

Social Media in the US Federal Government

ACA@UBC Symposium

“We shape our tools, and our tools shape us”

February 8, 2013

Bethany Cron

National Archives and Records Administration

Office of the Chief Records Officer

Overview

Background on social media in Government

Examples of agency use

NARA Requirements in Bulletins



Best practices for records management

Next steps

Background on social media in Government



Timeline of US Government Use of Social Media

Social Media

Why you really should read those terms of service

By Frank Konkel Jan 10, 2013

When the General Services Administration on Jan. 8 announced a government-wide terms-of-service agreement with Pinterest, some agencies had been on the photo-sharing site for months. So what's wrong with federal offices simply agreeing to a site's standard terms?

Simply put, because most free

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FAILURE TO ADHERE TO THE CODE OF CONDUCT AND TERMS OF USE

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My Administration is committed to creating an unprecedented level of openness in Government. We will work together to ensure the public trust and establish a system of transparency, public participation, and collaboration. Openness will strengthen our democracy and promote efficiency and effectiveness in Government.

- PRESIDENT OBAMA, 01/21/09



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Register Social Media Accounts

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Organization or Program: National Archives and Records Administration
Program URL: <http://archives.gov/>
Sponsoring top-level Agency: National Archives and Records Administration (NARA)
Tags:
Language: English
Last updated by: admin
Last updated on: 11 April 2012

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Social Media at NARA

- Citizen Archivist Dashboard
- Facebook
- Foursquare
- Flickr
- Historypin
- Ideascale
- Storify
- Tumblr
- Twitter
- Ustream
- YouTube

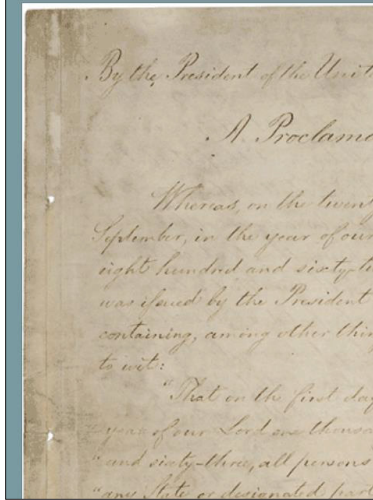


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ANNOUNCEMENT: ICN Weekly Webinar: 1/16 1:00 pm EST Show Details

The Internal Collaboration Network (ICN) is a cross-departmental tool for collaboration and knowledge sharing. Find out what's happening, right now, at NARA.

We want to make it easier than ever to share and connect with your colleagues. Here are three ways for you to get the most out of the ICN:

- Edit Your Profile**
Personalize your profile and help your colleagues recognize you.
- Find Colleagues**
Find people you know on the ICN using our simple tools.
- Explore Groups**
Find a group that suits your work, experience, and interests.

If you have any questions, check out our [New User Guide](#), or feel free to email us at icn@nara.gov.

Thanks,
The ICN Team

What people are commenting on

COLLABORATE

Browse Create

Content
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Find Colleagues

Find people you know on the ICN using our simple tools.

NARA Requirements in Bulletins



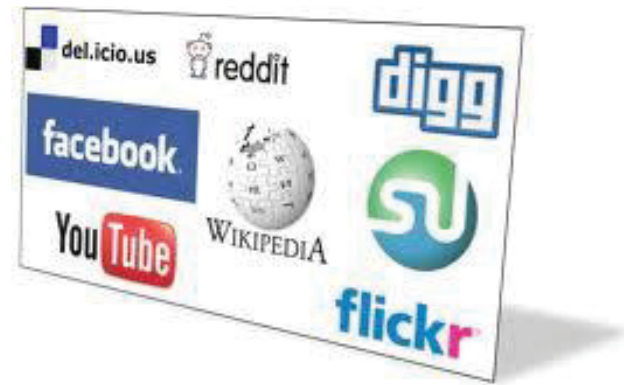
National Archives Building
Washington, DC



