State of Iowa

SOCIAL MEDIA POLICY FOR EXECUTIVE BRANCH EMPLOYEES

NOTIFICATION AND EFFECTIVE DATE

All Executive Branch employees (herein "employees") are required to read this Social Media Policy, and will be expected to sign an Acknowledgement indicating that the policy was read and fully understood by the employee. All use of social networking sites by state agencies should be consistent with applicable state, federal, and local laws, regulations, and policies, including all information technology security policies. All employees are required to abide by the standards set forth in this policy. This Policy is being issued with revision on July 1, 2026.

All use of social media, including social networking sites, by state agencies should be consistent with applicable state, federal, and local laws, regulations, and policies, including all information technology security policies. This policy applies to any social networking, social media, or web-based, information sharing/open communication site (including, but not limited to, Facebook, Twitter, blogs, wikis, and message boards).

Nothing in this policy shall be interpreted or applied as limiting an employee's right to engage in speech protected by the United States and Iowa Constitutions or as limiting the right to engage in protected concerted activity, including employee discussion regarding the terms and conditions of employment.

I. PERSONAL USE

A state employee's personal use of any social networking, social media, or web-based site should remain personal in nature and should be used to share personal opinions and other non-work- related information. Absent express consent by a state agency, a state employee should not use his or her personal social networking, social media, or web-based site to conduct state business.

State employees, especially those possessing leadership responsibilities and those choosing to identify themselves as employees of the State, should consider whether statements they publish may be construed as expressing official state or agency positions and whether or not such statements are accurate representations. A state employee should also take appropriate steps to ensure that communications made in an employee's personal capacity represent that employee's personal opinion and do not reflect or represent the opinion of the State of Iowa or the department or agency for which the employee works. Depending on the circumstances and to ensure an employee's personal postings are not wrongfully attributed to the State, an employee may wish to post a disclaimer such as:

> *The postings on this site are my own opinion and do not reflect or represent the opinions of the State of Iowa or the department/agency for which I work.*

For purposes of maintaining and securing information technology and data, state employees are prohibited from using their state e-mail account or username in conjunction with a personal social networking, social media, or web-based site, unless prior authorization is given. Employees are strongly encouraged to avoid using their state password in conjunction with a personal social networking, social media, or web-based site.

II. PROFESSIONAL USE

All official state agency-related communication through social media, social networking, and web-based sites shall remain professional in nature, and shall be conducted in accordance with state policy, practices, and expectations. State employees must not use official state agency social media, social networking, or web-based sites to conduct private commercial transactions or to engage in private business activities. Only individuals authorized by a state agency may publish content to an agency website or agency social computing technologies.

III. PROHIBITED ACTIONS

Employees shall not:

- Discuss or display information, including photographs, online that is confidential or proprietary to the State, or to a third party that has disclosed information to the State.

- Make disparaging statements online concerning customers or clients of the State.
- Engage in any online actions that would violate the State's Violence Free Workplace Policy.
- Engage in any online actions that would violate the State's Equal Opportunity and Anti-Discrimination Policy.
- Use social media or networking sites that are controlled or owned by the State in a manner that violates federal or state law, administrative rules, or applicable policies (including, but not limited to, information technology and information security policies).

IV. VIOLATIONS

Violations of this policy may result in disciplinary action up to and including discharge.

Employees are responsible for reporting suspected violations of this policy to their direct supervisor. If the suspected violation involves the employee's immediate supervisor, the employee is encouraged to report it to the next highest supervisor or, in the alternative, to the Director of the Iowa Department of Administrative Services.

V. DEPARTMENT/AGENCY POLICIES AND WORK RULES

State departments and agencies may develop specific social media policies and/or work rules that further enhance this policy.

Last revised July 1, 2026