

# Government and Social Media

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**Social Media for Communicators Conference**

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# The U.S. Government's Official Web Portal



The screenshot shows the USA.gov homepage with a navigation bar at the top containing links for Home, Site Index, E-mail, Phone, Chat, Our Blog, and Mobile. On the right, there are links for Español and Other Languages, and a 1 (800) FED INFO number. The USA.gov logo is prominently displayed in the center, with the tagline "Government Made Easy". Below the logo is a search bar and a navigation menu with categories: For Citizens, For Businesses and Nonprofits, For Government Employees, and For Visitors to the U.S. Under "For Citizens", there are sub-links for Kids, Parents, Seniors, Military and Veterans, Americans Abroad, and More Audiences >>. The main content area features a "Get It Done Online!" section with a list of services: Shop Government Auctions, Apply for Government Jobs, Register to Vote, Apply for Student Aid, Find Federal Forms, and Contact Elected Officials. A "100 More Online Services >>" link is also present. To the right of this list is an image of a family looking at a laptop. Further right is a "Change text size" section with links for E-mail this page, Print this page, Receive updates by e-mail, USA.gov RSS Feeds, and Tutorials: Find Government Info. Below this is a "News and Features" section with three items: Tax Relief Proposal, 2008 Primary Dates, and Foreclosure Resources. At the bottom left, there is a "Government Information by Topic" section with links for Benefits and Grants, Consumer Guides, Defense and International, Environment, Energy, and Agriculture, Jobs and Education, Money and Taxes, Public Safety and Law, Reference and General Government, and Science and Technology.

<http://www.usa.gov>

# Government Policy Issues

Sample conversation between  
government web manager  
and legal counsel

# Our Discussion Today

- Government examples of those leading the way
- Government opportunities and challenges
- Steps and resources to move ahead
- Working together across government

# Government Putting Social Media to Work

- Syndicated Web Feeds
- Blogs
- Wikis
- Multimedia: Video &,Photo Sharing, Podcasting
- Social Networking Sites
- Social News Sites
- Mashups
- Widgets
- Virtual Worlds

# Syndicated Web Feeds and Government

- USA.gov library of federal RSS feeds
  - [http://www.usa.gov/Topics/Reference\\_Shelf/Libraries/RSS\\_Library.shtml](http://www.usa.gov/Topics/Reference_Shelf/Libraries/RSS_Library.shtml)
- Webcontent.gov offers RSS advice
  - <http://www.usa.gov/webcontent/technology/rss.shtml>
- USGS guidance on creating RSS feeds
  - [http://www.usgs.gov/corecast/docs/rss\\_cheatsheet.pdf](http://www.usgs.gov/corecast/docs/rss_cheatsheet.pdf)



The screenshot shows the USA.gov website's RSS Library page. The header includes navigation links like Home, Site Index, E-mail, Phone, Chat, Our Blog, and Mobile. The main content area is titled "U.S. Government RSS Library" and provides information about official government services. It features several categorized links for RSS feeds, such as "Business and Economics RSS Feeds", "Family, Home, and Community RSS Feeds", "Health RSS Feeds", "Consumer RSS Feeds", "Defense and International Relations RSS Feeds", "Education and Employment RSS Feeds", "Public Safety and Law RSS Feeds", and "Reference and General Government RSS Feeds". A sidebar on the left lists navigation options like "By Organization" and "Contact Government". A right sidebar contains "Featured Sites" and "More About RSS" sections.

# EPA RSS Feeds

Newsroom | US EPA - Mozilla Firefox

File Edit View History Bookmarks Tools Help deljcio.us

http://yosemite.epa.gov/opa/admpress.nsf/RSS

U.S. Environmental Protection Agency

## EPA Newsroom

[Recent Additions](#) | [Contact Us](#) | [Print Version](#)

[EPA Home](#) > [EPA Newsroom](#) > RSS Feeds

### RSS Feeds

EPA currently offers RSS feeds of all headquarters-issued news releases. Right click the XML button and select **Copy Shortcut** from the menu that appears. Paste this shortcut into your RSS feed reader. [More information about RSS feeds](#) can be found below.

By Category	By Issuing Office
<a href="#">XML All Headquarters News Releases</a>	<a href="#">XML Headquarters</a>
<a href="#">XML Agriculture</a>	<a href="#">XML Region 01</a>
<a href="#">XML Air</a>	<a href="#">XML Region 02</a>
<a href="#">XML Awards and Recognition</a>	<a href="#">XML Region 03</a>
<a href="#">XML Compliance and Enforcement</a>	<a href="#">XML Region 04</a>
<a href="#">XML Emergency Response</a>	<a href="#">XML Region 05</a>
<a href="#">XML Energy</a>	<a href="#">XML Region 06</a>
<a href="#">XML Grants</a>	<a href="#">XML Region 07</a>
<a href="#">XML Hazardous Waste</a>	<a href="#">XML Region 08</a>
<a href="#">XML Partnerships and Stewardship</a>	<a href="#">XML Region 09</a>
<a href="#">XML Radiation</a>	<a href="#">XML Region 10</a>
<a href="#">XML Research</a>	
<a href="#">XML Superfund and Brownfields</a>	
<a href="#">XML Toxic Chemicals and Pesticides</a>	
<a href="#">XML Trash and Recycling</a>	
<a href="#">XML Underground Storage Tanks</a>	
<a href="#">XML Water</a>	
<a href="#">XML ~Other News Topics~</a>	

<http://yosemite.epa.gov/opa/admpress.nsf/RSS>

# Sample RSS Reader

My Yahoo! - Mozilla Firefox

File Edit View History Bookmarks Tools Help del.icio.us kolpeterson

http://cm.my.yahoo.com/p/3.html noaa second life youtube

Google Bookmarks Check AutoFill noaa second life youtube Settings

My Yahoo!

Make My Yahoo! your home page Blog Switch to original My Yahoo! Last update: Feb 4, 12:29 pm

MY YAHOO! BETA Search: Web Search

Web | Images | Video | Local | Shopping | more

Yahoo! Home My Front Page What's New **NEW** EPA RSS Feeds Add Page

Hi, Kol [Sign Out] Help

My Quicklinks Personalize this page Advice for your love life Share this page

**U.S. EPA News**

- Kansas Environmental Director Hired to Lead EPA Division - 2 days ago
- Communities in South Carolina Reduce Smog Ahead of Schedule - 2 days ago
- Communities in North Carolina Reduce Smog Ahead of Schedule - 2 days ago
- Communities in Tennessee Reduce Smog Ahead of Schedule - 2 days ago
- U.S. EPA to correct portion of state clean air plan - 2 days ago

**U.S. EPA Water News**

- [EPA Press Briefing for President's Budget for Fiscal Year 2009](#) - 2 days ago
- Guidebook to Help Water Utilities Improve Energy Management - 2 days ago
- Jamestown S'Klallam Tribe's Dungeness Watershed Based Plan - 2 days ago
- Coluccio Construction Co. and Castle Family LLC fined for Oahu wetlands violations - 3 days ago
- U.S. EPA to Greka: Clean up, or pay up - 6 days ago

(Washington, D.C. - Feb. 1, 2008) U.S. Environmental Protection Agency Administrator Stephen L. Johnson on Monday, Feb. 4, will announce President Bush's proposed budget request for the agency for...

**U.S. EPA Air News**

- Communities in South Carolina Reduce Smog Ahead of Schedule - 2 days ago
- Communities in North Carolina Reduce Smog Ahead of Schedule - 2 days ago
- Communities in Tennessee Reduce Smog Ahead of Schedule - 2 days ago
- U.S. EPA to correct portion of state clean air plan - 2 days ago
- EPA Press Briefing for President's Budget for Fiscal Year 2009 - 2 days ago

**U.S. EPA - Other News Topics - News**

- Kansas Environmental Director Hired to Lead EPA Division - 2 days ago
- EPA Press Briefing for President's Budget for Fiscal Year 2009 - 2 days ago
- Poster contest sheds light on sun safety - 3 days ago
- U.S. EPA Takes Further Action Against Greka - 4 days ago
- EPA Settles with Greka to Clean up the South's Dirty Air Management Agency - 4 days ago

**ADVERTISEMENT**

**U.S. EPA News for Region 02**

- Simple Radon Test Can Prevent Lung Cancer, New Yorkers Urged to Avoid Exposure to Odorless Gas - 3 weeks ago
- Onondaga County to Tune up its Vehicle Maintenance Facilities - 3 weeks ago
- Court Rules in EPA's Favor to Enforce Agreement and Collect from Delinquent New Jersey Company - 1 month ago
- EPA Settlement with NJIT will Promote Green Chemistry in Local School - 1 month ago
- EPA Approves Plan by Northeast States to Lower Mercury Levels in Fish - 1 month ago

**EPA Region 3**

There is currently no content in this feed.