Archives II
College Park, MD

NARA Bulletin: Guidance on Managing Records in Web 2.0 & Social Media Platforms

- Expands on NARA's existing web guidance
 - Implications of Recent Web Technologies for NARA Web Guidance
 - NARA Guidance on Managing Web Records
- Not intended to provide agencies with model schedules or step-by-step guidance



Defining Federal records

The Federal Records Act (44 U.S.C. 3301) defines Federal records as any material that is recorded, made or received in the course of Federal business, regardless of its form or characteristics, and is worthy of preservation.

Defining social media records

If any answers are **YES**, then content is likely a record:

Is the information unique and not available anywhere else?

Does it contain evidence of an agency's policies, business, mission, etc.?

Is this tool being used in relation to the agency's work?

Is use of the tool authorized by the agency?

Is there a business need for the information?

Framing the issues

- Recordkeeping
- Identification of records
- Implementation of records schedules
- Capture
- Content management
- Personally identifiable information
- Public expectations
- Content in multiple places
- Ownership and control of data

Addressing Records Management Challenges

Policy

Records Scheduling

Preservation

Policy

- Areas to consider include:
 - Identifying records
 - Defining ownership
 - Developing recordkeeping requirements
 - Terms of service (TOS)
 - Communicating policies
 - Monitoring use and value
 - Monitoring changes to TOS





CDC Twitter Profiles

Purpose

This document is designed to provide guidance (CDC) employees and contractors on the use of social media. CDC currently participates. CDC encourages the staff to use social media to share information and engage with individuals and partners.

Background

Twitter is a real-time information network used by individuals, businesses to share information, commentary, and social media content. Launched in July 2006, Twitter is made up of 140 characters or less, called tweets. It can be accessed via message, mobile websites, audio, Twitter's web application. Twitter has an estimated 200 million users a day, and the service handles over 1.6 billion tweets using commonly used Twitter terms.

CDC has a robust and growing Twitter presence. [CDC Twitter profiles](#) connecting followers with information on CDC activities.

Please refer to the [CDC Enterprise Social Media Guidelines](#) for guidance on use of social media for work-related requirements on use of social media in an official capacity.

Communications Strategy

Twitter and other social media tools are intended to support the health communications program or project development. The Director of Communication Science (ADCS) in the (HCSSO) of CDC's National Centers, Institutes, and Programs.

Clearance and Approval

1. **New Accounts:** As per the CDC Enterprise Social Media Guidelines:

- All new Twitter accounts must be cleared by the Office of the Associate Director for External Affairs at least 5 days prior to the launch of the account to socialmedia@cdc.gov.
- Security approval is required from the Office of Information Security (OCISO). Please contact your OCISO officer for additional information on security requirements.
- A Privacy Impact Assessment must be completed by the Privacy Officer.

CDC Twitter Guidelines and Best Practices



DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION
DIVISION OF NEWS

U.S. Department of State Foreign Affairs Manual Volume 5—Information Management

5 FAM 790 USING SOCIAL MEDIA

(CT:IM-110; 06-10-2010)
(Office of Origin: IRM/BMP/GRP)

5 FAM 791 SCOPE

(CT:IM-110; 06-10-2010)

- Social media consist of a variety of digital technologies that facilitate interaction among individuals who use the tools. Social media allow individuals to post their own content to Web sites accessible to other individuals; comment on, rate and/or tag content that others have posted; upload and distribute media files; dynamically develop software applications; interact in simulated learning, gaming and trading environments; participate in online conversations; and observe the interactions of other individuals.
- Social media provide an important means for the Department to play a lead role in conduct of U.S. foreign policy. This subchapter provides guidance for accessing and using social media to:
 - Conduct internal and external collaboration within the Department and other Federal Government agencies.
 - Conduct diplomatic activities with non-U.S. Government organizations and individuals on controlled-access Web sites that are not available to the general public;
 - Use for official consular, public affairs and public diplomacy activities on Web sites that are available to the general public.
 - (Use for engaging in activities that are of official concern to the Department.

