

HPOG POLICY ON SHARING THIRD-PARTY CONTENT

As part of its communication efforts on social media platforms, HPOG likes, follows, and engages with key partners, encouraging them to tag HPOG in their posts on related topics. HPOG also collaborates with partners by sharing and/or commenting on their messages and activities where appropriate. The purpose of this policy is to outline HPOG's general approach to sharing third-party content and to provide examples that illustrate cases of appropriate and inappropriate content sharing.

Interacting with and sharing partner messages and activities provides HPOG with the opportunity to start meaningful online conversations, instead of just broadcasting content, while also expanding the reach of its content through partner networks. However, linking to a non-federal site does not constitute an endorsement by the HPOG program or any of its employees or the information and products presented on the site. HPOG cannot attest to the accuracy of information provided by links of this nature, and users will be subject to the destination site's privacy policy when they follow the link.

HPOG does not endorse, guarantee or control the comments or opinions provided by providers of third-party social media sites or of visitors to these sites, and expressly disclaims all liability for any loss, damage, or other injury resulting from reliance on the accuracy, relevance, timeliness or completeness of such information. Further, the use of third-party social media sites does not, and is not intended to, constitute an endorsement, recommendation, or favoring of the providers of the site, the information or products presented on the site, or information, products, or services that may be reached through links to another website.

HPOG cannot authorize the use of any copyrighted materials contained on third-party social media websites and applications. Users must request such authorization from the provider of the website or application, as applicable. In addition, users who provide comments via a blog, e-mail or messaging system will be held responsible for the copyright of any text or information provided.

For the purpose of this policy, the term "partners" includes other federal, state, and local agencies (e.g., USDA.gov), HPOG grantees (e.g., Pima Community College), and influencers or subject matter experts who are doing work with related topics or campaigns. The types of content that will be shared would fall into the following three categories:

- HPOG Grantee Content
- Research and Resources
- Topical News and Trends

This policy is divided into subsections containing examples of appropriate and inappropriate content sharing for each category.

HPOG GRANTEE CONTENT

After the posting of the HPOG 2.0 grantees, CAP Tulsa tagged HPOG in a tweet linking to an article written by local publication announcing their grant.

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CAP Tulsa @CAP_Tulsa · 12 Oct 2015

Thank you to @tulsaworld for sharing the great news about our CareerAdvance program! tulsaworld.com/news/cap-tulsa...

@HPOGProgram

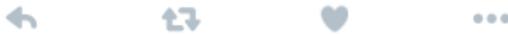


A local digital radio show, invited a grantee, The Community College of Allegheny County, to their show to talk about their HPOG program. Live-tweets from the show referenced the great work being done by both HPOG and CCAC.



Essential Pittsburgh @esspgh · 4 Dec 2015

Program at @CCAC allows low income people to be trained for healthcare professions. At 8 we'll talk to Jodi Compano about @HPOGProgram grant



The Buffalo and Erie Workforce Development Council localized HPOG's content to their marketing by adding a simple question and call-to-action. HPOG could do the same thing to support grantees (but in reverse), by sharing their news/information and tying it into a larger (more global) conversation.



WDC @BECWDC · 5 Nov 2015

Want to learn more about @HPOGprograms and #jobs in #Buffalo & #Erie County? Contact us!

HPOG @HPOGProgram

Across the US, people are finding good jobs that improve the health of their communities. bit.ly/1RyzW8r #HPOG #BrighterFutures



RESEARCH & RESOURCES

HPOG may choose to share research, resources and news that professionals in the healthcare or workforce development fields should be made aware of and would deem relevant. HPOG will exercise due diligence to avoid sharing content that may be considered inappropriate, such as the promotion of commercial products or services, solicitations, or legislation (for or against).

Example of Appropriate Content to Share

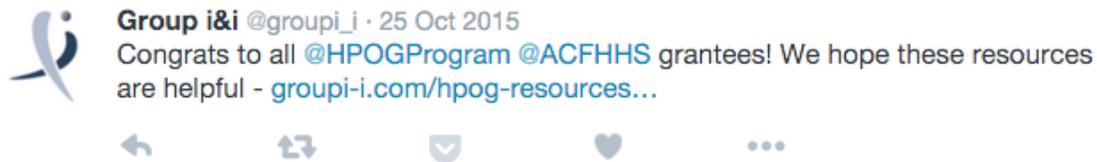
Research Connections has a relationship with OPRE and shared relevant research about the HPOG program with its followers.

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Example of Inappropriate Content to Share

In the example noted below, Group i&i tagged HPOG in its tweet in the hopes of attracting our grantees/followers by linking to a landing page designed to promote/sell its services.



The Center for Law and Social Policy (CLASP) expressed their support for active legislation and its senate sponsors. While such legislation may be relevant to HPOG stakeholders, the HPOG program will not advocate for or against any legislative activity.



TOPICAL NEWS AND TRENDS

The publication, FastCompany, shared an article about research conducted by CareerBuilder and Economic Modeling Specialists Intl. to find the most in-demand careers for 2016. The article reinforces HPOG's narrative by prominently highlighting the ongoing demand for jobs in healthcare, specifically calling out the need for registered nurses.