**U.S. EPA News for Region 04**

- Communities in South Carolina Reduce Smog Ahead of Schedule - 3 days ago
- Communities in North Carolina Reduce Smog Ahead of Schedule - 3 days ago
- Communities in Tennessee Reduce Smog Ahead of Schedule - 3 days ago
- EPA Settles with Greka to Clean up the South's Dirty Air Management Agency - 4 days ago



# What You Can Do

- Use RSS reader
- Promote use of RSS
- Get regularly updated content out
- Link back to authoritative source
- Tie feeds to e-mail alerts
- Use your feeds and others in your websites

# Go Further Reach Across Government

The screenshot shows the NOAA website interface. At the top, there's a search bar and navigation links for NOAA Home, Weather, Oceans, Satellites, Fisheries, Climate, Research, Education, and Aircraft/Ships. The main content area is divided into sections: 'Current Conditions' with a local forecast by city/state, 'Weather Warnings' with a map, 'Doppler Radar', 'River and Lake Levels', 'Event Imagery', 'Drought Outlook', and 'Surface Weather Charts'. The central 'Weather Forecast' section features a large map of the United States with weather patterns and a text box titled 'Weather Outlook for Thursday' dated Feb 21, 2008. To the right, there's a 'View All NOAA Watch Headlines' section with a list of watch themes including Air Quality, Coral Bleaching, Droughts, Earthquakes, Excessive Heat, Fire Weather, Flooding, Harmful Algal Blooms (HABs), Hurricanes/Tropical Weather, Oil Spills, Rip Currents, Severe Weather, Space Weather, Tsunamis, and Volcanoes.

<http://www.noaawatch.gov/>

The screenshot shows the Disaster Help website. At the top, there's a search bar and navigation links for HOME, NEWS FEEDS, IMMEDIATE NEEDS, MOVING FORWARD, LOCAL RESOURCES, and DISASTER RESOURCES. The main content area is titled 'News Feeds' and includes a section for 'Declared Disasters' with links to FEMA Federal Disaster Declarations and lists of disasters such as Kentucky Severe Storms, Texas Broadway Fire, and Oregon Severe Storms. There are also sections for 'Hurricanes' (National Hurricane Center Atlantic and East Pacific), 'Wildland Fires' (InciWeb National Incidents), and 'Earthquakes' (USGS M5+ Earthquakes). The footer contains site map, privacy policy, accessibility, and contact information for FEMA and the U.S. Department of Homeland Security.

<http://www.disasterhelp.gov/news-feeds.shtm>

# Blogs -- So Why Blog in Government?

- Attracts new audiences for government information and service
- Puts a human face on government
- Opens up a conversation

# Blogs and Government

- 20 Active Federal Agency Public-Facing Blogs
  - [http://www.usa.gov/Topics/Reference\\_Shelf/News/blog.shtml](http://www.usa.gov/Topics/Reference_Shelf/News/blog.shtml)
- Elected Official Blogs at All Levels
  - <http://www.businessofgovernment.org/pdfs/WyldReportBlog.pdf>
- Webcontent.gov provides advice on government blogs
  - <http://www.usa.gov/webcontent/technology/blogs.shtml>

The screenshot shows a Microsoft Internet Explorer browser window displaying the USA.gov website. The page title is "Blogs from the U.S. Government: USA.gov - Microsoft Internet Explorer - provided by General Services Administration". The address bar shows the URL "http://www.usa.gov/Topics/Reference\_Shelf/News/blog.shtml". The page content includes a navigation menu with options like "Home", "Site Index", "Email", "Phone", "Chat", "Our Blog", and "Mobile". Below the navigation, there are tabs for "For Citizens", "For Businesses and Nonprofits", "For Government Employees", and "For Visitors to the U.S.". The main content area is titled "Blogs from the U.S. Government" and lists various government blogs with brief descriptions. On the right side, there are links for "E-mail this page", "Print this page", "Receive updates by e-mail", "USA.gov RSS Feeds", and "Tutorials: Find Government Info". At the bottom of the page, there is a "Back to Top" link.

# Top Officials Speak

U.S. Department of Health & Human Services  
**HHS.gov**

## Secretary Mike Leavitt's Blog

### Dealing With Medicare

I suppose the compulsion I feel to get people's attention on the plight of the Medicare Trust Fund can be attributed to my current close association with it. Medicare is part of HHS and I'm also a Trustee.

This week, I released [our budget proposal](#) for the next five years. Medicare makes up 56 percent of the \$737 billion we spend. I said at a news conference our proposal should be viewed as a stark warning. Medicare, on its current course, is just 11 years from going broke.

Eleven years is going to fly by. Here's a perspective builder. The Fourth of July last year seems like yesterday. In 20 times that time, left on autopilot, Medicare will be broke.

Systems as big and complex as Medicare don't turn on a dime. We need to start dealing with this.

I'm certainly not the first person to warn of this. Part of the problem is that the entire country has been desensitized, numbed actually, by a repeated cycle of alarms and inaction.

Dire warnings on Medicare insolvency have become a seasonal



**BLOG HOME**

**ABOUT THIS BLOG**

**COMMENT POLICY**

Comments submitted after hours or on weekends will be posted as early as possible the next business day

**FREQUENTLY ASKED QUESTIONS**

[http://secretarysblog.hhs.gov/my\\_weblog/](http://secretarysblog.hhs.gov/my_weblog/)

# Really Interesting Jobs



The screenshot shows the Peace Corps website. At the top, there is a navigation bar with links for HOME, AGENCY JOBS AND INFO, LIBRARY, NEWSLETTER, and TELL A FRIEND. Below this is a search bar with a 'GO' button. The main header features the Peace Corps logo and the text 'Peace Corps' followed by 'About the Peace Corps'. A sidebar on the left contains a menu with items like 'What is the Peace Corps?', 'What Do Volunteers Do?', 'Where Do Volunteers Go?', 'What's It Like to Volunteer?', 'Volunteer Journals', 'Video Vault', 'Insider's View Photo Galleries', 'In Their Own Words', 'Interactive Features', 'How Do I Become a Volunteer?', 'Who Volunteers?', 'What Are the Benefits?', 'What About Safety?', and 'Find Local Events'. The main content area is titled 'What's It Like to Volunteer?' and features 'Volunteer Journals'. The first journal entry is for Ian Jobe, a volunteer in Georgia from 2006 to 2008. The entry includes a photo of Ian Jobe and a short bio. To the right of the journal entry is a call to action 'APPLY NOW' with a photo of a group of people and a link to 'click here to apply now'. Below that is a 'MONTHLY NEWSLETTER' section with a link to 'Passport' and a 'FIND LOCAL EVENTS' section with a link to 'Peace Corps recruiters appear at information sessions, campus and community events, and'.

HOME | AGENCY JOBS AND INFO | LIBRARY | NEWSLETTER | TELL A FRIEND

SEARCH  GO

## Peace Corps

### About the Peace Corps

About the Peace Corps

What is the Peace Corps?

What Do Volunteers Do?

Where Do Volunteers Go?

What's It Like to Volunteer?

▼ Volunteer Journals

- Ian Jobe
- Erika Kraus
- Jeremiah Marquis
- Susan Miller-Coulter
- Michelle Ross

► Video Vault

► Insider's View Photo Galleries

► In Their Own Words

► Interactive Features

How Do I Become a Volunteer?

Who Volunteers?

What Are the Benefits?

What About Safety?

