



Government of the Virgin Islands of the United States
DEPARTMENT OF HUMAN SERVICES



SOCIAL MEDIA POLICY

1. Purpose

This policy establishes guidelines for professional and personal use of social media by employees, contractors, interns, and volunteers of VIDHS. It aims to:

- Protect the reputation and integrity of VIDHS and the Government of the Virgin Islands (GVI).
- Ensure compliance with federal and territorial laws, VIDHS personnel policies, the Employee Handbook, and the Code of Ethical Conduct.
- Promote responsible and respectful online conduct consistent with the highest ethical standards.

2. Scope

This policy applies to:

- Official VIDHS social media accounts.
- Employees' personal use of social media when referencing VIDHS, its employees, programs, or activities.

3. Official Use of Social Media

- Only individuals authorized by the Commissioner, Assistant Commissioners, or Communications Director may create, post, or manage content on official VIDHS social media accounts.
- Official posts must follow branding standards, use approved logos, and maintain consistent messaging.
- All posts must comply with confidentiality requirements outlined in the Employee Handbook (Section 200:15 — Proprietary Information/Confidentiality) and reflect the standards of conduct in the Code of Ethical Conduct (Appendix B, Executive Order No. 540-2025).
- Social media administrators must ensure accessibility standards are met (e.g., alt text for images).

4. Personal Use of Social Media

- Employees may use social media in their personal capacity. However, if identifying themselves as VIDHS or GVI employees, they must include a disclaimer stating opinions expressed are personal and do not reflect the views of VIDHS or the GVI.
- Employees must not share confidential or proprietary information, including client data, case details, or internal operations, as required by Section 200:15 of the Employee Handbook.
- Employees' personal use of social media should not interfere with work performance, violate the Equal Employment Opportunity policy (Section 200:1 of the Employee Handbook), or undermine public confidence in the government.
- Social media activity must adhere to the ethical principles of integrity, accountability, transparency, and impartiality, as outlined in the Code of Ethical Conduct (Appendix B), including avoiding derogatory, inflammatory, or offensive comments about colleagues, clients, or the public.

5. Prohibited Activities

Employees may not:

- Represent themselves as official VIDHS spokespeople without proper authorization.
- Disclose or discuss non-public information obtained through employment.
- Engage in cyberbullying, defamation, discrimination, or threats.
- Use government-owned devices for personal social media in a way that disrupts productivity or violates the guidelines on use of government property (Section 500:17 of the Employee Handbook).
- Post content that violates GVI's policies on political activity during work hours or on government property (Section 500:13 of the Employee Handbook).

6. Monitoring and Enforcement

VIDHS reserves the right to monitor and review activity on official social media accounts. Violations of this policy may result in disciplinary action, up to and including termination, in accordance with applicable collective bargaining agreements, VIDHS personnel policies, applicable labor laws and regulations, and the progressive discipline process described in the Employee Handbook (Section 500).

7. Best Practices for Employees

Employees are encouraged to:

- Exercise caution and good judgment before posting online, as personal social media activity can reflect on VIDHS and the GVI.
- Report any misuse of official social media accounts or concerns about online conduct to their supervisor or the Communications Director.
- Follow ethical principles, including those detailed in the Code of Ethical Conduct (Appendix B of the Employee Handbook).
- Familiarize themselves with confidentiality obligations, IT security guidelines, and the Employee Code of Conduct.

8. Definitions

- Social Media: Online platforms including, but not limited to, Facebook, Instagram, X (formerly Twitter), LinkedIn, TikTok, YouTube, blogs, forums, or other public or private sites where users interact or share content.
- Confidential Information: Any non-public information relating to VIDHS clients, employees, financial data, investigations, or internal processes.

9. Policy Review

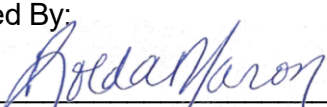
This policy shall be reviewed every three years, or sooner if warranted by updates in technology, law, the Employee Handbook, or agency needs.

Employee Name (Print)

Employee Signature

Date

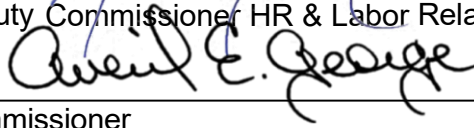
Approved By:



Deputy Commissioner HR & Labor Relations

2/5/2026

Date Approved



Commissioner

02/05/26

Date Approved