The provisions of this subchapter apply to all Department personnel, including users of Department systems, including Foreign Service (FS) and Civil Service (CS) employees, employees abroad including LE staff (LE staff), and contractors performing duties under the authority of the Department of State.

5 FAM 791.1 Authorities

(CT:IM-110; 06-10-2010)

The following authorities are in addition to those listed in 5 FAM 791.1



EPA Classification No.: CIO 2184.0	CIO Approval Date: 06/20/2011
CIO Transmittal No.: 11-0006	Review Date: 6/2014

Issued by the EPA Chief Information Officer,
Pursuant to Delegation 1-19, dated 07/07/2005

SOCIAL MEDIA POLICY

1. PURPOSE

This policy establishes the principles for the use of social media at EPA. For purposes of this policy, "social media" is a term for a wide-spectrum of user-driven content technologies.

2. SCOPE AND APPLICABILITY

This policy applies to EPA employees, contractors, and other personnel acting in an official capacity on behalf of EPA when using social media for official EPA purposes on the Intranet and the Internet, whether such use occurs on the EPA Website or third-party sites.

This policy does not apply to EPA employees using social media tools for personal use while using government-owned office equipment; such use is covered by EPA Order 2100.3 A1, "Limited Personal Use of Government Office Equipment Policy."

This policy does not apply to EPA employees using social media in their personal capacities; however, employees are always required to follow the Standards of Ethical Conduct and the Hatch Act.

This policy does not supersede or replace existing legal responsibilities and policies in effect.

3. AUDIENCE

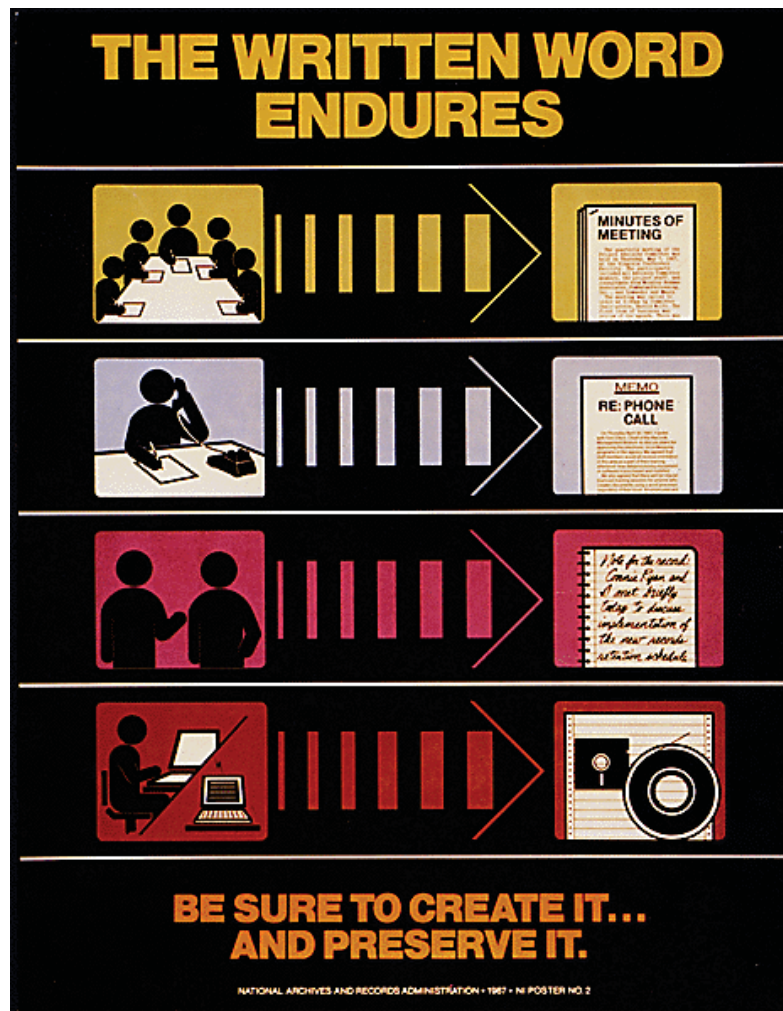
The audience for this policy includes any EPA employee, contractor, or other person who uses social media on behalf of EPA.