Find Local Events

#### ► What's It Like to Volunteer?

##### Volunteer Journals:

###### Ian Jobe

Georgia, 2006 - 2008



Raised in Colorado, Ian Jobe, 23, has brought his love of the outdoors to his latest role as a Peace Corps Volunteer in Georgia. When he's not teaching English (and the weather is nice), Ian is usually outside hiking, swimming, or jogging. You can also find him running local activity clubs, meeting up with other Volunteers, or spending time with his host family. Already a fixture in his town of about 50,000, people greet him regularly with "Hello, Ian" and "Hello America."

[more ►►](#) (last journal entry posted 61 days ago)

###### Erika Kraus

Benin, 2005 - 2007



With a double major in Biology and French, Erika Kraus, 23, is taking advantage of her education. As an environmental action Volunteer in Benin, West Africa, Erika

► **APPLY NOW**



If you think you're ready to join, [click here to apply now](#).

► **MONTHLY NEWSLETTER**

Sign up to receive the Peace Corps' free monthly newsletter [Passport](#).

► **FIND LOCAL EVENTS**

Peace Corps recruiters appear at information sessions, campus and community events, and

<http://www.peacecorps.gov/index.cfm?shell=learn.whatlike.voljournal>

# Topics of Great Public Interest



**evolution** of Security

TERRORISTS EVOLVE. THREATS EVOLVE. SECURITY MUST STAY AHEAD. YOU PLAY A PART.

2.06.2008

## HOORAY BLOGGERS!

A Win for the Blogosphere

Posters on this blog have had their first official impact on our operations. That's right, less than one week since we began the blog and already you're affecting security in a very positive way.

On Monday afternoon we began receiving questions about airports that were requiring ALL electronics to be removed from carry-on bags (everything, including blackberrys, iPods and even cords). This practice was also mentioned on several other blogs and left us scratching our heads.

So...we checked with our security operations team to figure out what was going on. After some calls to our airports, we learned that this exercise was set up by local TSA offices and was not part of any grand plan across the country. These practices were stopped on Monday afternoon and blackberrys, cords and iPods began to flow through checkpoints like

<http://www.tsa.gov/blog>

# Really Interesting Information

The LIBRARY of CONGRESS

ASK A LIBRARIAN DIGITAL COLLECTIONS LIBRARY CATALOGS Search GO Options

The Library of Congress > Library of Congress Blog > Meanwhile, About Those Abraham Lincoln Inauguration Photos

LIBRARY OF CONGRESS BLOG

## Library of Congress Blog

“Light and liberty go together.”

← Flickr Followup | Ambassador for Young People’s Literature Offers Pointers →

### Meanwhile, About Those Abraham Lincoln Inauguration Photos

Posted on: January 18th, 2008 by Matt Raymond

It was an entirely happy coincidence this week that we announced both the Flickr [pilot project](#) and an amazing photographic discovery on exactly the same day.

A trio of images, previously thought to have been picturing different events, have been [confirmed](#) to be photographs from Abraham Lincoln’s second inauguration as president on March 4, 1865. Here’s the parallel I like to draw:



A user of our Prints and Photographs Online Catalog raised questions about the images, which sent Library of Congress curator Carol Marie Johnson sleuthing. Careful comparisons to the only other two known images from that event and meticulous combing through records led her to this discovery.

My point is that if we can uncover those kinds of treasures, thanks in part to our discerning Web users, imagine what might happen after setting loose hoards of eager

Search this blog GO

About the Author

**CATEGORIES**

- [Blogging](#)
- [Books](#)
- [Capitol Hill](#)
- [Cataloging](#)
- [Congress](#)
- [Copyright](#)
- [Curators](#)
- [Education](#)
- [Events](#)
- [Exhibitions](#)
- [History](#)
- [LC Web site](#)
- [Libraries](#)
- [Music](#)
- [New Visitors Experience](#)
- [News](#)
- [Open Thread](#)

<http://www.loc.gov/blog/>



# Really Useful Information



The screenshot shows a web browser displaying a blog post on the Gov Gab website. The page has a blue header with the Gov Gab logo and navigation links. The main content area features a post titled "Help for Teachers" dated February 13, 2008, by Colleen. The post discusses the author's experience as a non-teacher in a group of teachers. The right sidebar contains a search bar, RSS feeds, categories, and an archive.

Home | Meet the Bloggers

**Gov Gab** Your U.S. government blog

[Main](#) | [Next page](#) »

February 13, 2008 in category General by: [Colleen](#)

## Help for Teachers

Amongst my group of friends, I am the oddball. This has a little to do with my taste in music, but more so that I am not a teacher. While it's not ENTIRELY the case, it sure seems like all of my friends are teachers.

My best friend commands a tribe of 5th graders. My high school partner in crime teaches middle school English (a feat that deserves a medal—battling the awkward braces years and all). My college accomplice? 3rd grade. Next door neighbor/sandbox buddy? She's also holding down the 5th grade. And finally, my roommate—kindergarten and first grade.

Because of these relationships, I am privy to the daily trials and tribulations that come with life when one educates the youth of America. Some of my favorites?

- Weekly battles to secure the "best" times on the lamination machine user schedule.
- Highly contested space on hallway bulletin boards

I had little insight or potential solutions to problems of this realm until recently.

Due to the frigid weather we've been experiencing lately, the kids have

**Search This Blog** »

**RSS Feeds** »

All
/Home and Family
/General
/Health
/Money
/Fun
/Travel
Comments

**Categories** »

Home and Family
General
Health
Money
Fun
Travel

**Archive** »

<http://blog.usa.gov/roller/>

# Putting a Human Face on Government

## 6 GovGab.gov Bloggers at USA.gov



**Colleen** – Consumer information specialist →  
*Newbie bureaucrat*

← **Jake** – Frequently Asked Questions  
*Rocker*

**Joanne** – Web content manager →  
*Mom, lives on farm*

← **Nancy** – TV, print and radio PSAs  
*Media whiz*

**Sam** – Media specialist →  
*Southern belle, shopper*

← **Sommer** – Web content manager  
*Midwesterner*



# Are You Ready to Blog?

- Issues to Consider
  - Who can write/represent the agency?
  - Enough content of interest?
  - Long-term commitment?
  - What content? Who reviews?
  - Comments?
- Either way, communicate with bloggers

# Government and Wikis



The screenshot shows a Wikipedia article for "USA.gov". At the top left is the Wikipedia logo, a globe with letters, and the text "WIKIPEDIA The Free Encyclopedia". To the right of the logo are navigation tabs: "article", "discussion", "edit this page", and "history". In the top right corner, there is a "Log in / create account" link. The article title "USA.gov" is prominently displayed. Below the title, it says "From Wikipedia, the free encyclopedia" and "(Redirected from Usa.gov)". The main text of the article describes USA.gov as the official web portal of the United States Government, designed to improve public interaction with the U.S. Government. It mentions that USA.gov links to every Federal agency and to State, local, and tribal governments. A sidebar on the left contains navigation links (Main Page, Contents, Featured content, Current events, Random article), interaction links (About Wikipedia, Community portal, Recent changes, Contact Wikipedia, Donate to Wikipedia, Help), a search box, and a toolbox (What links here, Related changes, Upload file, Special pages, Printable version). On the right side of the article, there is the USA.gov logo with the tagline "Government Made Easy". A "Contents" table of contents is visible, listing sections from History to External links.

**USA.gov**

From Wikipedia, the free encyclopedia  
(Redirected from *Usa.gov*)

**USA.gov** is the official web portal of the United States Government. It is designed to improve the public's interaction with the U.S. Government by quickly directing website visitors to the services or information they are seeking. USA.gov links to every Federal agency and to State, local, and tribal governments, and is the most comprehensive site in—and about—the U.S. Government. While the primary target audience of USA.gov is the American public, about 25 percent of USA.gov's visitors come from outside the United States.

Until January 2007, USA.gov was known as FirstGov.gov. The name was [changed](#) in response to user suggestions and telephone surveys.

USA.gov is part of the [Office of Citizen Services and Communications](#) in the [General Services Administration \(GSA\)](#), and includes the Spanish-language web portal to U.S. government services, [GobiernoUSA.gov](#) (formerly [espanol.gov](#)). The portals, which are funded by U.S. taxpayers and are offered as a public service, are a member of the Office of Citizen Services and Communication's family of websites that also includes [pueblo.gsa.gov](#) (the [Federal Citizen Information Center](#)), [Kids.gov](#), [ConsumerAction.gov](#), and [WebContent.gov](#).

