



## **IOWA BOARD OF MEDICINE USE OF SOCIAL MEDIA**

**(Policy effective February 1, 2011)**

**PURPOSE:** This policy establishes the Iowa Board of Medicine's (agency) use of social media. As technology evolves, this policy will evolve, but in general terms this policy presents the guidance for content, the process for posting content, and the management of the agency's social media accounts.

**APPLICATION:** This policy applies to agency use of the Facebook page (established February 1, 2011) and other social media accounts subsequently established for the public purpose of causing public awareness of agency actions and activities.

**CONTENT GUIDELINES:** Agency content suitable for social media shall consist of announcements of agency meetings and activities; appointments to the Board and program committees; staff appointments; announcement of agency reports and guidance; information on administrative rules and laws relating to the agency's authority or its licensees; aggregate information on agency licensure and enforcement activities; references to information available at the agency's office or website; information regarding operations of the agency; photographs and graphics that complement suitable content; and other information deemed appropriate by the executive director or the legal director. Format and content of social media postings will vary, depending upon the nature of the content. Social media postings may include hyperlinks to documents or information elsewhere on the Internet.

**PRE-POSTING REVIEW:** Social media content items are prepared by board staff and shall be reviewed by the executive director or the legal director before they are disseminated. Inquiries about these postings shall be directed to the executive director and/or the legal director.

**ACCOUNT MANAGEMENT:** Social media accounts will be managed by an agency staff member(s) designated by the executive director. Account manager(s) will routinely survey the agency's social media account(s) for any inappropriate or irregular activities, will remove any unauthorized postings, and will promptly report to the executive director or legal director any "hacking" or alterations to agency content.

**PUBLIC RECORD:** All information distributed by the agency through social media is a public record.