



## Social Media Protocols of the Virgin Islands Bar Association

Social media is electronic communication through which users create online communities to share information, ideas, personal messages, and other content. The Virgin Islands Bar Association's (VIBA) Facebook page is a form of social media.

VIBA social media provides a platform for the VIBA to promote news and information of interest to members and the community.

### The following guidelines describe the protocol that users must follow for VIBA social media.

1. "Users" are defined herein as VIBA staff and members of the VIBA because they are the only authorized users of the VIBA's social media.
2. The Executive Director of the VIBA is responsible for the VIBA's social media. For instance, the Executive Director is the administrator of the VIBA Facebook.
3. Users can become a fan or follow social media pages.
4. Users must submit any items for posting on VIBA social media to the Executive Director and refrain from posting directly to the VIBA's page.

### The following guidelines pertain to users' posts.

1. Identify yourself-name and, when relevant, role at VIBA.
2. Do not cite or reference clients, partners, or suppliers without their approval. When you refer to clients, partners, or supplies please provide the link back to the source where possible.
3. Respect your audience. Do not use slurs, insults, obscenity, or engage in any conduct that would not be acceptable in the workplace or detracts from the VIBA's reputation. Consider others' privacy. Avoid topics that may be considered objectionable or inflammatory—such as politics and religion.
4. Respect copyright, fair use and financial disclosure laws.
5. Do not provide confidential or other proprietary information. Ask permission to publish or report on communications that are meant to be private or proprietary.
6. Try to add value. Provide worthwhile information and perspective. VIBA's brand is best represented by its people and what you publish may reflect on VIBA's brand.

### The VIBA suggests that users follow these guidelines for non-VIBA social media.

1. If you publish content to any website that pertains to the VIBA, you should make it clear that you are speaking for yourself and not on behalf of the VIBA. You should also include a

disclaimer such as: "The postings on this site are my own and do not necessarily represent the VIBA's positions, strategies or opinions."

2. You are personally responsible for the content you publish on blogs, wikis or any other form of user-generated media. Be mindful that what you publish will be public for a long time- protect your privacy and reputation.

3. Do not pick fights. Be the first to correct your own mistakes. Do not alter previous posts without indicating that you have done so.

4. Be aware of their association with the VIBA when you use online social networks. If you identify yourself as VIBA staff or member of the VIBA, you should ensure that your profile and related content are consistent with how you wish to present yourself to colleagues, clients, and the community.