

# Communications and External Affairs

## Strategic Resources



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### PURPOSE AND SCOPE

Florida's state and local workforce boards must set clear expectations, provide quality customer service, and ensure compliance with federal and state laws. State and local workforce development boards ensure Florida's workforce system provides economic opportunity for everyone who wants to work, find a better job, or improve their skills to succeed.

The state workforce development board, known as the CareerSource Florida Board of Directors, is charged with assisting the Governor with state workforce policy and investments. The state workforce development board establishes and directs the vision for the state workforce system, known as the CareerSource Florida network, to align with strategic partners within workforce investment, education, and economic development systems. The CareerSource Florida network comprises the state workforce development board, the Florida Department of Economic Opportunity, Florida's local workforce development boards, and chief local elected officials.

The Florida Department of Economic Opportunity serves as the administrative entity for state workforce programs in accordance with Chapter 20.60 and Chapter 445, Florida Statutes. The department offers technical consultation, comprehensive infrastructure, and compliance support to the state board and CareerSource Florida in accordance with Chapter 445, Florida Statutes.

This document provides helpful resources available to assist you in your communications planning.

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### IMPORTANCE OF COMPREHENSIVE COMMUNICATION

The Department of Economic Opportunity, CareerSource Florida, and all local workforce development boards within the CareerSource Florida network are responsible for communicating the Governor's vision for the state's workforce system in support of the Floridians they serve. It is important that communication both externally and internally remains comprehensive and organized. Being effective communicators for the state's workforce system leads Floridians down a path of economic prosperity to find a better career, job opportunities, or improve their skills to compete in Florida's workforce. Transparency and integrity are two of the most important aspects of being effective communicators. Our teams should be transparent with our stakeholders, customers, and with the public at all times.

In order to enhance communication and collaboration with all stakeholders, DEO, along with CareerSource Florida, will host a monthly call with local Workforce Development Board Communication liaisons. DEO and CareerSource Florida will have a weekly meeting to discuss communication efforts throughout the state and among Local Workforce Development Boards. Urgent inquiries will be coordinated immediately.

Please use the following recommendations to enhance communication, customer service, and accountability.

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### MEDIA RELATIONS

- Utilize messages shared by the Florida Department of Economic Opportunity and CareerSource in your local area. It is important that messaging is consistent, accurate, and timely.

- Notify CareerSource Florida as soon as possible of potential sensitive media coverage. Such notification can be particularly important if follow-up inquiries are made with other local workforce development boards to ensure a coordinated and consistent response.
- Media inquiries of significance and/or of a sensitive nature should be shared as soon as possible with the CareerSource Florida communication's team.
- If media inquiries have the potential to be of a sensitive nature, coordinate interviews, social media "live" events, podcasts or any other interaction with the communication director within CareerSource Florida. To be most helpful, please provide the name of the person calling, the media organization and, if available, the anticipated time of release of information in print or broadcast.
- Avoid speculation when responding to a reporter's question for which you do not have an answer, and rather than "no comment," offer to get back to the reporter once information is available.
- Remember that in responding to the media, you can be seen as representing and speaking for the state of Florida. Personal opinions should be avoided.
- Contact the CareerSource Florida's communication team if you receive media inquiries about legal issues, personnel issues, questions that involve integrity, such as ethics or issues that may result in harm to others, or a crisis or emergency.

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## **SOCIAL MEDIA**

Please follow these recommendations when communicating on any social media platform.

- Never reveal classified or sensitive information about your organization, partners, clients, or clients.
- Do not post information about customers, which could lead to such individuals being identified, without their expressed permission.
- Always respect the laws regarding brand, privacy, trademark, copyright, fair use, and trade secrets. If promoting, endorsing or speaking favorably about any agency or services, you must coordinate the messaging with the other agency.
- Use good judgment when posting on social media. Once you share, you can never retract your statement, so think about how they may be perceived by others.
- Do not post anything that could be viewed as malicious, libelous, obscene, abusive, threatening, or intimidating.
- If you make a mistake, quickly admit it. Be upfront and act with urgency to fix your mistake.
- Contact CareerSource Florida's or DEO's communication teams if you encounter negative comments about DEO or another CareerSource Florida network partner's products or services, or threats of any kind.

Your state level communications teams are here to assist you. If you have questions about messaging or best practices, please let us know how we can help.

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## **COMMUNICATION CONTACTS**

### **Department of Economic Opportunity**

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### **CareerSource Florida**

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