

## EEO Training Through Social Networking Channels



### Targeting the Student Intern Workforce



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## Presentation Overview

- This presentation contemplates the use of social networking channels such as Facebook, Twitter and/or YouTube as EEO resources to train, target and interact with the student intern population within the federal government.
- For many student interns, the federal government may be their first "real job" while either still in high school, fresh out of high school or throughout their college years. Student interns are a vulnerable and influential population and in the eyes of most protective parents, are still viewed as children.
- As such, the federal government arguably owes a greater duty to ensure that all student interns fully understand the EEO process and the concepts of discrimination and harassment. This presentation introduces social media options for EEO professionals to connect with its student intern population.



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## What is Social Media

- Social media is an umbrella term that defines the various activities that integrates technology, social interaction, and the construction of words, pictures, video and audio.
- Social media = the use of technology to connect people.

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## Difference between Traditional Media and Social Media

- Traditional:
  - Content publishing
  - Expert generated content
  - One-way communication
- aka:
  - Read web
  - Web 1.0
- Social
  - Social interactions, connections and networking
  - Collaboration and sharing
  - User-generated content
- aka:
  - Read-write Web
  - Web 2.0

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## Types of Social Media Websites

- **Social Bookmarking.** ([Del.icio.us](#), [Blinklist](#), [Simpy](#)) Interact by tagging websites and searching through websites bookmarked by other people.
- **Social News.** ([Digg](#), [Propeller](#), [Reddit](#)) Interact by voting for articles and commenting on them.
- **Social Networking.** ([Facebook](#), [Hi5](#), [Last.FM](#)) Interact by adding friends, commenting on profiles, joining groups and having discussions.
- **Social Photo and Video Sharing.** ([YouTube](#), [Flickr](#)) Interact by sharing photos or videos.

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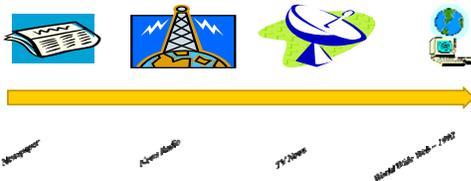
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## Evolution of Media



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## Common Types of Social Media

- **Facebook:** Founded by Mark Zuckerberg, Facebook was designed as a social networking site for Harvard students. After spreading from Harvard through the university ranks and down into high school, Facebook was opened to the public in 2006. [www.facebook.com](http://www.facebook.com)
- **MySpace:** Started in 2003, MySpace was a driving force in popularizing social networking and still maintains a large user base. A highly customizable social network, MySpace continues to reposition itself in the industry. [www.myspace.com](http://www.myspace.com).
- **Twitter:** What started out as a micro blogging website has quickly grown into a social messaging platform and one of the top social networks in the world. Twitter is phenomenon that transcends social networking to provide an outlet for news, trends, buzz, and chat among many other uses. [www.twitter.com](http://www.twitter.com).
- **LinkedIn:** A business-oriented social network, members invite people to be "connections" instead of "friends." LinkedIn is a contact management system as well as a social network, and has a question-and-answer section similar to Yahoo!

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## The Importance of Social Media to Learning and Performance Support

- Social Media supports new approaches in the work place, including:
  - Informal learning
  - Performance Support
  - Self-managed learning
  - Learner led-rather than instructor led
  - Group learning




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## www.facebook.com/government

