

SOCIAL MEDIA POLICY AND PROCEDURES - Internal	
DHR-INT Policy #: DHR-INT-102.1	Authority: 29 Del. C. Chapter 90D (as applicable)
Effective Date: September 12, 2022	Revision Dates: May 1, 2024
Supersedes: N/A	Signature: <i>Claire M. DeMottis</i>
Application: Department of Human Resources	

### 1. Policy Purpose Statement

To promote communication and transparency between the Delaware Department of Human Resources (DHR), its employees, and constituents, DHR will utilize various social media channels for the purpose of keeping Delawareans informed regarding relevant news, events, and other updates that pertain to the work of the agency such as recruitment efforts. This policy outlines acceptable use and procedures for those managing these official channels on behalf of DHR and establishes guidelines for DHR employees when using social media in reference to the agency.

### 2. Scope

This policy applies to those DHR employees authorized to post on social media on behalf of DHR and all other DHR employees who use social media on behalf of the agency. DHR social media accounts established prior to the implementation of this policy shall adhere to this Policy from its effective date.

### 3. Definitions and Acronyms

- **Feed** – An updated list of all the new content posted by the accounts a user follows on social media.
- **Page** – The specific portion of a social media website where content is displayed and managed by an individual or individuals with administrator rights.
- **Post (noun)** – Content that an individual shares on a social media or similar site.
- **Post (verb)** – The act of creating, uploading, editing, or adding to any social media outlet, and for this policy the DHR website page or the DHR intranet. This includes text, photographs, audio, video, or any other multimedia file.
- **Profile** – Information that a user provides on behalf of an organization/group on a social networking or similar site.

- **Social Media** – Primarily internet and mobile-based tools for sharing and discussing information. The term most often refers to activities that integrate technology, telecommunications, and social interaction, alongside the construction of words, pictures, video, and audio. Examples include, but are not limited to:
  - Forums
  - Weblogs (blogs, vlogs, microblogs, presence applications)
  - Wikis
  - Social Bookmarking
  - Social Communication Sites
  - Podcasts
  - Photos
  - Videos (video, vlogs, livecasting)
- **Social Media Channel** – A website or platform that leverages social media and communications tools for its visitors. Examples include YouTube, Flickr, Facebook, Instagram, Wikipedia, Twitter, forums, message boards, etc.

#### 4. Policy

- a. The creation of any DHR social media channels on behalf of DHR requires prior written approval by the DHR Secretary and the Director of Communications.
- b. Social media content shall adhere to applicable laws, regulations, and policies, including all DTI and other information technology and records management policies.
- c. When engaging in social media use on behalf of DHR, employees will strictly adhere to all applicable policies of DHR including the [Respectful Workplace and Anti-Discrimination Policy](#).
- d. Social media channels are to be designed for the target audience(s) including the public, current, and potential State of Delaware employees.
- e. Where possible, social media channels shall clearly indicate they are managed by the department and shall have department contact information displayed.
- f. Any DHR content posted or reposted, must be related to the work of DHR or that of another state agency or initiative.
- g. Employees shall avoid sharing any confidential information regarding their work or the work of DHR on their personal accounts.
- h. Pages shall indicate that any content posted or submitted for posting is subject to public disclosure.
- i. Personal opinions, political or otherwise, must not be posted on DHR social media.
- j. Employees shall not conduct political activities or private business on DHR social media.
- k. Any content visible on DHR social media must not knowingly communicate inaccurate or false information. All reasonable efforts should be made by authorized state employees or state organizations to provide only verifiable facts—not unverifiable opinions.
- l. DHR accounts and/or content should include the most recent DHR logo and other branding guidelines whenever possible to maintain consistency across all communication channels.
- m. Employees shall observe and abide by all copyright, trademark, and service mark restrictions in posting materials to DHR social media.

- n. Employees who post photos, comments, or other material pertaining to other Department employees must inform and seek written approval from the employee(s) before posting.
- o. Employees posting on DHR social media will correct any information communicated that is later found to be in error.
- p. DHR social media accounts will utilize accessibility measures recommended by [Government Information Center's tips for website managers](#) when possible.
- q. DHR may take disciplinary action, up to and including termination, against an employee who violates this policy.

## 5. Procedures

### a. DHR Social Media Use

- 1. Where possible and appropriate, each social media channel shall include DHR's mission, vision, and official website.
- 2. If opinions can be expressed on a page by visitors, social media pages are to clearly state that these visitor opinions do not reflect those of DHR.
- 3. DHR reserves the right to restrict, remove, and block any comments, messages, or accounts that are offensive, inappropriate, obscene, or threatening in nature.
- 4. Pages shall indicate that any content posted or submitted for posting is subject to public disclosure.
- 5. Prior to the use of employee photographs, video recordings, social media posts, written testimonials, and/or digital recordings in print and electronic communications, a signed release form must be obtained from employees. Completed forms should be provided to agency Human Resources offices and shall be retained in the employee's personnel file. The [Media Release Form](#) may be used.
- 6. Employees posting on DHR social media must maintain corrections implemented of information communicated that was later found to be in error.
- 7. DHR social media content will include closed captioning, alternate text, and other accessibility tools outlined by the [Government Information Center's tips for website managers](#).

### b. Personal Social Media Use

- 1. Employees are allowed and encouraged to share or repost approved and available social media content from DHR channels on their personal social media account/page.
- 2. Employees are not to use their personal accounts to speak on behalf of the agency. It should be clear that one's personal opinions do not reflect that of DHR.
- 3. Employees are to comply with the State's [Respectful Workplace & Anti-Discrimination](#) and [Standards of Conduct](#), and other associated policies when communicating with other coworkers via social media.

## 6. Exclusions or Exceptions

N/A

**7. Dissemination and Training**

- a. This policy will be distributed to existing DHR employees as defined in the Scope of this policy, within 30 days of the effective date of the policy or its assignment through the Delaware Learning Center.
- b. This policy will be distributed to new DHR employees at the commencement of employment or engagement.

**8. Data Reporting**

To determine the success of DHR’s social media outreach, social media managers should utilize analytic tools to monitor the performance of DHR accounts and provide reports to the Director of Communications and/or the DHR Secretary as requested.

**9. Associated Policy/Regulations/Information**

- [DHR Respectful Workplace & Anti-Discrimination Policy](#)
- [DHR Standards of Conduct Policy](#)
- [DTI Social Media Policy](#)
- [DTI Acceptable Use Policy](#)
- [Create Accessible Video, Audio, and Social Media | Section508.gov](#)
- [Making Social Media More Accessible - YouTube](#)
- [Accessibility Central Government Information Center](#)

**10. Appendices and Forms Associated with this Policy**

- [DHR Media Release Form](#)

**11. Policy Owner**

- Policy Owner: Director of Communications
- Division Name: Communications
- Website: <https://dhr.delaware.gov/>

*This policy is not intended to create any individual right or cause of action not already existing and recognized under State or Federal law. If there is a conflict with, i.e., the law or regulation and this policy, the law and/or regulation govern.*