USA.gov receives more than 97 million visitors and GobiernoUSA.gov receives 1.5 million visitors. There are about 5 million links to USA.gov.

**Contents** [hide]

- History
- Structure
- GobiernoUSA.gov
- Web Best Practices
  - Interagency Committee on Government Information
  - Web Managers Advisory Council
- Crisis Response Initiatives
- A Model to Other Government Websites
- Awards
- External links

# Wikis and Government

- Wikis purpose is collaboration
  - Project management
  - Knowledge management
- Create a better work product across boundaries
- Government uses mostly enterprise wikis, restricted communities of practice

# Federal Government Wikis

- GSA Collaborative Work Environment supports 20+ communities
  - <http://colab.cim3.net/cgi-bin/wiki.pl/>
- Intellipedia for 16 intelligence agencies
  - <http://en.wikipedia.org/wiki/Intellipedia>
- U.S. Court of Appeals, 7<sup>th</sup> Circuit for Members of the Bar
  - [http://www.ca7.uscourts.gov/wiki/index.php?title=Practitioner%27s\\_Handbook](http://www.ca7.uscourts.gov/wiki/index.php?title=Practitioner%27s_Handbook)
- NASA wiki for object oriented data terminology
  - <http://oodt.jpl.nasa.gov/wiki/homepage.action>

Are we ready for Govipedia?

# Multimedia and Government Video Sharing, Photo Sharing, Podcasting

- Government has lots of multimedia
- Underutilized and not coordinated
- Not reaching some users
- Not meeting expectations



The screenshot shows the USA.gov website interface. At the top, there is a navigation bar with links for Home, Site Index, E-mail, Phone, Chat, Our Blog, and Mobile. A search bar is located on the right side of the header. Below the header, there are four tabs: For Citizens, For Businesses and Nonprofits, For Government Employees, and For Visitors to the U.S. The main content area is titled "U.S. Government Photos, Graphics, and Multimedia" and includes several sub-sections: "By Organization" (with links for A-Z Agency Index, Federal Government, State Government, Local Government, and Tribal Government), "Contact Government" (with links for Online Services, Frequently Asked Questions, E-mail, Web Chat, Phone, In Person, and Forms), and "By Topic" (with links for Benefits and Grants, Consumer Guides, Defense and International, and Environment, Energy). On the right side of the main content area, there are links for "Change text size: A A A", "E-mail this page", "Print this page", "Receive updates by e-mail", "USA.gov RSS Feeds", "Tutorials: Find Government Info", and "BOOKMARK".

<http://www.usa.gov/Topics/Multimedia.shtml>



# Video Sharing And Government

If You Build It ....

NO

# Share Your Videos Where People Watch Videos

The screenshot shows the YouTube interface for a video titled "In The Pink". The video player shows a classic car with two pink poodles in the back seat. The video is from the channel "PuebloGirl", which was joined 1 year ago and has 7 videos. The video was added on February 14, 2007. The video player has a progress bar at 00:23 / 01:00. Below the video player are buttons for "Share", "Favorite", "Add to Playlists", and "Flag". To the right of the video player are sections for "About This Video", "More From: PuebloGirl", and "Related Videos". The "Related Videos" section includes "Pink Poodle at Abbotsford Pet Expo" (03:05, 7,781 views), "Pink Toy Poodle" (00:33, 1,511 views), and "Hot Pink Dog" (00:12, 1,677 views).

<http://www.youtube.com/watch?v=muNJVe861no>

# Official Source



**Client: Federal Citizen Information Center**

**U.S. General Services Administration**

**Title: Ask The Government- USA.gov**

**Length: :60**

**Code: XXCE-1615**

**EXPIRES 6/2008**

**Closed Caption: Yes**

**Date: 6/15/07**

**M33244 Postique**

**3**

# Your Agency's Name on YouTube

YouTube Videos | Channels | Community | Upload

Sign Up | Account | History | Help | Log In | Site

Search

Videos | English | Groups | Subscribers

**Ocean Media Center from NOAA**

[Subscribe](#)

NOAA Ocean Media Center  
 Type: Broadcast  
 Joined: May 01, 2007  
 Last Login: 3 weeks ago  
 Videos Uploaded: 31

**DIRECTOR**

Subscribers: 52  
 Channel Views: 1,365

NOAA's Ocean Media Center creates high definition video products showcasing the many services that NOAA (National Oceanic and Atmospheric Administration) provides to the public. On our channel you'll find many kinds of videos including natural history documentaries about our national marine sanctuaries, industrial documentaries about how NOAA responds to oil spills, and historical documentaries covering wide ranging topics from shipwrecks in the Great Lakes to the history of surveying in the United States.

Visit NOAA's website for more information at <http://www.noaa.gov>

City: Seattle  
 Country: United States

[Report profile image violation](#)

Discovering Hidden Habitats: Monterey Bay Aquarium & NOAA  
 From: [Discovering Hidden Habitats](#)  
 Views: 4,267  
 Comments: 1

**Connect with NOAAOceanMediaCenter**

NOAA

[Send Message](#)  
[Add Channel](#)  
[Add as Friend](#)

<http://www.youtube.com/NOAAOceanMediaCenter>

**Subscribers (52)**

[Subscribe](#)

[Subscribe](#)

[Subscribe](#)

[Subscribe](#)

[See All Subscribers](#)

**Bulletins (1)**

From	Bulletin
NOAA's Ocean Media Center	NOAA's Ocean Media Center

November 06, 2007

**Videos (49)** [Subscribe to NOAAOceanMediaCenter's videos](#)

Videos | Most Viewed | Most Discussed

Discovering Hidden Habitats: Monterey Bay Aquarium & NOAA  
 05:01  
 Added: 10 months ago  
 Views: 4,267

Acoustic and BION Survey Technologies: Part I  
 05:58  
 Added: 7 months ago  
 Views: 732

NOAA 2005 Expedition: Ikon for the USS Albatross  
 07:11  
 Added: 8 months ago  
 Views: 1,759

Lowfin back: Turtles Swallow 11 Jacks in Solomons Islands  
 02:28  
 Added: 7 months ago  
 Views: 307

Cowbird & Biscuits: Rock Fish  
 01:00  
 Added: 7 months ago  
 Views: 63

Sanctuary Dwell: Expedition 2002, Scientists at Sea  
 07:12  
 Added: 10 months ago  
 Views: 527

Hunter Wood Elliott: Defender of the Fur Seal (part 2 of 2)  
 05:01  
 Added: 9 months ago  
 Views: 481

Explosion & Sunken Dist. Marine Helicopter Hawaii (2 of 2)  
 05:35  
 Added: 9 months ago  
 Views: 312

Reflections on the Past & for the Future: A Cultural Journey  
 05:31  
 Added: 10 months ago  
 Views: 263

[See All 49 Videos](#)

YouTube Videos | Channels | Community | Upload

Sign Up | Account | History | Help | Log In | Site

Search

Videos | Favorites | Playlists | Groups | Friends | Subscribers | Subscriptions

**USEPAgov Channel**

**USEPAgov**  
 Style: Educational  
 Joined: September 20, 2007  
 Last Login: 4 weeks ago  
 Videos Watched: 1

**\* GURU**

Subscribers: 0  
 Channel Views: 77

Name: US Environmental Protection  
 Country: United States  
 Website: <http://www.epa.gov>

**Channel Comments (2)** [Add Comment](#)

[grimbear2000](#) | September 26, 2007  
 Hi! I'm an apteryx, a wingless bird...

[kolpelerson](#) | September 25, 2007  
 test

[Add Comment](#)

**Connect with USEPAgov**

[Send Message](#)  
[Add Comment](#)  
[Share Channel](#)  
[Add as Friend](#)

<http://www.youtube.com/USEPAgov>

**Bulletins (0)**

From	Bulletin
There are no bulletins.	