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|---|--|
| • <a href="#">The White House</a><br>562,262 Fans                     | • <a href="#">The Library of Congress</a><br>17,445 Fans                         |
| • <a href="#">General Services Administration</a><br>911 Fans         | • <a href="#">National Aeronautics and Space Administration</a><br>59,803 Fans   |
| • <a href="#">USA.gov</a><br>6,835 Fans                               | • <a href="#">U.S. Department of Housing and Urban Development</a><br>9,122 Fans |
| • <a href="#">U.S. Department of State</a><br>39,973 Fans             | • <a href="#">The United States Department of Justice</a><br>6,694 Fans          |
| • <a href="#">Department of Defense (DoD)</a><br>30,764 Fans          | • <a href="#">Federal Bureau of Investigation</a><br>34,103 Fans                 |
| • <a href="#">U.S. Department of Agriculture</a><br>7,423 Fans        | • <a href="#">Federal Communications Commission</a><br>2,524 Fans                |
| • <a href="#">U.S. Environmental Protection Agency</a><br>10,885 Fans | • <a href="#">U.S. Postal Service</a><br>4,207 Fans                              |
| • <a href="#">Federal Emergency Management Agency</a><br>12,287 Fans  | • <a href="#">US National Archives</a><br>5,467 Fans                             |
| • <a href="#">CDC</a><br>55,963 Fans                                  | • <a href="#">U.S. Department of Veterans Affairs</a><br>32,446 Fans             |
| • <a href="#">U.S. Department of Labor</a><br>2,811 Fans              | • <a href="#">U.S. Census Bureau</a><br>96,413 Fans                              |




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## Generation Y in the Workforce

### ● Generation Y

- This is a force of as many as 70 million and the first wave is already embarking on their careers.

"Have enjoyed digital technology their entire lives"



- High expectations of self.
- High expectations of employers.
- Ongoing learning.
- Immediate responsibility.
- Goal-oriented.

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## EEOC's Initiative: Youth @ Work

- Welcome to Youth@Work, the United States Equal Employment Opportunity Commission's (EEOC) website for youth in the workforce. The EEOC's goal is to eliminate illegal discrimination from the workplace for all workers.
- This website is designed to teach you about some of your rights and responsibilities as an employee. Use the menu on the left to learn about different types of discrimination affecting young workers and what you can do to help prevent discrimination in the workplace.
- **Be an informed employee - Know your real world rights and responsibilities!**
- The Youth@Work website is part of EEOC's Youth@Work initiative - a national education and outreach campaign to promote equal employment opportunity for America's next generation of workers. In addition to this website, the Youth@Work Initiative includes (1) [free outreach events](#) and (2) [partnerships](#) with industry, education, and human resource leaders.

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## Student Intern Opportunities

- **The Student Temporary Employment Program (STEP)** provides Federal employment opportunities to students who are enrolled or accepted for enrollment as degree seeking students taking at least a half-time academic, technical, or vocational course load in an accredited high school, technical, vocational, 2 or 4 year college or university, graduate or professional school.
- **The Student Career Experience Program (SCEP)** allows appointment of students to positions that are related to their academic field of study.
- **A Summer Experience**  
Summer job opportunities are available in Federal agencies throughout the United States and cover a wide variety of positions.
- **Student Volunteer Service**  
Federal agencies and departments offer unpaid training opportunities to students in high school and college.



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## Student Intern Opportunities



- **Fellowships, Scholarships, and Similar Programs.** The fellowships, scholarships, and similar programs authority at 5 CFR 213.3102(a) provides an excepted service appointing authority for filling positions from limited applicant pools under hiring and operating procedures established between a Federal agency and a non-Federal organization.
- **Federal Career Intern Program (FCIP).** The Federal Career Intern Program is designed to help agencies recruit exceptional individuals into a variety of occupations at the GS-5, 7, and 9 grade levels. Created under Executive Order 13162, this program allows individuals to be appointed to a 2-year internship that provides formal training and developmental assignments as established by the agency.
- **Presidential Management Fellows (PMF) Program** (Formerly, Presidential Management Intern Program). Since 1977, the PMF Program has helped agencies meet their workforce and succession planning needs by attracting outstanding graduate, law, and doctoral-level students to Federal service.

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## Student Interns: Covered Individuals?

### COVERED INDIVIDUALS:

- Employees and applicants for employment
- Former employees
- Applicants to, and participants in, training and apprenticeship programs

•Volunteers usually are not protected "employees." However, an individual may be considered an employee of a particular entity if, as a result of volunteer service, s/he receives benefits such as a pension, group life insurance, workers' compensation, and access to professional certification, even if the benefits are provided by a third party. The benefits constitute "significant remuneration" rather than merely the "inconsequential incidents of an otherwise gratuitous relationship."

