hill County
Workforce Solutions Center
233 E. Elm Street
Hillsboro, TX 76645
Phone: (254) 582-8588
Fax: (254) 582-8182
Hours: 8 a.m. to 5 p.m., M-F



Falls County
Workforce Solutions Center
230 Coleman Street
Marlin, TX 76661
Phone: (254) 883-5678
Fax: (254) 883-3778
Hours: 8 a.m. to 5 p.m., M-F



Freestone County
Workforce Solutions Center
517 Main Street
Teague, TX 75860
Phone: (254) 739-2887
Fax: (254) 739-5151
Hours: 8 a.m. to 5 p.m., M-F



McLennan County
Workforce Solutions Center
1416 S. New Road
Waco, TX 76711
Phone: (254) 296-5200
Fax: (254) 754-8914
Hours: 8 a.m. to 5 p.m., M-F
8 a.m. to 7 p.m., Tuesday

Graphics & Visual Style Standards

In order to promote organizational recognition, all print and electronic communications must share a consistent visual style and color scheme. Consistent visual identity is reinforced through typography (font styles), color and logo use. This makes each brochure, newsletter, advertisement or invitation part of a larger family of communications and makes them more easily identifiable with Workforce Solutions for the Heart of Texas.



General Guidelines

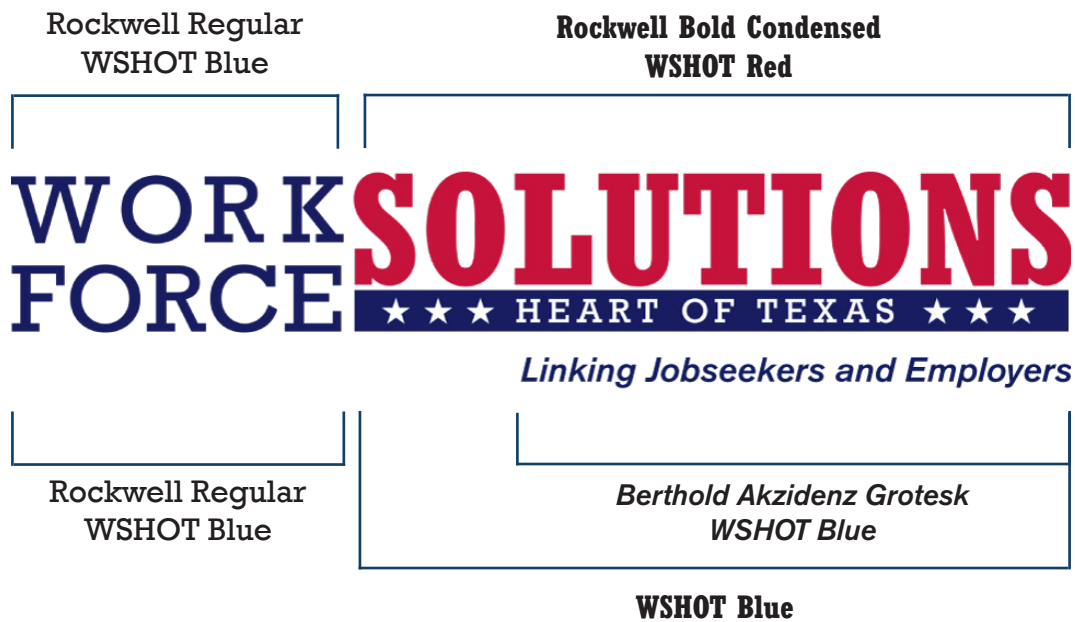
- The Workforce Solutions for the Heart of Texas logo should only be provided to other organizations/individuals with permission of the Communications Office. This includes events where another organization is promoting the event and Workforce Solutions for the Heart of Texas is a partner, co-sponsor or host of the event.
- Use of the Workforce Solutions for the Heart of Texas logo in another organization's publications (brochures, flyers, ads, etc.) must be submitted to the Communications Office for review **before** going to print or being released to the public.
- The Workforce Solutions for the Heart of Texas logo should never be redesigned, embellished, taken apart or combined with any other objects or words that alter the logo's design or identity. Staff should **only** use the official logo files [available on the intranet](#).
- Although the Workforce Solutions for the Heart of Texas logo may be sized to appropriately fit the medium in which it is presented, it **must always be sized proportionately** (see visual references and tips on page 14 of this guide).
- The Workforce Solutions for the Heart of Texas logo should always be large enough to ensure legibility. Size the logo to fit an area so that the proper clear space is allowed while maintaining visual legibility of the logo's words and graphics (see visual references and tips on page 14 of this guide).
- The Workforce Solutions for the Heart of Texas logo should be used on all publications unless otherwise specified or approved by this document or the Communications Office.
- Contractors should refer to their contract documents with Workforce Solutions for the Heart of Texas to find specific guidelines regarding use of their business name and/or logo in communications and publications representing their affiliation with Workforce Solutions for the Heart of Texas.
- Contractors and prospective contractors must provide the Communications Office with written notice of intent to use, display or advertise their business name at least five (5) business days prior.

Graphics & Visual Style Standards

Official Logo

The official logo is the 2-color, red and blue version containing two sets of type in the design of the logo: "Workforce Solutions" and "Heart of Texas," which is centered between six small stars (three on each side of the "Heart of Texas" type). The stars represent each of the six counties served by Workforce Solutions for the Heart of Texas. The tagline, "Linking Jobseekers and Employers," is located directly below the "Heart of Texas" type and stars.

Official Logo Breakdown



Logo File Formats

Approved logo file formats available for employees and contractors to use in publications and communications are listed below and are accessible from the intranet. While not exclusive of all file formats that exist, the ones listed below are the only formats the Workforce Solutions for the Heart of Texas logos are currently available in.

File Format	File Extension	Created/Edited In	Designed For
portable document format	.pdf	Adobe Systems	Can be downloaded and viewed by any computer with Adobe Reader; can be saved as editable file, which is great for both designers and clients
joint photographic expert group	.jpg or .jpeg	Adobe Photoshop, Illustrator or Fireworks	Use when a small file size is more important than max quality; Screen display, especially the Web; Online publishing of images
portable network graphics	.png	Adobe Fireworks, Illustrator or Photoshop	Online publishing of illustrations with lots of colors and transparency; Intermediate image-editing stages for JPG or TIF images

Graphics & Visual Style Standards

Color Palette & Formats

The Workforce Solutions for the Heart of Texas red and blue are the official colors for the primary and secondary logos. Logos should be reproduced in the red and blue color combination below unless the white or black reverse versions are needed. Reverse usage details are provided on pages 12 and 13.



