WEST VIRGINIA CODE: §6B-2B-3

§6B-2B-3. Use of public official's name or likeness on agency website or social media.

(a) A public official's name and likeness may appear on a public agency's website and on the agency's social media accounts or pages in any of the following circumstances:

(1) The public official's name and likeness appears on the agency's website or social media accounts or pages for the purpose of providing biographical information regarding the public official;

(2) The public official's name and likeness appears in educational materials posted or otherwise shared on the agency's website or social media accounts or pages, so long as the educational materials comply with the requirements of §6B-2B-2(d) of this code;

(3) The public official's name and likeness appears in a press release posted or otherwise shared on the agency's website or social media accounts or pages, so long as the press release complies with the requirements of §6B-2B-2(e) of this code; or

(4) The public official's name and likeness appears on the agency's website or social media accounts or pages for any other purpose that is reasonable, incidental, appropriate, and has a primary purpose to promote the agency's mission and services rather than to promote the public official.

(b) The requirements of this section do not apply to a public official's personal or non-public agency social media accounts.

(c) A public agency's website or social media may not provide links or reference to a public official's or public employee's personal or campaign social media or website.

WV Legislature