•A volunteer may also be covered by the EEO statutes if the volunteer work is required for regular employment or regularly leads to regular employment with the same entity. In such situations, discrimination by the respondent operates to deny the charging party an employment opportunity.

EEOC Compliance Manual Section 2. Threshold Issues, § 2-III. A.1 (c)

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## Welcome!

It's my first day on the job. I hope I like it here.



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## On boarding the New Employee



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## Formal Onboarding

- Employee Manuals
- All-day orientations
- Read and sign
- Introduction to new concepts and terms
- Limited exposure to EEO



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## Blended Learning

- Pre-employment orientation
- Not dependent on time or space
- Peer-to-peer communication
- Collaboration
- Real time



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## EEO and the Student Workforce

- According to the Equal Employment Opportunity Commission (EEOC), in 2009, only 237 sexual harassment claims were filed for individuals aged 19 and younger.
- Some experts estimate that the actual numbers of harassment incidents involving teenagers is around 200,000.
- There is an extreme level of under-reporting.

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## EEO Training for the Student Workforce



- First real job
- Unaware of their rights
- Unaware of acceptable workplace conduct
- Reluctant to come forward
- Vulnerable
- Not aware of a reporting mechanism
- Policies not written with teenagers in mind
- Training not presented with teenagers in mind

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## EEO Cases Involving Teenagers

- **Teenagers Report Sexual Harassment at California Golf Club**
  - The girls claimed that their two male co-workers made inappropriate sexual jokes, asked them for sex and lap dances, and grabbed their breasts and buttocks.
  - A \$75,000 payment to the three young women.
- **Sixteen-year-old Claims She Was Harassed at Pennsylvania Mexican Restaurant**
  - The girl contends that the shift supervisor then sexually assaulted her.
  - A payment of \$150,000 to the girl
- **Two Young Men Report Sexual Harassment at New Jersey Grocery Store**
  - Two young men began working as Assistant Managers at a New Jersey grocery store and complained of sexual harassment.
  - EEOC filed a lawsuit against the store, claiming that the two men were sexually harassed and that the store illegally punished the second employee for complaining about the harassment.
- **Teenage Girls Report Sexual Harassment at California Bagel Shop**
  - Several teenage girls, aged 16 to 18, worked for a bagel shop and along with several older women, reported that the store manager sexually harassed them.
  - A \$150,000 payment to the six women who filed complaints.

[www.eeoc.gov/youth/cases.html](http://www.eeoc.gov/youth/cases.html)

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## Factors driving the use of Social Media in the Workplace

- **Factor 1:**
  - The Generational Factor:
    - 4 of the 5 generations in the workplace and especially the younger generations (who have grown up with technology) are demanding more up-to-date, relevant tools and solutions.
- **Factor 2:**
  - The Digital Fluency Factor:
    - More technologically-savvy people across ALL generations are demanding more relevant up-to-date tools and solutions.

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## The Generational Factor

Generation	Born	In the Workplace?	Exposure to Digital Technology
Veterans	1925-1945 55+	Most are retired but some of the younger are still in the workforce but are expected to retire in the next 5 years	Have come to technology late in life but are now the biggest growing internet user group.
Baby Boomers	1946-1964 45-54	Hold significant positions in the workforce but large numbers are retiring early	Introduced to technology in their 30s and 40s.
Gen X	1965-1979 35-44	Out of full-time education and in the workforce.	Digital technology emerged during their late teens.
Gen Y	1980-1995 18-34	Some in education, some in the workforce.	Have enjoyed digital technology their entire lives.
Gen Z	1996-	In full-time education and will start to appear in the workforce in the next 5 years.	Never known the world without the internet.

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## The Digital Fluency Factor

- The ability to engage in social media is no longer a matter of being a **digital native** (someone who grew up with the technology) or a **digital immigrant** (someone who has learned to use the technology), it is more about **digital fluency**:
  - The level of experience with:
    - Computers, the internet, mobile devices
    - Digital information skills
- More and more people across generations are becoming digitally fluent and **engaging in social medial**.