# Uh Oh

The screenshot shows a YouTube channel page for USA.gov. The page layout includes a top navigation bar with the YouTube logo and links for Videos, Channels, Community, and Upload. A search bar is located in the top right. Below the navigation bar, there are links for Videos, Favorites, Playlists, Groups, Friends, Subscribers, and Subscriptions. The main content area is divided into several sections:

- USA.gov Profile:** Features an American flag icon, the channel name "USAgov", and details such as "Style: ---", "Joined: April 24, 2007", "Last Login: 2 weeks ago", and "Videos Watched: 20". A "DIRECTOR" role is indicated. Statistics show "Subscribers: 0" and "Channel Views: 205". The channel description is "Government Made Easy". Contact information includes "Name: US Government", "City: Washington D.C", "Country: United States", and "Website: http://www.usa.gov". A "Report profile image violation" link is also present.
- Subscriptions (15):** A carousel of four subscription thumbnails with names: "citizenube", "GovMITRomney", "johnedwards", and "hillaryclintondotcom".
- Channel Comments (0):** A section with an "Add Comment" link and the text "There are no comments for this user." with another "Add Comment" link below.
- Connect with USAgov:** A section with a "http://www.usa.gov/" link and icons for "Send Message", "Add Comment", "Share Channel", and "Add as Friend". The URL "http://www.youtube.com/USAgov" is also provided.
- Bulletins (0):** A section with a table header for "From" and "Bulletin" and the text "There are no bulletins."

At the bottom of the page, the USA.gov logo is visible.

# Virginia

**YouTube**™ Videos | Channels | Community | Upload

Sign Up | Account | History | Help | Log In | Site

Search

Virginia.gov Virginia is for Lovers

Videos | Favorites | Playlists | Groups | Subscribers | Subscriptions

**Viriniagovernment** [Subscribe](#)

**Viriniagovernment**  
Style: News  
Joined: **October 19, 2007**  
Last Login: **21 minutes ago**  
Videos Watched: **59**  
Subscribers: **19**  
Channel Views: **2,037**

The official YouTube channel of the Commonwealth of Virginia, linking you to video from Virginia government agencies and institutions.

Sic Semper Tyrannis  
Country: **United States**   
Website: <http://www.virginia.gov>  
[Report profile image violation](#)

**Connect with Viriniagovernment**

[Send Message](#)  
[Share Channel](#)  
[Add as Friend](#)

<http://www.youtube.com/Viriniagovernment>

**Subscriptions (10)**

[VAEmergency](#)  
 [Roanoke County](#)

**Virginia Voices**  
From: [Viriniagovernment](#)  
Views: 789

**The Official YouTube Site for the Commonwealth of Virginia**

From the Allegheny and Blue Ridge mountains to the Shenandoah Valley, the rolling hills of the central piedmont to the Chesapeake Bay and coastal regions, Virginia and her citizens welcome you. Videos on this channel and its subscribers are provided by Virginia government agencies - we hope you enjoy them!

**Playlists**

**Virginia State Agencies 24 Videos**  
Videos from Virginia State Agencies [Play All](#) [Share](#)

# Photo Sharing and Government

- LOTS of really cool photos in the public domain
- Federal photos
  - <http://www.usa.gov/Topics/Graphics.shtml>
- State photos
  - [http://www.usa.gov/Topics/Graphics\\_State.shtml](http://www.usa.gov/Topics/Graphics_State.shtml)

# Bring Your Photos to the People

The screenshot shows a Flickr page for a photo titled "Pets Made Easy (2007)". The page layout includes a top navigation bar with the Flickr logo and links for Home, The Tour, Sign Up, and Explore. A search bar is located on the right side of the top bar. The main content area features a large photo of a rock with eyes next to a laptop displaying the USA.gov website. Below the photo are the captions "PETS MADE EASY." and "GOVERNMENT MADE EASY." and a short paragraph of text. To the right of the photo is a sidebar with the upload date "Uploaded on July 30, 2007 by fcic\_gsa", a photostream preview for "fcic\_gsa's photostream" showing 22 photos, and a list of tags including website, usa, services, resources, questions, question, psa, problem, printad, portal, phone, money, and passport.

**flickr** LOVES YOU™

You aren't signed in [Sign In](#) [Help](#)

[Home](#) [The Tour](#) [Sign Up](#) [Explore](#) | ▾

Search everyone's photos  [Search](#) | ▾

## Pets Made Easy (2007)

ALL SIZES

**PETS MADE EASY.**      **GOVERNMENT MADE EASY.**

Have questions about Social Security, passports, government auctions and more?  
Now there's an easy way to get answers. USA.gov is your official source for  
all the federal, state and local government information you need.  
USA.gov. It rocks.

Uploaded on July 30, 2007  
by [fcic\\_gsa](#)

**fcic\_gsa's photostream**

22 photos

browse

Tags

- website
- usa
- services
- resources
- questions
- question
- psa
- problem
- printad
- portal
- phone
- money
- passport



# Audio and Podcasting and Government

Lots of public podcasting in government

# Government Can be Presidential

The screenshot displays the White House website interface. At the top, there is a navigation bar with links for 'PRESIDENT', 'VICE PRESIDENT', 'FIRST LADY', 'MRS. CHENEY', and 'NEWS'. Below this is a search bar and a 'Search' button. The main header features the White House logo and the text 'THE WHITE HOUSE' and 'PRESIDENT GEORGE W. BUSH'. On the left side, there is a sidebar with a section titled 'IN FOCUS' containing a list of topics such as Africa, Budget Management, Defense, Economy, Education, Energy, Environment, Global Diplomacy, Gulf Coast, Health Care, Homeland Security, Immigration, Iraq, Judicial Nominations, Medicare, Middle East, National Security, Patriot Act, and Veterans. Below this is a 'News' section with links for Current News, Press Briefings, Proclamations, Executive Orders, and Radio. Further down are sections for 'Interact' (Ask the White House, White House Interactive) and 'Your Government' (President's Cabinet, USA Freedom Corps). The main content area features a large banner for 'WHITE HOUSE PODCASTS' with an American flag and a microphone icon. Below the banner, there are three news articles, each with a 'PLAY AUDIO' button. The first article is dated February 19, 2008, and is titled 'President Bush and President Kagame of Rwanda Dedicate United States Embassy Kigali'. The second article is also dated February 19, 2008, and is titled 'President Bush Discusses Kosovo'. The third article is dated February 19, 2008, and is titled 'President Bush Participates in Joint Press Availability with President Kagame of Rwanda'. To the right of the main content area, there is a 'Podcasts' section with a list of links for 'Presidential Speeches & Remarks', 'Presidential Weekly Radio Address', 'Discurso Radial del Presidente', 'White House Press Briefings', 'Barney Cam (Video)', and 'iTunes: White House'. Below this is a 'Radio Address' section with a microphone icon and text stating 'The President's Weekly Radio Address to the Nation is available to download. Click Here to Listen'.

# Government Can be Cool

The screenshot shows the NASA website homepage with a dark blue background and a grid of content blocks. At the top, there is a navigation bar with links for HOME, NEWS, MISSIONS, MULTIMEDIA, and ABOUT NASA, along with a search bar and a user login area. Below the navigation bar, there are several content blocks: a Multimedia sidebar with links to Images, Videos, Podcasts, and Interactive Features; a NASACast section with a 'Download the Universe' banner and subscription links; an Audio Podcasts section with a list of categories like 'This Week @NASA', 'Shuttle & Station', and 'Solar System'; a Video Podcasts section with a similar list of categories; a NASA on iTunes section with an image of a satellite and a link to visit the NASA room; a Resources section with a list of podcast directories; and an Other NASA Podcasts section with a list of specific podcast titles. At the bottom, there is a footer with the NASA logo, page information, and various links for budgets, privacy, and contact.

**Navigation:** HOME, NEWS, MISSIONS, MULTIMEDIA, ABOUT NASA, Help and Preferences

**User Area:** Username: [ ] > Log In | > Sign Up Search [ ]

**Secondary Navigation:** NASA Home | Multimedia | NASA Podcasts Bookmark Send

**Multimedia Sidebar:**

- Images
  - Featured Images
  - Image of the Day Gallery
  - Image Usage Guidelines
- Videos
- Podcasts
- Interactive Features
- NASA TV
- RSS Feeds
- Blogs
- Worldbook@NASA

**NASACast:**

Download the Universe

Subscribe to our omnibus NASACast feeds for the latest mission news, features and the This Week @NASA report.