Red

PMS 193 U
PMS 193 C
CMYK 22, 100, 67, 12 U
CMYK 22, 100, 67, 12 C
RGB 176, 2, 65
HEX# B00241



Blue

PMS 2758 U
PMS 2758 C
CMYK 100, 80, 35, 20 U
CMYK 100, 80, 35, 20 C
RGB 20, 60, 105
HEX# 144069

Please Note:

PMS, CMYK and RGB colors are the color formats used in reference to the type of publication being created (digital or print). The visual variations between the three color formats are minimal, but each is displayed at left as a reference. Color format adjustments should be made based on the file type. Definitions and usage are listed in the Term Guide below.

Term Guide

PMS (Pantone Matching System): PMS is a solid color matching system that is blended to provide a consistent and perfect match to the colors specified in the Pantone color guide. Using PMS colors for logos, stationery and other types of branding ensures color accuracy and establishes a standard that anyone working with your artwork will be able to match in a print project. PMS colors should also be used for printing when consistency and saturation of large or solid blocks of color are needed from page to page in a publication.

CMYK (Cyan, Magenta, Yellow, Black): CMYK is a subtractive color model using black to achieve more contrast and refers to the plates printers use to create ink using the four colors. Because it is a more cost-effective solution, the CMYK color format is primarily used when creating a publication for print.

RGB (Red, Green, Blue): RGB is an additive color model in which red, green and blue colors are added together to achieve further colors. The RGB color type should be used when the output will be on a computer monitor or digital display. Conversion to CMYK is typically required to print the same files in equivalent colors.

Hex# (Web Safe Colors): There are 216 web safe colors that display the same on all browsers, which were suggested as a web standard when computers began supporting 256 colors.

C vs U (Coated vs Uncoated): The letters C and U next to the color formats refer to the type of paper. In the world of Pantone, coated means gloss coated or paper that has a smooth, shiny finish. This coating makes the paper less absorbent allowing the ink to sit on the surface. Uncoated paper is more absorbent of the ink and is often used for letterhead, printer paper, copy paper, etc.

Grayscale: Grayscale is used when printing low quality images or files or when printing in white or dark colored backgrounds. Grayscale is not the same as printing in black and white.

Graphics & Visual Style Standards

Typography: Primary Typefaces

Three standardized typefaces have been chosen for the Workforce Solutions for the Heart of Texas brand identity. They are to be used in all printed and online communications. Each of the fonts was selected for its visual compatibility with the Workforce Solutions for the Heart of Texas logo and for its ability to convey a personality that is consistent with our brand. Only use the weights and styles shown below.

Aa

Calibri Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Aa

Calibri Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Aa

Calibri Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Aa

Rockwell Condensed Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Aa

Rockwell Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Aa

Berthold Akzidenz Grotesk Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Aa

Berthold Akzidenz Grotesk Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Aa

Berthold Akzidenz Grotesk Bold Extended

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9



Graphics & Visual Style Standards

Typography: Typeface & Font Usage

Akzidenz-Grotesk and **Calibri** are both sans-serif typefaces, which means they do not have the small projecting features called "serifs" at the end of their strokes. **Rockwell** is a serif typeface, which means it does have the small lines or "serifs" at the end of its strokes. Serif fonts used to be considered the more legible of the two, but due to the difficulty of reading them in digital formats, more recent studies show sans-serif fonts are better for larger sections of text.

Rockwell Condensed Bold is the typeface used in the Workforce Solutions for the Heart of Texas logo (see page 9 for visual reference). **Rockwell Condensed Bold** and **Rockwell Regular** should otherwise only be used for headlines or small blocks of text.

The **Berthold Akzidenz Grotesk** font family is the primary typeface chosen for use in marketing materials based on its ease of legibility and is suitable for headlines and/or body copy. **Calibri** is used as a substitute in publications for **Berthold Akzidenz Grotesk Regular and Bold**. **Calibri** (in 12 point font) should be the primary typeface in correspondence, word-processed documents, PowerPoint presentations and narrative text on websites.

**Lorem Ipsum
Dolor Sit Amet**

**SOLOREPERCIAT LA DOLORIATUM A
DOLUPTATE DOLORA EXERA AD EX
EARUM, AS AUT ODI, VOLUPIS DI.**

*Otae. Axime vellabo ratiorr ovidunt explab iunto et
harum consequam qui blabo. Nis mi, sit pa vel et
repedi tem elittem ellandic tempori repro.*

Uptam ipsam repudi ommoles sincimi, secepta cor autaeibus
destrum asped quam, ut vel ipieniment moditat aut volor reici te
expedi antia sequi sanihil luptati rae mos ad quiati doles nobis.

HEADLINES

Berthold Akzidenz Grotesk BE
Size: 40 pt font
Casing: Title Case

SUBHEADS

Rockwell Bold Condensed
Size: 23 pt font
Case: All Caps or Sentence Case

LEAD-IN/PULL QUOTE

Berthold Akzidenz Grotesk MI
Size: 15 pt font
Case: All Caps or Sentence Case

BODY

Calibri
Size: 12 pt font
Case: Sentence Case

Please Note: To maintain maximum logo recognition, the Rockwell fonts should not be used in headings, subheadings, body type, captions or in any other way if the logo is to appear on the same page of a publication or design space of any other item. Decorative fonts, such as Comic Sans, Bollenbach and Jokerman are not recommended. Do not substitute Calibri for any other font(s) in corporate communications. Questions concerning usage of typography that are not addressed in this guide should be directed to the Communications Office.

Graphics & Visual Style Standards

Secondary & Tertiary Logos

The Workforce Solutions for the Heart of Texas' secondary logos represent its various programs and services. The official version of each logo is the two-color, red and blue version with the program name listed between red bars directly beneath the bottom line of the original logo. The programs are Business Services, Jobseeker Services, Veterans' Services, Child Care Services and Youth Services.

There are three tertiary logos that represent initiatives Workforce Solutions for the Heart of Texas oversees including Link, ChildOne and YES! Youth Employment Solutions, which fall under the jobseeker, child care and youth services, respectively.

