
STATE TAX COMMISSION OF MISSOURI
OFFICE OF STATE OMBUDSMAN

POLICY TITLE:

Social Media Policy

DATE OF ISSUANCE: June 9, 2026

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REVISION DATE:

Purpose

This social media policy provides guidelines for the responsible and effective use of social media by employees, contractors, and representatives of the Missouri State Tax Commission (“the Commission”). The policy aims to protect the Commission’s reputation, ensure compliance with applicable laws and regulations, and promote transparency, accuracy, and civility in all online communications.

Scope

This policy outlines the parameters of social media use to inform constituents and county officials, disseminate information to interested parties, and receive inquiries using the various social media platforms by the Office of State Ombudsman and the Commission. It applies to all employees, contractors, and individuals representing the ombudsman’s office or commission in any capacity, whether posting on the official ombudsman’s or commission’s social media accounts, or personal accounts when referencing or discussing commission business.

Official Social Media Accounts

- The state ombudsman or his or her administrative assistant may create, manage, or post content on the official social media accounts for the purposes of interacting with citizens and stakeholders across the state.
- The opening of all official accounts must be approved by the Commission. The Commission may add users and social media sites at its discretion.
- Official posts must provide accurate, timely, and relevant information consistent with the ombudsman’s mission and values within the Commission.

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Personal Use of Social Media

- Employees must not criticize or ridicule the agency, its policies, employees, or work product by speech, writing, or other expression, when such speech, writing, or expression:
 - Is defamatory, malicious, obscene, threatening, intimidating, slanderous, or unlawful; or
 - Disparages others or might constitute harassment or bullying; or
 - Contains obscenities, slurs, or personal attacks that can damage both the employee's and agency's reputation; or
 - Damages or impairs the reputation or efficiency of the agency or employees.
- When referencing the Commission in a personal capacity, employees should make it clear that their views are their own and do not represent the Commission.
- Employees must not disclose confidential, proprietary, or sensitive information about the Commission, taxpayers, or colleagues.
- Personal use of social media must comply with all applicable laws, including privacy, copyright, and harassment statutes.

Content Guidelines

- All content shared on official platforms shall be accurate, factual, and free of misleading or false statements.
- Posts must not contain confidential taxpayer information or violate privacy laws.
- Content should be professional, respectful, and free from discriminatory, harassing, bullying, or offensive language.
- Content must not engage others in political advocacy, campaign activities, or endorse candidates on behalf of the Commission.
- Copyrighted materials must not be shared without proper authorization or attribution.

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Monitoring and Moderation

- The Office of State Ombudsman is responsible for monitoring official social media accounts for compliance and responding to public inquiries as appropriate.
- Comments or content that violate this policy, applicable laws, or community standards may be removed without notice.
- Security incidents or suspicious activity should be promptly reported to the Office of Administration, Information Technology Services Division, Office of Cyber Security.

Enforcement

Violations of this policy may result in the removal of comments, disciplinary action for employees or contractors, up to and including termination of employment or contract, and may be subject to civil or criminal penalties as provided by law.

Policy Review and Updates

This policy will be reviewed annually and updated as necessary to reflect changes in law, technology, or organizational needs.

Contact

Questions about this policy should be directed to the Office of State Ombudsman.