4. BACKGROUND

Much like the Internet transformed information during the 1990's, social media is a 21st century phenomenon that offers a new and constantly emerging range of opportunities for networking, collaborating, and information-sharing. EPA is using social media tools to create a more effective and transparent government, to engage the public and EPA's partners, and to facilitate internal collaboration. Social media provides another set of tools to help EPA accomplish its mission.

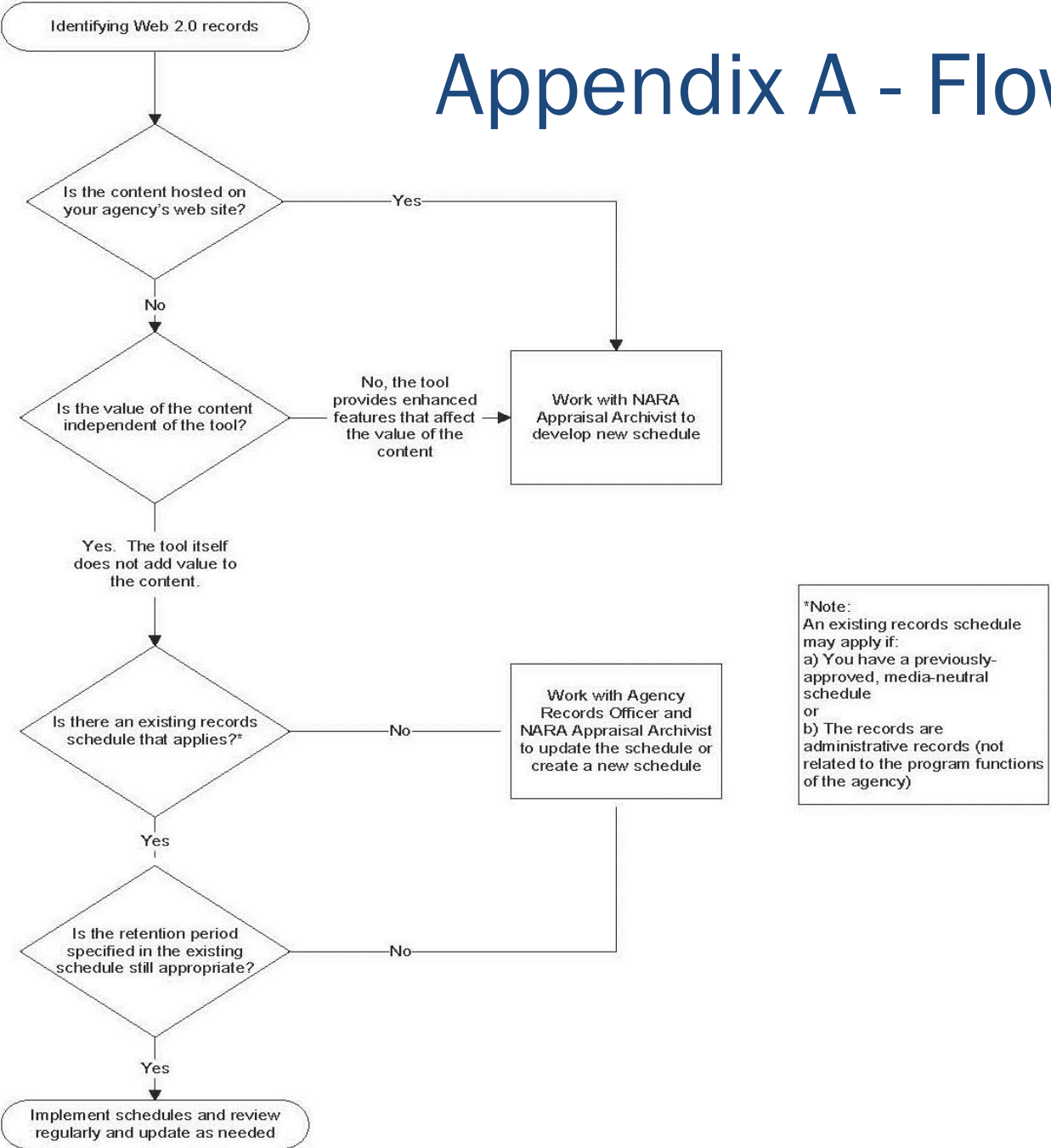
The benefits of using social media in support of EPA's mission include increased ability for the Agency to engage and collaborate with partners, notably the American public. With the benefits and opportunities of social media come risks for security and privacy. It is important that EPA weigh both the benefits and the risks before using social media tools. In addition, there are legal issues and federal requirements that are unique to the government, such as privacy, Section 508 compliance (accessibility), records management, procurement rules, and staff participation on external sites that directly impact EPA employees' use of social media tools. EPA will use these tools only in support of