Audio: [SUBSCRIBE](#) [iTunes](#)

Video: [SUBSCRIBE](#) [iTunes](#)

[21st Century Podcast Competition](#)

**Audio Podcasts:**

- This Week @NASA [XML](#)
- Shuttle & Station [XML](#)
- Solar System [XML](#)
- Universe [XML](#)
- Earth [XML](#)
- Student Opportunities [XML](#)

**Video Podcasts:**

- This Week @NASA [XML](#)
- NASA Edge [XML](#)
- Shuttle & Station [XML](#)
- To the Moon [XML](#)
- Solar System [XML](#)
- Universe [XML](#)
- Earth [XML](#)
- What's Up? [XML](#)

**NASA on iTunes:**

Visit the NASA room on iTunes → (iTunes required)

**Resources:**

Other Podcast Directories:

- [LearnOutLoud](#)
- [iPod](#)
- [podcast.com](#)
- [PODCAST ALLEY](#)
- [PodcastPickle.com](#)
- [podneva](#)
- [DIR/PODCAST](#)
- [YAHOO!](#)

[NASA Podcasting Help Page](#)

[Download QuickTime](#)

**Other NASA Podcasts:**

- Ask an Astronomer →
- Astrobiology Magazine →
- Brain Bites → Ask NASA →
- Chandra X-Ray Observatory →
- Digital Learning Network →
- Hubble Watch →
- JPL (Center Podcast) →
- PlanetQuest →
- The Rovercast →
- Science@NASA →
- Ciencia@NASA (en Español) →
- Spitzer Audio →
- Spitzer Video →
- Sun-Earth Connection →

**Footer:**

[NASA](#)

Page Last Updated: January 14, 2008  
Page Editor: Jim Wilson  
NASA Official: Brian Dunbar

- Budgets, Strategic Plans and Accountability Reports
- Equal Employment Opportunity Data Posted Pursuant to the No Fear Act
- Information-Dissemination Policies and Inventories
- Freedom of Information Act
- President's Management Agenda
- Privacy Policy & Important Notices
- Inspector General Hotline
- Contact NASA
- Site Map
- USA.gov
- ExpectMore.gov

# So, We're Not All NASA

The screenshot shows the USA.gov website interface. At the top, there is a navigation bar with links for Home, Site Index, E-mail, Phone, Chat, Our Blog, and Mobile. On the right, there are links for Español and Other Languages, and a search bar with the text "Government Web Images News USA.gov" and a "Search" button. Below the navigation bar, there are four tabs: "For Citizens", "For Businesses and Nonprofits", "For Government Employees", and "For Visitors to the U.S.". The main content area is titled "Podcasts from the U.S. Government" and includes a breadcrumb trail: "Home > Reference Center > Libraries > Podcasts". The page content is organized into several sections: "By Organization" with a list of agency types; "Contact Government" with various service options; "By Topic" with categories like Benefits and Grants, Consumer Guides, etc.; and a central grid of podcast categories such as "Business and Economics Podcasts", "Defense and International Relations Podcasts", "Family, Home, and Community Podcasts", "Health Podcasts", "History, Arts, and Culture Podcasts", "Public Safety and Law Podcasts", "Reference and General Government Podcasts", "Science and Technology Podcasts", "Voting and Elections Podcasts", and "Podcasts en español". On the right side, there is a "Change text size" option and a list of utility links including "E-mail this page", "Print this page", "Receive updates by e-mail", "USA.gov RSS Feeds", and "Tutorials: Find Government Info". At the bottom right, there is a "Featured Subjects" section with links to "RSS Feeds from USA.gov", "Blogs from the U.S. Government", "Podcasting in Government", and "Tell USA.gov About Another Government Podcast".

[http://www.usa.gov/Topics/Reference\\_Shelf/Libraries/Podcasts.shtml](http://www.usa.gov/Topics/Reference_Shelf/Libraries/Podcasts.shtml)

# Podcasting

## More Untapped Opportunity

- Start where you are already recording
- Get your podcasts to the listeners (iTunes government category)
- Consider more: What lends itself to this format/frequency



# Podcasting Resources

- Webcontent.gov
  - helps government web managers



The screenshot shows the Webcontent.gov website. The header includes the site name "Webcontent.gov" and the tagline "Your Guide to Managing U.S. Government Websites". A search bar is located in the top right. A navigation menu contains links for Home, About Us, FAQ's, Topics A-Z, Contact Us, and Jobs. The left sidebar lists "Site Topics" such as Requirements & Best Practices, Managing Content, Usability & Design, Management & Governance, Improving Your Website, Using Technology, Resources & Tools, and Getting Started. The main content area is titled "Podcasting" and includes a breadcrumb trail: Home > Using Technology > Social Media > Podcasts. The "What It Is" section defines podcasting as publishing MP3 audio files on the web for download or listening on devices. The "Why It's Important" section lists two bullet points: one about the efficiency of finding podcasts via RSS feeds, and another citing a Pew report that 29% of American adults have downloaded podcasts.

<http://www.usa.gov/webcontent/technology/podcasting.shtml>

# Multimedia Content

## Unleash What You Have & Create More

The screenshot displays the USA.gov website interface. At the top, there is a navigation bar with links for Home, Site Index, E-mail, Phone, Chat, Our Blog, and Mobile. A search bar is located on the right side, with a search button and a search history dropdown showing "Government Web", "Images", "News", and "USA.gov". Below the search bar, there is a contact information section for "1 (800) FED INFO" and "1 (800) 333-4636". The main navigation bar features four tabs: "For Citizens" (highlighted in red), "For Businesses and Nonprofits", "For Government Employees", and "For Visitors to the U.S.". The main content area is titled "U.S. Government Photos, Graphics, and Multimedia" and includes a breadcrumb trail: "Home > Reference Center > U.S. Government Photos, Graphics, and Multimedia". On the left side, there are two main sections: "By Organization" and "Contact Government". "By Organization" includes links for "A-Z Agency Index", "Federal Government", "State Government", "Local Government", and "Tribal Government". "Contact Government" includes links for "Online Services", "Frequently Asked Questions", "E-mail", "Web Chat", "Phone", "In Person", and "Forms". Below these is a "By Topic" section with links for "Benefits and Grants", "Consumer Guides", "Defense and International", and "Environment, Energy". On the right side, there is a "Change text size" section with links for "A", "A", and "A". Below this are several utility links: "E-mail this page", "Print this page", "Receive updates by e-mail", "USA.gov RSS Feeds" (with an "xHL" icon), "Tutorials: Find Government Info", and a "BOOKMARK" button with a plus sign and a "..." icon.

Home | Site Index | E-mail | Phone | Chat | Our Blog | Mobile Español | Other Languages

Government Web Images News USA.gov  Search

1 (800) FED INFO | 1 (800) 333-4636

**For Citizens** | For Businesses and Nonprofits | For Government Employees | For Visitors to the U.S.

**By Organization** [Home > Reference Center > U.S. Government Photos, Graphics, and Multimedia](#)

### U.S. Government Photos, Graphics, and Multimedia

[Blogs from the U.S. Government](#)

[Government RSS Library](#)

[Podcasts from the U.S. Government](#)

[State Photo Galleries](#)

[U.S. Government Photos and Graphics](#)

[Videos from the U.S. Government](#)

[Virtual Tours from the U.S. Government](#)

Change text size: A A A

- > [E-mail this page](#)
- > [Print this page](#)
- > [Receive updates by e-mail](#)
- > [USA.gov RSS Feeds](#) xHL
- > [Tutorials: Find Government Info](#)
- > [BOOKMARK](#)   

**Contact Government**

- Online Services
- Frequently Asked Questions
- E-mail
- Web Chat
- Phone
- In Person
- Forms

**By Topic**

- Benefits and Grants
- Consumer Guides
- Defense and International
- Environment, Energy

<http://www.usa.gov/Topics/Multimedia.shtml>

# Social Networking & Government

**facebook** Profile edit Friends Networks Inbox (2) home account privacy logout

Search

Applications edit  
Photos Groups Events Marketplace My Travels Quizzes more

**James Bond car**  
The sQuba is a roadster that can dive 30 feet underwater. See the photos on MadMariner.com, your online daily boating magazine.  
More Ads | Advertise

**Bev Godwin**  
What are you doing right now?

Networks: General Services Administration (GSA) Washington, DC  
Sex: Female  
Relationship Status: Married  
Birthday: May 11  
Religious Views: Christian

View Photos of Me (1)  
See your Quiz Results  
Edit My Profile

I am online now.