WEB 2.0

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## Sample EEO Facebook Page

**Office of Diversity Management and Equal Employment Opportunity (ODME)**

Wall Info Resources EEO Offices Webinar Policies

 **ODME Tips on Identifying Workplace Harassment**  
[Read Dr. Doreen O. McRivv and 15 others like this.](#)

 **ODME Timely Reporting of EEO Complaints.**  
If you believe you have been subjected to unlawful discrimination, please contact your agency EEO office within 45 days from the date the alleged discrimination or harassment occurred. Failure to timely report a claim may result in dismissal of your case.

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## Sample EEO Facebook Page

 Wall Info Resources EEO Offices Links

The Office of Diversity Management and Equal Employment Opportunity (ODME) provides leadership in creating and sustaining a diverse workforce and an environment free of discrimination at the Department of Health and Human Services. ODME works pro-actively to enhance the employment of women, minorities, veterans, and people with disabilities. This is achieved through policy development, oversight, complaints prevention, outreach, and education and training programs.

[www.hhs.gov](http://www.hhs.gov)  
[www.hhs.gov/odme](http://www.hhs.gov/odme)

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## Sample EEO Facebook Page

 Wall Info Resources EEO Offices Webinar Policies

**Complaints Processing Procedures**  
[Discrimination Complaints](#)  
[HHS Fact Sheet: Revised EEO Complaint Processing Regulations](#)  
[HHS Statement: Revised Rights and Responsibilities of Aggrieved Persons in the EEO Complaint Process](#)  
[Role of an EEO Counselor](#)  
[Alternative Dispute Resolution](#)  
[Sharing Neutrals Program](#)

[www.eeoc.gov](http://www.eeoc.gov)

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## Sample EEO Facebook Page



Wall Info Resources EEO Offices Webinar Policies

### Online EEO Training



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## EEO Training and Social Media

- **Targeting the Student Workforce:**
  - Familiar with the technology
  - Increased channels of communication
  - More collaboration
- **Topics to consider:**
  - Knowing your rights and responsibilities
  - How to recognize unlawful harassment or discrimination
  - How to report perceived EEO violations
  - Knowing applicable deadlines
  - Knowing the EEOC's function
  - Knowing the agency's EEO's office function

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## Getting Started

**I'm a US Federal Agency interested in using Facebook. What do I need to do?**

- Visit the GSA's <http://apps.gov/> website and get in touch with your agency's point of contact to find out your department's rules on social media.

### Create a Facebook Page

- Use our [Quick-Start Guide](#) to get started or download our detailed [Pages Manual](#) for step-by-step instructions to create a Page now.

### Tips & Best Practices

- Customize your Facebook presence with relevant tools and applications for your audience. Check out the [Politics Best Practices Guide](#).

### Other Resources

- Visit the [Facebook Help Center](#) to get answers on specific products, features and policies.
- Check out the [Facebook Pages Help Section](#) to learn more about Facebook Pages.

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## Social Media Through the Employee Life Cycle



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## Things to Consider

- Identify target audience
- What will you bring to the table?
- What do you want to accomplish?
- Choosing a tool/platform
- Engaging the Community
- Leveraging others



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## Things to Consider



- Availability
- Accessibility
- Resources
- Promotion
- Ongoing Quality Assurance
- Records Management
- Evaluation

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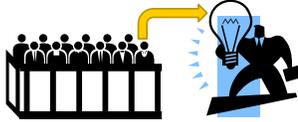
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## Give it some thought



Integrating social media as a learning, training and performance platform requires outside-the-box thinking.

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“Neither a wise man or a brave man lies down on the tracks of history to wait for the train of the future to run over him.”

Dwight D. Eisenhower

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## From Old School to New School



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## From Ribbons to Windows to Apps



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## Our Future Workforce

New media is the face of communication across all generations in the workforce today and for future generations to come.



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