Records Scheduling



- Agencies must create new schedules or apply existing disposition authorities considering:
 - Use and functionality
 - Any enhanced processes, functionality, added metadata, or other features

Appendix A - Flowchart



Preservation

- Capture strategies include:
 - Using web crawling software
 - Using web capture tools to create local versions of sites and migrate content to other formats
 - Using platform APIs
 - Using RSS Feeds, aggregators, or manual methods

HERITRIX

HTTrack
WEBSITE COPIER

twitter



iterasi

IFTTT



hootsuite™

ThinkUp

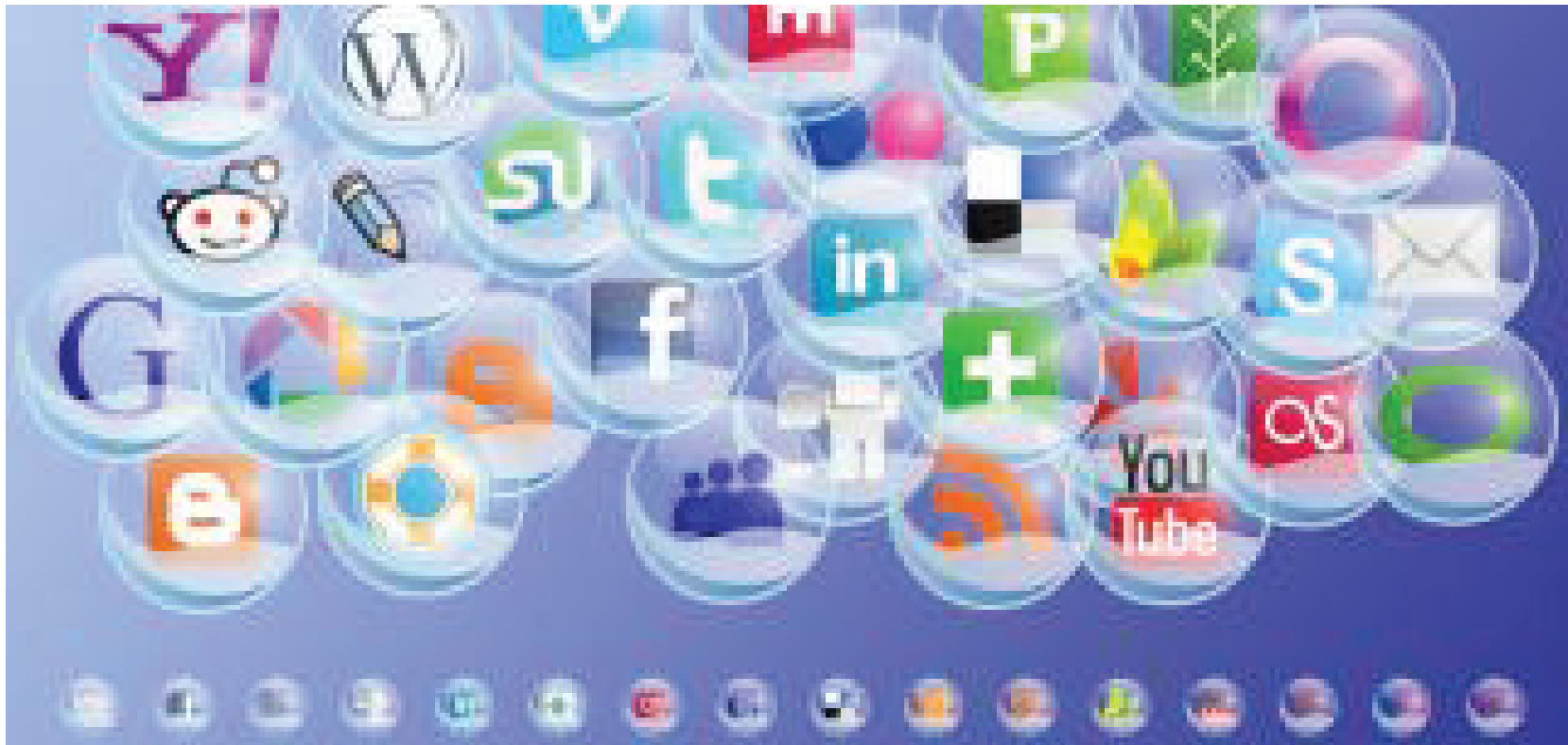
SocialSafe



Spredfast

HANZO
ARCHIVES

Agency responsibilities with contractors and third parties



Pinterest

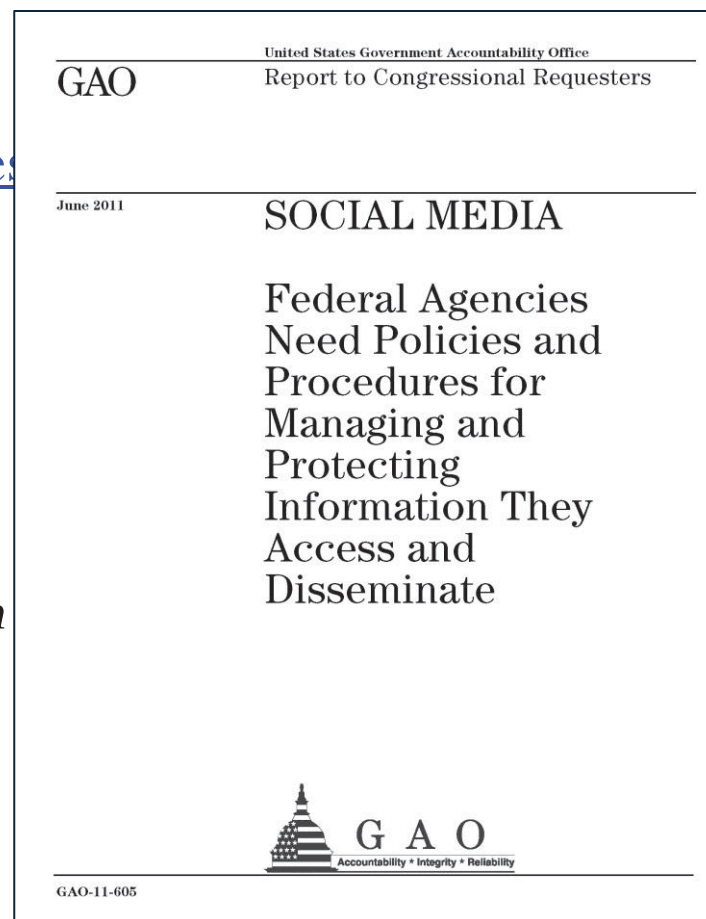
*Q. **Federal Records:** Agency acknowledges that use of Pinterest's Services may require management of Federal records. Agency and user-generated content may meet the definition of Federal records as determined by the agency. If Pinterest holds Federal records, the Agency must manage Federal records in accordance with all applicable records management laws and regulations, including but not limited to the Federal Records Act (44 U.S.C. chs. 21, 29, 31, 33), and regulations of the National Archives and Records Administration (NARA) at 36 CFR Chapter XII Subchapter B). Managing the records includes, but is not limited to, secure storage, retrievability, and proper disposition of all Federal records including transfer of permanently valuable records to NARA in a format and manner acceptable to NARA at the time of transfer. The Agency is responsible for ensuring that it is compliant with applicable records management laws and regulations through the life and termination of its use of the Services.*