General Services Administration (GSA) Friends  
5 friends at General Services Administration (GSA).

Joanne McGovern  
Laura Godfrey  
Lelani Martinez  
Sheila Campbell  
Natalie Davidson

Some of My Favorite Photos  
Created October 12

**Contact Info**  
Email: beverly.godwin@gsa.gov  
Current Town: Chevy Chase, MD  
Website: http://www.usa.gov

**Personal Info**  
Activities: Hiking, Jet Sling, Kayaking, Fishing, Traveling, Cooking, Craigslist, Visiting with Family and Friends, Working at USA.gov  
Interests: Family, Friends, Indian Lake PA, Sunset Beach NC, Iowa, public service, good government  
Favorite Music: Oldies but Goodies  
Favorite TV Shows: House, News (anything but Fox)  
Favorite Movies: Dead Poet's Society, Second Hand Lions, After the Wedding  
Favorite Books: If You Could See Me Now, Outlander series, Just read a good one (Sea Glass)  
Favorite Quotes: Never doubt that a small group of thoughtful people could change the world. Indeed it is the only thing that ever has. --Margaret Mead  
Tell me and I'll forget. Show me and I might remember. Involve me and I'll understand! --Ben Franklin  
About Me: USA.gov is my favorite website :-)

**Education and Work**

**Education Info**  
Grad School: University of Michigan '82  
Masters of Public Policy, Public Policy  
College: Columbia '77  
Political Science  
High School: Pascack Valley High School '73

**Work Info**  
Employer: General Services Administration (GSA)  
Position: Director, USA.gov and Web Best Practices  
Time Period: Present

**LinkedIn** Welcome, Bev [Sign Out] Account & Settings Inbox (5) Expand Your Network

Home People Jobs & Hiring Services Answers My Profile My Contacts

Profile Public Profile Email Signatures

Search People Enter keyword, name, company or title Go Advanced Search

Forward this profile Go back to Home Page

**Bev Godwin** Send InMail  
Get introduced through a connection  
Add Bev to your network

Director, USA.gov and Web Best Practices at U.S. General Services Administration  
Washington D.C. Metro Area

Profile Q&A Connections

**Current**

- Director, USA.gov and Web Best Practices at U.S. General Services Administration

**Past**

- Deputy Director, National Partnership for Reinventing Government at Federal Government
- Branch Chief, Office of Budget at U.S. Department of Health and Human Services
- Senior Research Associate at MAXIMUS

**Education**

- University of Michigan
- Columbia University in the City of New York

**Connections** 32 connections

Ads by Google

**Government IT Efficiency**  
Find Energy-Efficient IT Solutions & Intel® vPro™ Technology at Dell.  
www.Dell.com/vPro

**Free Gov Grant Kit-2008**  
Get \$20,000 In Gov Grant Funding. Never Repay, Today Only!  
USA.GrantsInspector.com



# Create and Join Social Networking Groups

facebook

Profile edit Friends ▾ Networks ▾ Inbox (3) ▾ home account privacy logout

Washington, DC UCSB **Environmental Protection Agency (EPA)**

Environmental Protection Agency (EPA)

**Network Info**

Members:	607
Friends:	10
Type:	Work

[Browse All Networks](#)  
[See What's Popular](#)  
[Find Coworkers](#)  
[View Discussion Board](#)

**People on the Environmental Protection Agency (EPA) Network**  
Displaying 6 of 607 people. [Search](#) | [Browse](#)

# Build Your Own? NASA Community Building Site

National Aeronautics | + NASA Portal | Search

## COLAB [ Leading by COLABoration ]

### NASA CoLab

- ABOUT NASA COLAB
- COLAB PHYSICAL (SAN FRANCISCO)
- COLAB VIRTUAL (SECOND LIFE)
- PROJECTS
- EVENTS
- GET INVOLVED!

### Welcome to CoLab

The NASA CoLab program develops and supports online and offline communities collaborating with NASA.

With the involvement of many NASA centers, CoLab provides frameworks for partnership projects between the nation's space program and talented, creative, tech-sawy communities. In addition to getting people more interested and involved with the space program, CoLab provides a way for individuals to actually contribute to NASA.

CoLab is already in action with a vibrant, active community in the **virtual world of Second Life**, a virtual learning community with interactive content.

CoLab projects just around the corner include **CosmosCode** and an event and group collaboration site, Web2.0 style, where scientists and engineers from NASA will collaborate with talented and interested

**February 20, 2008: Luna Philosophie**  
Thu, 27 Dec, 2007 at 11:15  
**WHAT:**The seventh Luna Philosophie will have Vytas Sunspiral, of NASA Ames Research Center, at Yahoo Brickhouse in San Francisco. He will be discussing "Control Schemes for Complex Coordinated Human Motion."

**January 9, 2008: Luna Philosophie**  
Thu, 27 Dec, 2007 at 10:34  
**WHAT:**The sixth Luna Philosophie will have Tom Cochrane, of NASA Ames

[http://www.nasacolab.org/groups\\_directory](http://www.nasacolab.org/groups_directory)

# Social News Sites and Government

Is government content  
eye-catching, fun, engaging, and useful enough to  
become viral?

# Encourage Your Visitors to Share

Home | Site Index | E-mail | Phone | Chat | Our Blog | Mobile

**Español** | Other Languages

**1 (800) FED INFO**  
1 (800) 333-4636

**USA.gov**  
Government Made Easy

Government Web Images News USA.gov

Search

**For Citizens** | **For Businesses and Nonprofits** | **For Government Employees** | **For Visitors to the U.S.**

**Kids** | **Parents** | **Seniors** | **Military and Veterans** | **Americans Abroad** | **More Audiences >>**

**Get It Done Online!**

- Shop Government Auctions
- Apply for Government Jobs
- Register to Vote
- Apply for Student Aid
- Find Federal Forms
- Contact Elected Officials

**100 More Online Services >>**

Change text size: A A A

- E-mail this page
- Print this page
- Receive updates by e-mail
- USA.gov RSS Feeds XML
- Tutorials: Find Government Info
- BOOKMARK

**Government Information by Topic**

**Benefits and Grants**  
Loans, money, funding, financial aid, food stamps...

**Consumer Guides**  
Identity theft, fraud, scams, recalls, credit reports, complaints, debt...

**Defense and International**  
Military, international affairs, trade, embassies, visas, immigration...

**Environment, Energy, and Agriculture**  
Weather, farms, solar, gas, electricity, recycling, natural resources...

**Jobs and Education**  
Employment, career, workplace, labor, school, students, teachers...

**Money and Taxes**  
Unclaimed government money, credit, saving, retirement...

**Public Safety and Law**  
Crime, prison, law enforcement, disasters, emergencies...

**Reference and General Government**  
Libraries, forms, government news, laws, photos, maps, research...

**Science and Technology**

**News and Features**



































- Tax Relief** Tax Relief Proposal  
Get facts about the economic growth package and potential tax rebates.
- 2008 Primary Dates**  
Find dates for your state's primary or caucus. Go vote!
- Foreclosure Resources**  
Do you need help making your mortgage payment?

# Neutral, Inclusive, Comprehensive







## Bookmark & Share

 AddThis .com

Select a Service:

- |   |  |
|---|--|
|  Favorites       |  Google Bookmarks |
|  Del.icio.us     |  Digg             |
|  MySpace         |  Facebook         |
|  Furl            |  Yahoo MyWeb      |
|  StumbleUpon     |  Reddit           |
|  Newsvine        |  Live Bookmarks   |
|  Technorati      |  Twitter          |
|  Yahoo Bookmarks |  myAOL            |
|  Ask             |  Fark             |
|  Slashdot        |  Propeller        |
|  Simpy           |  Blogmarks        |
|  Diigo           |  Faves (Blue Dot) |
|  Spurl           |  LinkaGoGo        |
|  Mister Wong     |  Feed Me Links    |
|  Backflip        |  Magnolia         |
|  Segnalo         |  Netvouz          |
|  Tailrank        |  BlinkList        |

Please remember my selection of the above service  
(note: you can reset this setting later by going to "AddThis.com >> My Account".)