WORK SOLUTIONS
FORCE ★★★ HEART OF TEXAS ★★★

Linking Jobseekers and Employers

WORK SOLUTIONS
FORCE ★★★ HEART OF TEXAS ★★★
BUSINESS SERVICES

WORK SOLUTIONS
FORCE ★★★ HEART OF TEXAS ★★★
JOBSEEKER SERVICES

WORK SOLUTIONS
FORCE ★★★ HEART OF TEXAS ★★★
VETERANS' SERVICES



WORK SOLUTIONS
FORCE ★★★ HEART OF TEXAS ★★★
CHILD CARE SERVICES

WORK SOLUTIONS
FORCE ★★★ HEART OF TEXAS ★★★
YOUTH SERVICES



Graphics & Visual Style Standards

Secondary Logo & Tertiary Logo Usage

If secondary logos are used as indicated below, it is not required to also include the primary logo. The primary logo is required on all organization-wide materials and communications that is not specific to one program or is in reference to more than one program or service. The primary logo is also required to be used along with any of the tertiary logos (ChildOne, YES! to Youth and/or Link logos).



The Business Services secondary logo should be used on materials and communications regarding: Job Posting and Matching, Training and Assessment, Labor Market Information, Skills Development Fund, Work Opportunity Tax Credit, Layoffs and Closings Services.

The Child Care Services secondary logo should be used on materials and communications regarding child care services and related initiatives.



The Jobseekers Services secondary logo should be used on materials and communications regarding: Training Events, Hiring Events, and Job Fairs.

The Veterans' Services secondary logo should be used on materials and communications regarding: Hiring Red, White & You Event, and Veterans' Training Programs.



The Youth Services secondary logo should be used on materials and communication regarding: Job Readiness Activities, GED/High School Completion Programs, Tutoring and Grade Improvement Services, and Job Shadowing Programs.

Graphics & Visual Style Standards

Approved Logo Variations: 2-Color Usage

It is preferred that the Workforce Solutions for the Heart of Texas 2-color logo be used on a white background. When white is not a good option for specialty items like mouse pads or for printed or digital materials, then the color PMS Cool Gray 1C is an approved alternative background to use with the 2-color logo. The 2-color logo is shown below on the PMS Cool Gray 1C and white backgrounds.



Approved Logo Variations: White Reverse Usage

It is acceptable to use the approved PMS, CMYK and RGB red and blue colors in the background. A black background is also acceptable if using black and white only. In such cases, reproduction prevents the use of the 2-color logo and the White Reverse Logo must be used, which means the logo's type and mark must all appear in white. The samples below show the White Reverse Logo on a RGB blue, red and solid black background. The six stars and "Heart of Texas" type are the same color as the background.



Graphics & Visual Style Standards

Approved Logo Variations: Black vs. White Reverse Usage

The logo must appear in either black or white when used with grayscale backgrounds. Sufficient contrast must exist between the logo and background so the logo remains fully visible, legible and easily recognizable. The logo should never be placed on a background that would visually compete with or reduce its impact. The samples below should be used to determine when the logo should change from black to white.



15% Black



25% Black



50% Black

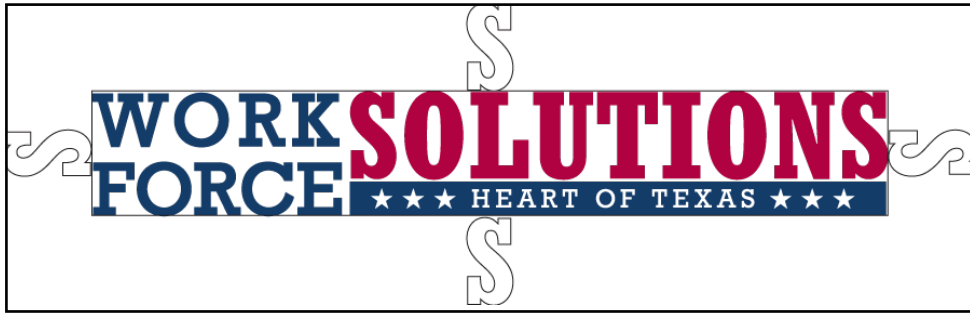


75% Black

Graphics & Visual Style Standards

Logo Clear Space & Sizing

In order for the corporate signature to aptly represent Workforce Solutions, it must be displayed in a prominent, uninterrupted manner. No type, symbols, or marks of any kind should intrude in the clear space area indicated below. As shown, a space equal to the proportional height of the “S” should be present to allow for proper clear space.



Never skew, distort or stretch the logo, as it is designed according to a specific height and ratio. Even slight distortions will impact the consistency and legibility. The logo should never be smaller than 1.5 inches in width.



Sizing Tip: When resizing the logo in Microsoft Office products, stretch from the lower right hand corner of the image. When possible, resize using proportional horizontal (width) and vertical (height) numeric or percentage values. In other certain software, images can be proportionally resized by holding down the shift key while stretching the image from one of its corner points. See **incorrectly resized** images below.



Graphics & Visual Style Standards

Incorrect Logo Usage

The first logo below is shown properly. The examples below the proper use of the official logo demonstrate unacceptable treatments.



Linking Jobseekers and Employers

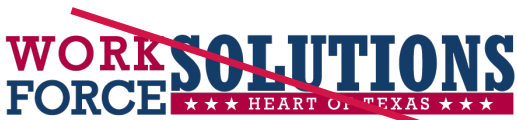
Proper Use of Official Logo



Do not reverse the logo's colors.



Do not add a drop shadow to the logo.



Do not alter the logo's colors.



Do not alter the shape of the logo.



Do not use colors other than the logo's official colors.



Do not rotate the logo.



Do not change the placement of logo elements.



Linking jobseekers and Employers

Do not manually type in the tagline.



Do not place the logo on a patterned background.



Do not place logo on a dark colored background.

COMMUNICATIONS STANDARDS

Proper Name Usage

The official system name is Workforce Solutions for the Heart of Texas and should be the name that is used in all communications and publications. The system's legal name is the Heart of Texas Workforce Development Board, Inc. and may often be seen stated as "a nonprofit corporation doing business as (dba) Workforce Solutions for the Heart of Texas."

However, for simplicity, the official and common name **Workforce Solutions for the Heart of Texas** should always be used by contractors, service providers and employees when communicating with customers or the general public about Workforce Solutions for the Heart of Texas and/or its programs and services.

When a second reference to the system name is necessary due to repeated reference in a document or publication, the official acronym may be used. Write the full name first followed by the acronym in parentheses as follows: Workforce Solutions for the Heart of Texas (WSHOT). Once introduced, the acronym WSHOT may be used without parentheses throughout the rest of the document.