December 20, 2012

Background

June 2011: GAO Audit 11-605, "Social Media: Federal Agencies Need Policies and Procedures for Managing and Protecting Information They Access and Disseminate"

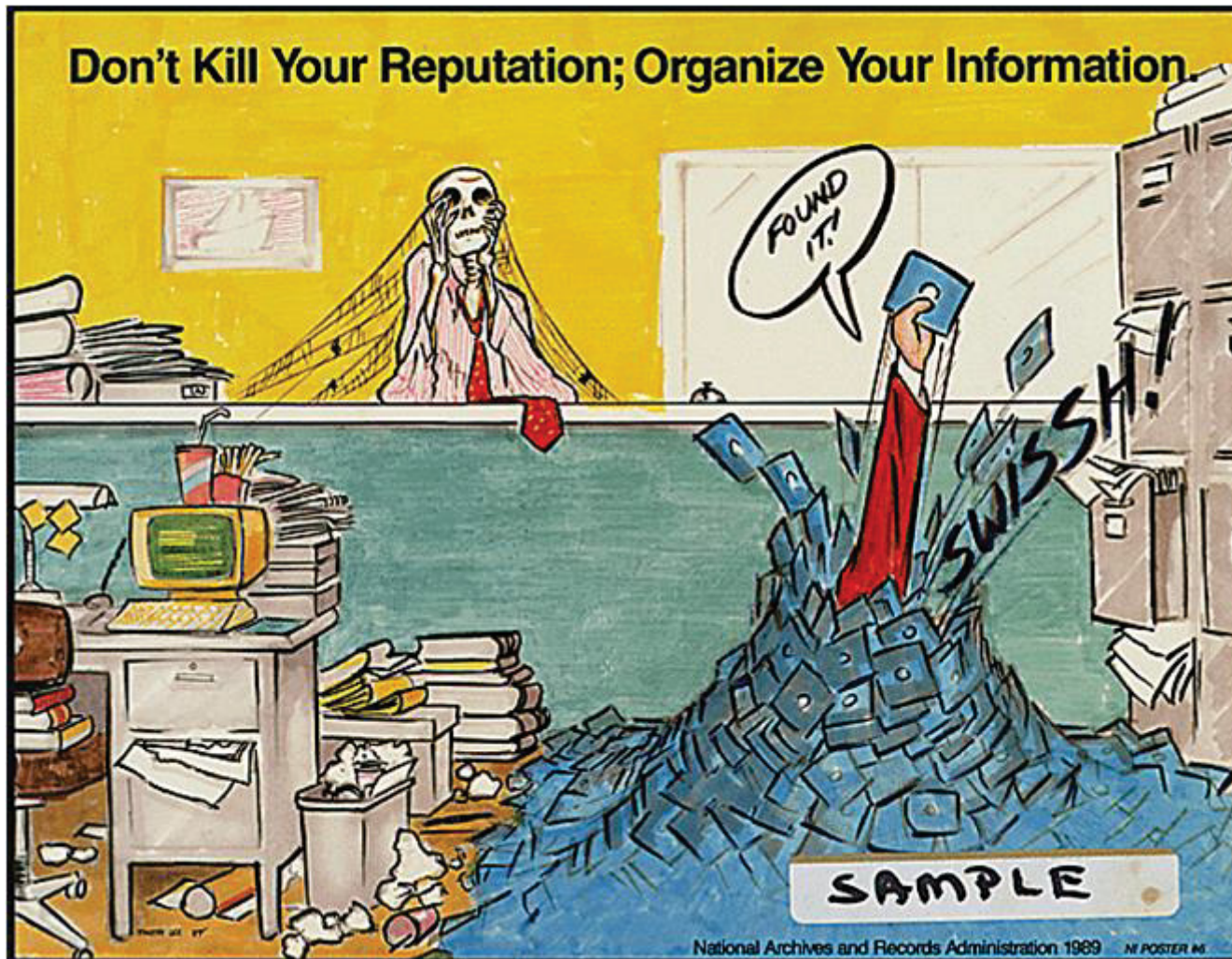
Archivist: *NARA will develop "guidance on effectively capturing records from social media sites and ... best practices."*



