

IOWA STATE UNIVERSITY

Extension and Outreach

Social Media Personal Usage *Policy*

I. Prohibited Uses

- A. You may not present yourself as an official representative of, or spokesperson for, Iowa State University Extension and Outreach or Iowa State University unless specifically and expressly authorized to do so by Iowa State University Extension and Outreach.
 - 1. Identify yourself and be clear that you are sharing your personal views and that they do not represent the views of the University or Iowa State University Extension and Outreach.
 - 2. It is suggested you add the following disclaimer within your personal information and/or bio: The views expressed on this site are mine alone and do not necessarily reflect the views of Iowa State University (or Iowa 4-H).
- B. You may not utilize Iowa State University Extension and Outreach or Iowa State University's trademarks, logos, symbols, names, graphics, or service marks. This includes using Iowa State University, ISU, Cy, Cyclones, 4-H, the clover, or any of the institution's trademarks within an account name or avatar. Do not use ISU or Iowa State University Extension and Outreach's name to promote or endorse any product, cause, political party, or candidate.
- C. You may not utilize your official Iowa State University email address for social media purposes unless specifically authorized to do so by Iowa State University Extension and Outreach.

II. Political Activity

The University may not endorse, oppose, or contribute to political candidates, nor may university resources (including university-paid time or equipment) be used for campaign purposes in connection with ballot propositions.

The University does not restrict any member of our community – student, faculty, staff, – from exercising their right to engage in personal political activity. However, no member of the university community may use university facilities or resources (including time on the job) for political purposes, except as specifically permitted by university policies and State of Iowa law. Care should be taken to avoid creating any misperception of university endorsement of a particular candidate or political position.

You are free in your private individual capacity to endorse any political candidate or either side of a ballot initiative, but you must avoid any improper inference of university endorsement of a particular position. As citizens, all members of the Iowa State University community have full rights to participate in the political process, including voicing support for, or opposition to, candidates, state and federal legislation, and legal issues involving government entities. Please keep in mind the following:

- A. You should not imply that your personal views represent those of the university. If there is any question or ambiguity as to whether you are speaking or writing individually or on behalf of Iowa State University, you should clarify that you are speaking or writing individually. Recommended language can be found above in I., A.
- B. Using university computers, e-mail accounts, telephones or mobile phones for these purposes is not permitted, in case the public incorrectly infer that ISU endorses the position, or that state or county resources are being improperly used to support a particular position.
- C. If you are personally involved in political advocacy you should, for instance, use a non-ISU computer and email account, perform such advocacy on personal time, and reference a home address in communications rather than an Iowa State University Extension and Outreach office address.

This document and policy shall not be construed to impair any constitutionally protected activity including speech, protest, or assembly.

SOURCES

Guidelines for Political Activities

<https://www.president.iastate.edu/federal/guidelines>

Acceptable Use of Information Technology Resources

<https://www.policy.iastate.edu/ITacceptableuse>

Personal Use and Misuse of University Property

<https://www.policy.iastate.edu/policy/personaluse/>

Conflicts of Interest and Commitment

<https://www.policy.iastate.edu/policy/conflict>

Trademark Management

<https://www.policy.iastate.edu/policy/trademark>