The following system name with the component identifier may be used by career centers and service providers as applicable and appropriate:

- Workforce Solutions for the Heart of Texas Administrative Office (refers to the office at 801 Washington Avenue in Waco)
- Workforce Solutions for the Heart of Texas Board Staff (refers to the staff housed at the 801 Washington Avenue office in Waco)
- Workforce Solutions for the Heart of Texas Board of Directors (refers to the community members serving as advisory board members)
- Workforce Solutions for the Heart of Texas CEOs (refers to the Chief Elected Officials)
- Workforce Solutions for the Heart of Texas Business Services
- Workforce Solutions for the Heart of Texas Child Care Services
- Workforce Solutions for the Heart of Texas Veterans' Services
- Workforce Solutions for the Heart of Texas Youth Services
- Workforce Solutions for the Heart of Texas Jobseeker Services

Centers should be referred to as Workforce Solutions for the Heart of Texas Centers. When referencing a Center in text, use its geographic location-identifying name by adding it after Workforce Solutions for the Heart of Texas as follows:

- Hill County Workforce Solutions Center
- Falls County Workforce Solutions Center
- McLenon County Workforce Solutions Center
- Freestone County Workforce Solutions Center

Geographic locations should only be used in text and not as an addition to the logo.

The Workforce Solutions for the Heart of Texas name must be used by all contractors, board staff, and

COMMUNICATIONS STANDARDS

Proper Name Usage

workforce professionals when representing the system or its services. When referenced in conjunction with a service provider or contractor/subcontractor name, the Workforce Solutions for the Heart of Texas name and brand must be used in a subordinate position to the system's name and logo in terms of size, placement, stature, and location.

Contractors and prospective contractors must provide the Board with written notice at least five business days before the intent to use, display or advertise their business name in conjunction with Workforce Solutions for the Heart of Texas.

If collaborating on an event or initiative, it is appropriate to use the Workforce Solutions for the Heart of Texas name alongside any partner and/or sponsor names. Community partners who request to use the WSHOT logo in printed or digital format should be directed to the Communications Department for proper distribution of the logo. Community partners will be required to submit a proof—without exception—of printed or digital layouts using the WSHOT logo for compliance review and approval by the Communications Office.



For simplicity, the official and common name

**Workforce Solutions for
the Heart of Texas**

*should always be used. Write the full name
first followed by the acronym in parentheses:*

**Workforce Solutions for
the Heart of Texas (WSHOT).**



COMMUNICATIONS STANDARDS

Print & Electronic Materials

Required Equal Opportunity or EO Statement

“EO Is the Law” notice applies to employment practices of WIOA-Title I funded recipients and sub-recipients as well as the entire system of delivering WIOA-Title I funded aid, training, benefits, and services to the public. In order to be in compliance with this notice requirement, the Equal Opportunity statement must be included on all printed communications and publications directed at customers, potential customers or the general public including emails, booklets, brochures, flyers, media releases, advertisements, etc., in accordance with the following **Code of Federal Regulations, Title 29, Part 38:**

§38.34 What type of notice must a recipient include in publications, broadcasts, and other communications?

(a) Recipients must indicate that the WIOA Title I-financially assisted program or activity in question is an “equal opportunity employer/program,” and that “auxiliary aids and services are available upon request to individuals with disabilities,” in recruitment brochures and other materials that are ordinarily distributed or communicated in written and/or oral form, electronically and/or on paper, to staff, clients, or the public at large, to describe programs financially assisted under Title I of WIOA or the requirements for participation by recipients and participants. Where such materials indicate that the recipient may be reached by telephone, the materials must state the telephone number of the TDD/TTY or relay service used by the recipient, as required by §38.9(c).

(b) Recipients that publish or broadcast program information in the news media must ensure that such publications and broadcasts state that the WIOA Title I-financially assisted program or activity in question is an equal opportunity employer/program (or otherwise indicate that discrimination in the WIOA Title I-financially assisted program or activity is prohibited by Federal law), and indicate that auxiliary aids and services are available upon request to individuals with disabilities.

(c) A recipient must not communicate any information that suggests, by text or illustration, that the recipient treats beneficiaries, registrants, applicants, participants, employees or applicants for employment differently on any prohibited ground specified in §38.5, except as such treatment is otherwise permitted under Federal law or this part.

The EO statement is not the same as the Workforce Solutions for the Heart of Texas tagline. The statement below must stay together and must be visible on all communications and publications regarding the Workforce Solutions for the Heart of Texas system. The statement should always be a minimum of 9 point font, centered and titled accordingly.

A copy and paste EO statement is available on the intranet.

Equal Opportunity Employer/Program

The Heart of Texas Workforce Development Board, Inc. is an equal opportunity employer/program and auxiliary aids and services are available upon request to include individuals with disabilities. TTY/TDD via RELAY Texas service at 711 or (TDD) 1-800-735-2989 / 1-800-735-2988 (voice).

COMMUNICATIONS STANDARDS

Print & Electronic Materials

Business Cards

The business card is a calling card, meant to provide the recipient with an uncluttered, concise way of contacting you. Only primary contact information should be included. A business card is not meant to provide multiple addresses, phone numbers, etc. This is confusing for readers, who will not know which contact information is appropriate for their needs. Include business cards in your correspondence, notes, and packages. Elements to be included: your name, title, Center address of your primary office, office number, fax number, and email. The back includes the mission statement, social media sites and website.

Please send order requests to Rochelle Goodnight at rochelle.goodnight@hotworkforce.com.



Anthony Billings
Executive Director

Administrative Office
801 Washington Avenue, Suite 700
Waco, TX 76701

Office: 254.296.5392
Fax: 254.753.3173

Email: anthony.billings@hotworkforce.com

Mission Statement

To provide a well-trained workforce for employers in order to ensure the economic growth of the region.

like us   follow us
HOTWORKFORCE

www.hotworkforce.com

Email

Consistent email signatures deliver a visually coherent look across all Workforce Solutions for the Heart of Texas business units. Just as our business cards follow a standardized approach, email signatures should be consistent. Consider your email signature your digital business card. Email signatures should include your name, title/position, department/program, phone number, fax number (if applicable), email address, mailing address, and the Workforce Solutions for the Heart of Texas website (www.hotworkforce.com).

Please make note of the following additional email signature guidelines:

- Personal quotations or philosophical statements should not be included as part of your signature, which is representative of the organization's viewpoint.
- Watermarked, colored, photographic backgrounds or other types of templates in emails are not permitted as they often make correspondence difficult to read and are not always compatible with other email programs.
- Required font is Calibri. To ensure emails can be easily read via a mobile device, the minimum font size should be 14 points.