Upcoming NARA Bulletin and White Paper

- Builds on NARA's Guidance on Managing Records in Web 2.0/Social Media Platforms
- Provides additional guidance and best practices for capturing records
- Serves as another step to address concerns raised in the GAO Audit

Best practices for records management



Building a Foundation

- Institute a working group
- Apply the definition of a Federal record
- Review existing records retention schedules



Construction of the Foundation for the National Archives Building, September 1, 1932

Tools and Methods

- Evaluate and test available tools
- Consider using tools with transparent processes
- Use built-in export capabilities
- Use APIs to create customized tools
- Ask the platform provider for social media content



yammer[®]
twitter

Implementation

- Incorporate specific language into TOS
- Delegate roles and responsibilities for capture
- Provide training for staff
- Provide centralized guidance
- Share your lessons learned

Related activities at NARA

- Implementing the goals of the [Managing Government Records Directive](#)
- Updating the transfer guidance with additional acceptable formats
- Revising General Records Schedules to incorporate web records
- Working to investigate automated technologies to manage diverse collections of digital records

JPEG

HTML

XML

JSON

MP4

Next steps

- The Bulletin will be published soon
- Follow NARA's Records Express blog for updates
- @NARA_RecMgmt



The screenshot shows the Twitter profile for NARA Records Mgmt (@NARA_RecMgmt). The profile includes the National Archives logo, the account name, a verified badge, and the handle. The bio states: "The Official Twitter feed of NARA Records Management and the Office of the Chief Records Officer. Washington, DC · <http://blogs.archives.gov/records-express/>". The statistics show 297 tweets, 29 following, and 2,900 followers. A "Following" button is visible. Below the profile information, there are three tweets from the account:

- Tweets All / No replies**
- NARA Records Mgmt @NARA_RecMgmt** 8 Jan
Here's an update from the team working on revising the General Records Schedule. go.usa.gov/4qcw
Expand
- NARA Records Mgmt @NARA_RecMgmt** 17 Dec
We are hosting a webinar this Wednesday about our Records Scheduling Quality Control checklist. For more details: go.usa.gov/gp3T
Expand
- NARA Records Mgmt @NARA_RecMgmt** 6 Dec
Jay Trainer is up with an overview of key statistics on the [#FRCP](#): holdings, performance measures, and finances [#narabridg](#)
Expand

Questions?

Thank you!

Bethany.cron@nara.gov