Kim Kazanas
Communications Manager

Heart of Texas Workforce Development Board, Inc.
801 Washington Avenue, Suite 700
Waco, TX 76701
Phone 254-296-5386 | Fax 254-753-3173
Kim.Kazanas@hotworkforce.com
www.hotworkforce.com

Detailed instructions on how to set up email signatures in Microsoft Outlook are available on the intranet.

COMMUNICATIONS STANDARDS

Print & Electronic Materials

Letterhead

WSHOT name and logo will be used on all letterhead used by contractors, centers and their representatives, as well as by the WSHOT Board Staff and the membership of the WSHOT Board of Directors. Contractors will use only those printing companies that can meet exact printing specifications. All stationary templates must be reviewed by the Communications Manager prior to use. All letterhead must follow exact design, text and paper specifications for the letterhead template described below. Contractors and staff may only use the letterhead variation when representing the system in community outreach and/or when communicating with customers, potential customers, employers, the media, etc. The electronic letterhead template may be found on the intranet.

Size: 8.5" x 11"

Margins: .5" (top & bottom)
1" (left & right)

Logo w/ Tagline: 3.75" wide
.25" from top
Centered

Date, Address & Body: *Calibri Regular*
Color-Black
12 pt. type
Left justified
Date begins 2" from top; 2 returns between each subsequent section

Website & Address: *Berthold Akzidenz*
Grotesk Regular
Color-Pantone 2758 C
11 pt. type
Centered
Placed in footer

EO Statement: *Calibri Regular*
Color-Pantone 2758 C
9 pt. type
Centered
Placed in footer (.25" from bottom)

Logo: WORKFORCE SOLUTIONS
*** HEART OF TEXAS ***
Linking Jobseekers and Employers

Date

Company Name
1234 First Avenue
Suite 123
City, Texas 12345

Dear Name Surname,

Et, vel il ilit at ea at adignim ipsuscidunt verat aliquis alit nullandit aciliquamet alit luptat non vero odoloreet nostie vel in utpat at laoreet, vercilit num voloreros ea faccum il ullaore mod ming eugait volorem eum at.

Ming eugait nos euipsusto consequ amconum ipsustin velent adiatinis nostrud dolorem nonsequisi blaorerillan vero odignim il ea facidunt alit augait er sum velisim iure dipit ad delendr ercillaore te facilit aut alisi exerostrud mod tie enibh estio odiam quisi.

Sincerely,

Name Surname
Title
Department

www.hotworkforce.com
801 Washington, Suite 700 | Waco, TX 76701 | Phone: 254-296-5300 | Fax: 254-753-3173
The Heart of Texas Workforce Development Board, Inc. is an equal opportunity employer/program and auxiliary aids and services are available upon request to include individuals with disabilities. TTY/TDD via RELAY Texas service at 711 or (TDD) 1-800-735-2989 / 1-800-735-2988 (voice).

COMMUNICATIONS STANDARDS

Print & Electronic Materials

Flyers, Brochures, Newsletters & Other Printed Materials

All printed materials will carry the Workforce Solutions for the Heart of Texas name and approved logo and will meet the design and quality specifications outlined in the Graphics & Visual Style Standards section of this guide.

If the WSHOT templates available do not meet your needs for a printed publication, please contact the Board Office to request design services. Only the templates provided by the Board Office may be used for individual creation of materials. Otherwise, a formal request must be submitted to the Board Office.

Please note the following printed materials guidelines:

- All printed materials will carry the Workforce Solutions for the Heart of Texas name and logo.
- All printed information must meet the design and quality specifications in this guide and as otherwise approved by the Administrative Office.
- Whenever possible, all contractor and center generated program materials should be laser printed on pre-printed 8.5 x 11 blank sheets (shells) to maintain paper and color match with other system marketing materials.
- Only authorized reprints of system marketing materials may be used.
- All marketing materials designed by contractors for customer and external public information purposes must be pre-approved by the Administrative Office.
- Flyers for special events held locally by Workforce Solutions Centers do not need to be pre-approved, but they should include the Workforce Solutions for the Heart of Texas name and logo and be created using the templates available on the intranet.
- If contractor newsletters are allowed by the contractor's individual contract agreement and are funded by WSHOT Board funds, they must carry the Workforce Solutions for the Heart of Texas name and logo and may not include a contractor's business name or logo.
- If a particular project involves printing more than 200 color copies or 500 black and white copies, the print job should be considered for outside printing instead of in-house copier use.
- The preferred printing vendor for WSHOT is the Texas State Technical College's Print Shop. Please call (254) 867-4879.
- All materials must include the EO statement.

Posters/Displays

All poster and display materials should carry the Workforce Solutions for the Heart of Texas logo and name, and should follow all design and print specifications outlined in the Graphics & Visual Style Standards section of this guide. Please make note of the following additional guidelines:

- Poster and display materials should use the corresponding templates available on the intranet.
- Posters with system information such as services provided and the Equal Opportunity (EO) statement (in English and in Spanish) must be visible and hung properly in high traffic areas for customers.

COMMUNICATIONS STANDARDS

Print & Electronic Materials

Signage

Signage standards and guidelines apply to all site and outdoor signs, door and window signs, interior signs and event signs. Employee name badges and clothing imprints are also included in signage standards and guidelines.

The following guidelines pertain to door and interior signage:

- WSHOT Board staff are responsible for all site and outdoor signs, as well as all door and window signs for all four Workforce Solutions Centers.
- Signage will display the Workforce Solutions for the Heart of Texas name and logo with tagline only.
- Only the Workforce Solutions for the Heart of Texas name and logo may be displayed on interior signs in Workforce Solutions Centers.
- Employers who wish to place banners outside Workforce Solutions Centers should submit the request in writing to the Board, who will evaluate the request. All banners allowed must be secured in a manner that prevents the banners from sagging. Banners that sag or become tattered due to the elements will be taken down and returned to the employer.
- Service Provider names and logos are not permitted in interior areas of customer contact.

The following guidelines pertain to employee badges and clothing imprints:

- Name or identification badges worn by career center staff, including Business Service Representatives, must display the Workforce Solutions for the Heart of Texas name and logo. All employee name badge designs must be reviewed by the Board Staff.
- No contractor name or logo may be used on a name badge and worn during customer or potential customer contact.
- No contractor business name or logo may be used on any article of clothing by Workforce Solutions Center staff, including Business Service Representatives, during business hours or at outreach activities.

Advertising

All advertising will be coordinated and managed by the WSHOT Board Staff.

Please note the following advertising guidelines:

- Only the Workforce Solutions for the Heart of Texas system name and logo will be used in advertising.
- Contractors may not use or display their business name or logo in any form of advertising.
- Contractors must request permission from Board Staff prior to conducting any advertising on their own.
- All ad copy must meet the standards provided in this guide and must be pre-approved by Board Staff.
- Allowable advertising costs have been identified by the Texas Workforce Commission (TWC) in accordance with Financial Manual for Grants and Contracts (FMGC), Ch. 8 (see ***TWC Letter WD 17-10*** on the intranet).

COMMUNICATIONS STANDARDS

Print & Electronic Materials

Websites

All WSHOT Board contractors with websites that describe, reference or advertise Workforce Solutions for the Heart of Texas and/or its services must include the Workforce Solutions for the Heart of Texas system name and logo and a link to the website www.hotworkforce.com.

Please note the following website guidelines:

- Any contractor or affiliated website which is developed, supported and/or maintained with funds from Workforce Solutions for the Heart of Texas **must**:
 1. have related content, design and text reviewed and approved by the WSHOT Board Staff for accuracy and consistency of message;
 2. use the Workforce Solutions for the Heart of Texas name and logo; and
 3. provide a prominent reference and direct link to www.hotworkforce.com as the primary website for the Workforce Solutions for the Heart of Texas system.
- Contractors may reference Workforce Solutions for the Heart of Texas on their own independent company websites that are not supported by any funds provided by the WSHOT Board.
- All information relating to the Workforce Solutions for the Heart of Texas system must be reviewed and approved for accuracy by the WSHOT Board Staff.
- All contractors must state on their websites that they are **“contracted and funded by the Workforce Solutions for the Heart of Texas Board.”**
- Contractors **may not** represent themselves or their organizations on a website as the operator or administrator of the Workforce Solutions for the Heart of Texas or any part or service of the Workforce Solutions for the Heart of Texas system (e.g., **Workforce Solutions for the Heart of Texas, operated by...**). It is **incorrect to imply** that all Workforce Solutions for the Heart of Texas Workforce programs are operated by a single contractor.

Promotional Items

Items branded with the Workforce Solutions for the Heart of Texas logo are available for use as giveaways at events including bags, flash drives, folders, lanyards, notepads and pens. Requests for these items should be made through the HOTComms Event Form located on the intranet.

Please make note of the following guidelines regarding promotional items:

- All items must contain the Workforce Solutions for the Heart of Texas name, logo and a short phrase informing the public about program activities such as Linking Jobseekers and Employers (see **TWC Letter WD 17-10** on the intranet).
- Items may also carry the Workforce Solutions for the Heart of Texas Workforce Solutions Center location, name, address, phone number, website, and social media account information.
- Items **will not** include the name or logo of a Service Provider.
- Allowable outreach and promotional items have been defined by TWC in accordance with FMGC, Ch. 8 (see **TWC Letter WD 17-10** on the intranet).
- Requests for promotional items or designs not available in the current catalog must be made via the Board Staff at least **8 weeks prior** to the date items are needed.
- The most updated list of available promotional items and prices may be found on the intranet.

COMMUNICATIONS STANDARDS

Events

Workforce Solutions for the Heart of Texas hosts or co-hosts a variety of events every year. Some events are held annually, while others are provided by request or on an as-needed basis. Employees, contractors and service providers responsible for or involved in coordinating an event may order promotional items and marketing materials through the Communications Office. Please follow the instructions in the HotComms form when submitting requests.

Job Fairs are events that target individuals looking for a job by bringing in several employers who want exposure to potential employees. They are local, regional or global in scope and may take place at a Center or in the community.

Hiring Events are conducted in partnership with an employer to promote available jobs specifically for that employer. These events will likely have a more targeted audience based on the employer's specific needs.

Business Expos are business-to-business events that target employers. These events may be local or regional in scope.

Special Events are global in scope and under the direction of the Board Office.

Please note of the following event guidelines:

- The HotComms Event Form must be completed **6 weeks prior** to the event to request materials (printed, promotional, electronic, and decorative) and media coverage. (link to form on intranet)
- Event signage, posters and related printed materials must meet all name, logo and graphics guidelines outlined in this guide.
- In any specific job fair or business expo event, WSHOT will be represented as a single, unified organization. Service providers and centers may participate in an event as a cooperative effort.
- In regional or special events, service providers and contractors may not represent themselves independently as an operator of Workforce Solutions for the Heart of Texas programs.
- Center staff, including contractors, should inform the Board Office when involved in community and/or regional job fairs.
- Promotional items may be given away at special events with discretion and in compliance with **TWC Letter WD 17-10**, which is located on the intranet.
- Service providers are expected to coordinate with the Communications Manager for assigned duties prior to or the day of any type of event that may have media and press. Duties may include greeting guests, distributing information, seating guests, etc.
- Any collateral distributed at an event shall be reviewed and approved by the Board Office.

Events Calendar

Workforce Solutions of the Heart of Texas uses a Google Calendar to publish all planned events, which is accessible from the "Calendar" link on the www.hotworkforce.com Quicklinks menu. Contractors must inform the Board Office of any planned events and provide the event name, date, time, location, and description (including pay information) as soon as details are finalized so the event can be published on the calendar.

COMMUNICATIONS STANDARDS

Media Relations & Public Information

Media Inquiries

All contacts and inquiries from members of the print or broadcast media regarding program or customer information must be referred immediately to: 1) David Davis, the Workforce Solutions for the Heart of Texas official spokesperson; 2) the Communications Manager; or 3) any other Board Staff member designated by the Board Executive Director. This includes news reporters, editors, columnists, bloggers, TV anchors, etc.

All contacts and inquiries from members of the print or broadcast media regarding labor market information should be directed to the TWC Labor Market and Career Information Department at (866) 938-4444.

The Communications Manager or other Board Staff must be notified immediately regarding all planned or unplanned on-site or contractor broadcast media interviews, filming or taping.

The Communications Manager or Board Staff must approve all participating customers and staff persons who appear in a print or broadcast media interview and those interview subjects must sign a Media Release Form. Forms are available on the intranet.

Any customers or potential customers and staff persons who appear in non-news, public or private, print or broadcast media interviews, filming or taping must sign a Media Release Form.

Signed copies of the Media Release Form should be faxed/mailed to the board Communications Manager.

No contractor, or employee thereof, in receipt of WSHOT funding may contact any media outlets regarding funded programming unless authorized and approved by the Communications Manager or Executive Director.

Personal points of view may conflict with Workforce Solutions for the Heart of Texas policies, and therefore, employees of contractors who contact the media may not do so as employees of contractors of Workforce Solutions for the Heart of Texas funded programs.

Employees of contractors who contact the media, must do so on their own non-WSHOT funded time, with their own non-WSHOT resources, and clearly identify that any views set forth are their personally held opinions and not that of the Workforce Solutions for the Heart of Texas Board and funded programs.

Any incidents/situations that might attract media attention, result in a media inquiry or have the potential for becoming a media crisis must be reported immediately to the WSHOT Communications Office or Executive Director so that a media strategy, official statement and/or media release can be developed.

WSHOT Spokesperson

David Davis
Email: david.davis@hotworkforce.com
Phone: (254) 296-5200/(254) 296-5204
1416 S. New Road
Waco, TX 76711

Communications Manager

Kim Kazanas
Email: kim.kazanas@hotworkforce.com
Phone: (254) 296-5386
801 Washington Avenue, Suite 700
Waco, TX 76701

Board Staff Offices

Phone: (254) 754-5300
801 Washington Ave., Suite 700
Waco, TX 76701

COMMUNICATIONS STANDARDS

Media Relations & Public Information

News, Success Stories & Events

In order to inform the public of the Workforce Solutions for the Heart of Texas programs, services, community outreach and achievements, contractors and employees must notify the Communications Manager of any newsworthy information, success stories, new partnerships/collaborative activities, or any other newsworthy information that can be used to promote the Workforce Solutions for the Heart of Texas system. The Communications Manager will approve and coordinate appropriate media coverage.

Contractors must also notify the Communications Office of all planned events (job fairs, hiring events, business expos, outreach activities, etc.) for purposes of publishing to the Workforce Solutions for the Heart of Texas events calendar and for coordinating media coverage.

Television or Radio Shows

Contractors must notify the Communications Office in advance of any scheduled television or radio shows and details of broadcast content. Contractors must also adhere to the following guidelines:

- Contractors must not represent themselves or their organizations as the operator or administer of the Workforce Solutions for the Heart of Texas. It is incorrect to imply, directly or indirectly, that career centers of the Workforce Solutions for the Heart of Texas are operated by a single contractor.
- Any television or radio show which is developed, supported and/or maintained with funds from the Workforce Solutions for the Heart of Texas Board must have its content pre-approved by the Workforce Solutions for the Heart of Texas Communications Office.
- Contractors may reference the Workforce Solutions for the Heart of Texas on their own television and/or radio shows even if not supported by any funds obtained through the Workforce Solutions for the Heart of Texas Board.

Public Information

All Public Information or Open Records requests should be immediately directed to the Workforce Solutions for the Heart of Texas Public Information Officer, Judy Hedge.

Judy Hedge

Administrative Support Specialist & Public Information Officer

Email: judy.hedge@hotworkforce.com

Phone: (254) 296-5393

801 Washington Avenue, Suite 700

Waco, TX 76701

COMMUNICATIONS STANDARDS

Social Media

Purpose

The WSHOT social media accounts are online resources for the general public, customers and other stakeholders to learn about the WSHOT system, events, programs and services and to share information with staff, employers, jobseekers, and anyone else who is interested in developing the Heart of Texas workforce. The following WSHOT Facebook and Twitter social media accounts are currently active:



www.facebook.com/HOTWorkforce



[@HOTWorkforce](https://twitter.com/HOTWorkforce)

Disclaimer & Rules of Engagement

The Workforce Solutions for the Heart of Texas (WSHOT) social media sites are managed solely by the Communications Office and any other Board Staff designated by the Executive Director. Social media sites shall not be used to conduct any official business with WSHOT including, but not limited to:

- unemployment benefits;
- appeals or claims;
- public information/open records requests;
- a candidate's application status in *WorkinTexas.com*;
- inquiries/discussions regarding personal information or accounts.

Postings or comments are not considered official business transactions and the WSHOT Board and/or its staff has no responsibility or obligation to act on them. Our social media channels are also not the appropriate place to resolve issues, complaints or suggestions about service experiences or programs. Customer and stakeholder feedback is welcomed and encouraged, but such concerns are best handled by trained representatives. If you're interested in sharing comments or feedback outside the scope of these channels, you can send a message through the "Share your Thoughts" link located in the quicklinks menu on www.hotworkforce.com. Comments may be forwarded to other WSHOT departments and personnel to ensure appropriate follow-up.

Postings and comments are not private. Any communication on any social media site may be subject to monitoring and disclosure to third parties under the Texas Public Information Act, chapter 552, of the Government Code, or other disclosure laws.

To the extent applicable, the WSHOT Board reserves the right, in its sole discretion, to:

- edit any and all social media comments and postings;
- delete and/or report irresponsible content or content that is otherwise inconsistent with the purpose of the WSHOT social media channels;
- block and/or report social media users who do not follow the WSHOT Rules of Engagement listed below when engaging with WSHOT social media accounts;
- report social media users/groups/pages/accounts that display and/or use any official WSHOT logo without prior approval from the WSHOT Board; and
- report social media users/groups/pages/accounts that inappropriately and/or falsely attempt to represent the WSHOT system brand, programs and/or services by using the WSHOT system name, logo or any other system likeness.

COMMUNICATIONS STANDARDS

Social Media

WSHOT will make every effort to monitor social media content and ensure its content is of an appropriate nature. If inappropriate content is found, please email the Board immediately at judy.hedge@hotworkforce.com so the appropriate WSHOT Board Staff may review the content and remove it if deemed inappropriate. WSHOT shall not be held responsible for inappropriate content submitted by social media users. WSHOT does not reply to all posting and/or comments.

WSHOT does not create, control, represent, or endorse any opinions or statements expressed by others within its social media channels, including those that Follow/Like WSHOT and those Followed/Liked by WSHOT. Any content posted by anyone other than WSHOT is the responsibility of the submitter and not WSHOT. Links that take you out of our social media channels, websites, and digital assets are not under the control of WSHOT, and WSHOT is not responsible for the terms and conditions, privacy policy, or content of any such site or any further links from such site. Engaging in social media activity such as following another user's account, "liking" another page, or re-tweeting, sharing, or otherwise re-posting another user's content, does not represent an endorsement by the WSHOT system Board or its staff.

To protect the public and staff, social media users engaging with WSHOT via any social media account are asked to please follow the following Rules of Engagement:

- No confidential or personal information
- No profanity
- No racist, sexist, or derogatory content
- No spam or solicitous material directed at WSHOT or any of WSHOT's followers
- No personal attacks or threatening harassing comments
- No copyrighted material
- No activity that violates any law or regulation
- No calls to violence of any kind
- No content that provides advice that may be unsolicited and/or unverified
- No content deemed to constitute an unapproved use of any WSHOT funds, services or programs or is otherwise false or misleading
- No potential infringement upon any intellectual property rights including but not limited to brand names, trade names, logos, copyrights or trade secrets of any person, business or place
- No content posted by fake and/or anonymous users
- No content deemed to be off-topic or to disrupt the purpose(s) of the social media channel, its Followers or Fans, and its sense of community and acceptance

Employee & Contractor General Guidelines

These are official guidelines for Internet usage and for participating and engaging in social media on behalf of or as a representative of WSHOT and any of its programs or services. The standards apply to WSHOT employees, contractors and service providers who are creating or contributing to blogs, wikis, social networks or any other externally facing (public internet) social media community as part of their work for WSHOT or their individual employer. These guidelines also apply to these groups in personal social media settings in which the WSHOT is being referenced as part of their official role.

Contractors should refer to their WSHOT contracted documents for specific guidelines regarding use of social media for promotion of WSHOT programs. Contractors must provide the WSHOT

COMMUNICATIONS STANDARDS

Social Media

Communications Office with written intent to establish and/or use social media platforms related to WSHOT programs.

Internet/Intranet Usage

Acceptable Use - Internet access is to be used primarily for business purposes. Any personal social media use must not interfere with an employee's WSHOT responsibilities. Social media use must also not interfere with normal business activities, must not involve solicitations, must not be associated with any for-profit outside business activity, and must not potentially embarrass the company, damage the company's reputation or tarnish its image. When using WSHOT's computers and other technology systems, use of social media for business purposes is allowed (ex: Facebook, Twitter, WSHOT blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.

Blocked Content – WSHOT, at its sole discretion, reserves the right to block access to any Internet site.

Social Media Usage

- Employees need to know and adhere to all WSHOT policies when using social media in reference to WSHOT.
- Employees should be aware that WSHOT may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to WSHOT, its employees, or customers.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Communications Office or Public Information Officer.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should **immediately** refer these inquiries to authorized WSHOT Board Staff.
- If employees encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of the appropriate Board Staff.
- Employees should get appropriate permission before referring to or posting images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Subject to applicable law, after-hours online activity that violates any WSHOT policy or any other law may subject an employee to disciplinary action or termination.
- If employees publish content after-hours that involves work or subjects associated with WSHOT, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent the positions, strategies or opinions of the Workforce Solutions for the Heart of Texas."
- Respect the confidentiality of all participants, and never disclose confidential information of fellow

COMMUNICATIONS STANDARDS

Social Media

employees, customers or Workforce Solutions for the Heart of Texas business matters.

- Respect copyright laws and give credit to sources of written content, images and ideas you reference or use.
- Don't engage in arguments or negative conversations.
- Be transparent and avoid misrepresentation. Never represent yourself or the company in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.
- Post meaningful, respectful comments - in other words—no Spam, off-topic or unprofessional remarks.
- Stick to your area of expertise.

WSHOT employees or contractors must not:

- Comment on any topic related to legal matters, litigation or any parties the company may be in litigation with.
- Participate in Social Media when the topic being discussed may be considered a crisis situation. Even anonymous comments may be traced back to your or the company's IP address. Refer all Social Media activity around crisis topics to the Communications Office.
- Create company specific Social Media profiles on their own. Doing so dilutes the follower-base and creates situations where the profiles are individually-owned instead of corporate-owned. The company's social media platforms/profiles are created by the approved Board Staff only acting on behalf of the Communications Office and Board Staff.

Legal Issues & Requirements

Accessibility

Workforce Solutions for the Heart of Texas is committed to providing an online presence that enables full public access to its information and services. To accommodate users with disabilities, here are the suggested alternative access sites for these social media channels:

- Facebook: The Facebook mobile site <http://m.facebook.com> is a suggested accessible alternative to the original Facebook page. Please also reference Facebook's help page for Accessibility for People with Disabilities for more information.
- Twitter: The accessible version of Twitter www.accessibletwitter.com is the suggested alternative access to the original Twitter profile.

Intellectual Property Rights and Ownership

Intellectual property rights of content provided by the public will be governed by federal copyright law, the terms of service of the social media provider, and related policies of the Workforce Solutions for the Heart of Texas. Please reference the Digital Millennium Copyright Act notice and contact information should you need to report a copyright issue.

Any trademarks that appear on Workforce Solutions for the Heart of Texas social media sites are the property of their respective owners who may or may not be affiliated with, connected to or sponsored by Workforce Solutions for the Heart of Texas.

Monitoring

All published social media content may be subject to monitoring. This content may take the form of digital text, photography images and videos. User-generated posts may be rejected or removed when the

COMMUNICATIONS STANDARDS

Social Media

content of a post:

- Violates the terms of service that governs the social media sites
- Contains personal identifying information or sensitive personal information as defined in Tex. Code Bus & Com. Sec. 521.001 et. Seq.
- Contains offensive terms that target protected classes
- Is threatening, harassing or discriminatory
- Incites or promotes violence or illegal activities
- Contains information that reasonably could compromise public safety
- Advertises or promotes a non-affiliated commercial product or service, or any entity or individual
- Promotes or endorses political campaigns or candidates
- Or violates a trademark, copyright or other law

Privacy

Workforce Solutions for the Heart of Texas employees should only post public information on social media sites. Postings from the public on Workforce Solutions for the Heart of Texas social media sites become public record and may be shared on Workforce Solutions for the Heart of Texas websites. This information may be subject to public information requests.

Workforce Solutions for the Heart of Texas is not responsible for content posted by others to its social media sites. Users that enter personal information on its social media sites do so at their own risk. WSHOT is not responsible for the public display of such private information. WSHOT may remove postings to its social media sites that contain personally identifiable information, but neither WSHOT, not its licensors or contractors are responsible for any damages caused by delays in such removal.

Terms of Service

Social media sites are third party sites and have terms of service and policies that are not governed by WSHOT. These third-party sites are not official WSHOT web sites and the third-party's website terms of services and policies apply. Services provided by us on third-party social networking services, communication services or media sharing services may be discontinued at any time without prior notice. The terms of service for the WSHOT social media sites may be found below:

- Facebook: <https://www.facebook.com/terms.php>
- Twitter: <https://twitter.com/tos?lang=en>