Get Your Own AddThis Button!      

© Copyright 2008 [AddThis.com](http://AddThis.com)

# De.liciou.us Rank – New Metrics?

**del.icio.us / search**  
[your bookmarks](#) | [your network](#) | [subscriptions](#) | [links for you](#) | [post](#)

popular | recent  
 logged in as **kolpeteron** | [settings](#) | [logout](#) | [help](#)

Search results for **epa.gov**

Everyone's bookmarks → related tags: [environment](#) [air](#) [computer](#) [epa](#) [green](#) [health](#) [pollution](#) [recycle](#) [recycling](#) [search](#)

showing 11 - 18 of 18  
 < previous | first | next >

[EnviroMapper for EnviroFacts](#) save this to environment visualization ... saved by 3 people

[Resources Available to Librarians at epa.gov | US EPA](#) save this ... saved by 1 person

[Search Central | US EPA](#) save this to eoa search ... saved by 6 people

[EPA Air Pollution](#) save this ... saved by 2 people

[Where Can I Donate or Recycle My Old Computer and Other Electronic Products? | eCycling | US EPA](#) save this to recycling environment recycle green computer ... saved by 54 people

[AIRNow - Home](#) save this to environment pollution weather air health ... saved by 55 people

[Vegetated Roof Cover - EPA.gov \[PDF\]](#) save this ... saved by 2 people

[Coastal Zones and Sea Level Rise | Climate Change - Health and Environmental Effects | U.S. EPA](#) save this ... saved by 2 people

< previous | first | next >

**Using Firefox?**  
 Integrate del.icio.us searching and posting directly into your browser toolbar with our [Firefox extension](#). Or, if you prefer, you can just install the [search plugin](#).

> showing 10, 25, 50, 100 items per page

sponsored results

**Quick Loans Up To \$1,500  
 Overnight Now**  
 Get Quick Loans Up To \$1500  
 Overnight. Fast & Easy Approval.  
 Apply Now.  
[www.cashadvanceexpert.com](http://www.cashadvanceexpert.com)

.gov site	bookmarks	pages > 1 save
USA.gov	296	150
IRS	161	16
NASA	75	41
NOAA	31	12
NPS	28	9
CDC	24	15
EPA	18	7
USGS	16	9
USDA	16	9

# Boss to Web Manager

What the heck are mash ups?

A really important question...because government  
has the data

# USGS Spatial Data Mash Up with Maps and APIs

The screenshot shows the USGS Earthquake Center website interface. At the top left is the USGS logo with the tagline "science for a changing world". To the right, there are links for "USGS Home", "Contact USGS", and "Search USGS". Below this is a dark blue header for the "Earthquake Hazards Program". A navigation bar contains links for "Home", "Earthquake Center", "Regional Information", "About Earthquakes", "Research & Monitoring", and "Other Resources". A breadcrumb trail reads: "You are here: Home » Earthquake Center » Magnitude 6.6 - AUCKLAND ISLANDS, NEW ZEALAND REGION".

The main content area features a large blue heading: "Magnitude 6.6 - AUCKLAND ISLANDS, NEW ZEALAND REGION". Below this is the date and time: "2007 September 30 09:47:49 UTC" and a link for "Versión en Español". A set of tabs includes "Details", "Summary", "Maps" (which is highlighted in green), "Scientific & Technical", and "Where can I find...?".

Under the "Maps" tab, the section is titled "Earthquake Maps" and contains five map thumbnails with labels below them: "Earthquake Location" (a legend box with a red star icon), "Location Maps" (a bathymetric map with a yellow star and a yellow line), "Did You Feel It? Tell Us" (a map with a color-coded intensity scale), "ShakeMap" (a map with a color-coded intensity scale and a legend), and "Historical Seismicity" (a map showing seismic activity over time).

On the left side of the page, there is a vertical sidebar menu with the following items: "Latest Earthquakes" (with sub-links for USA, World, EQ Notification Service, Feeds & Data, Animations), "Recent Earthquakes: Last 8-30 Days", and "Historic Earthquakes" (with sub-links for "Top 10" Lists & Maps, Significant EQs, Earthquake Search, EQ Summary Posters, Scientific Data, About EQ Maps, Did You Feel It?, Fast Moment Tensors, Media Info).

<http://earthquake.usgs.gov/eqcenter/eqinthenews/2007/us2007hxax/#maps>



# NASA-related Data Mashups on Astrolicio.us

**Astrolicio.us**- A continuous mashup for astronomy and space researchers and hobbyists. Get the latest photos from the Hubble Space Telescope, the latest astronomy reports from news sources, and the most popular stories from the space category of Digg. We also list the top astronomy videos from Google and YouTube and we list sites tagged with astronomy from del.icio.us. [Save This Page to del.icio.us](#)

Our innovation brings *magic* to the screens of your life.

To learn more, click here.

Star Wars TM & © 2008 LFL.

AMD  
Smarter Choice

## Astronomy Video



## Digg on Space

- [Satellite Shoot Down: How It Will Work](#)  
A new computer model shows a missile fired at an errant U.S. spy satellite will intercept its target with much of the rubble falling out and burning up upon re-entering the Earth's atmosphere.
- [A Second Earth in Our Solar System](#)  
It could be that there are objects of Earth-mass in the Oort cloud (a band of debris surrounding our planetary system) but they would be frozen at these distances. They would look like a frozen Earth. So all we need to do is haul one of those babies into our orbit, defrost it, and start populating. Earth 2, here I come!
- [Columbus Laboratory Installed on Space Station](#)  
Installation of the Columbus Laboratory on the International Space Station by the Shuttle Atlantis
- [Future Tense](#)  
A section of the International Space Station is featured in this image photographed by the STS-122 crew aboard space shuttle Atlantis while docked with the station. The blackness of space and Earth's airglow provide the backdrop for the scene.
- [Milestones In Space Photography \[Nat Geo\]](#)  
Gallery includes: 1st view of earth from moon (1966); 1st full view of earth ("blue marble" shot, 1972); 1st view of Martian surface; 1st photo of sun (1845); 1st color photo of surface of Venus...
- ['Hundreds of worlds' in Milky Way](#)  
Rocky planets, possibly with conditions suitable for life, may be more common than previously thought in our Solar System, a study has found.
- [Titan's Surface Organics Suggest Oil Reserves on Earth, NASA](#)



## Astronomy News

The feed providing these headlines is not available.

# EPA -- Google Maps Mashup

U.S. ENVIRONMENTAL PROTECTION AGENCY

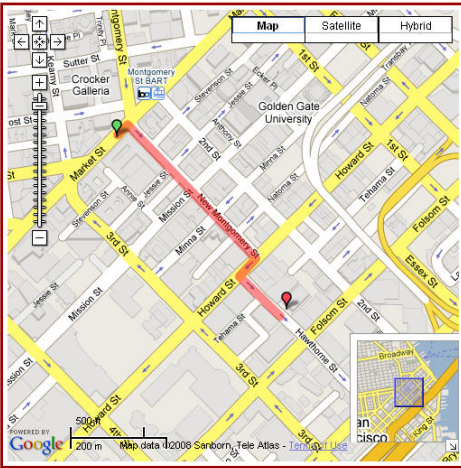
**Region 9: The Pacific Southwest**  
Serving Arizona, California, Hawaii, Nevada, the Pacific Islands, and Tribal Nations

Contact Us Search:  All EPA  Region 9

You are here: [EPA Home](#) » [Region 9](#) » [Region 9 Visitor Information](#) » [BART/MUNI to EPA](#)

## EPA Region 9 Office via BART/MUNI, Montgomery Station

(I don't see a map on this page, Or I can't see the red line marking the route)



Map Satellite Hybrid

Start at BART/MUNI End at EPA

1. Exit the BART/MUNI Station at the Market St/Montgomery stairs
2. Head south on New Montgomery St
3. Turn right at Howard St
4. Turn left at Hawthorne St
5. End at 75 Hawthorne St

[Region 9 Topics and Programs](#) | [A-Z Index](#)

---

[EPA Home](#) | [Privacy and Security Notice](#) | [Contact Us](#)

Last updated on Thursday, September 27th, 2007.  
<http://epa.gov/region09/maps/BartMuniToEPA.html>  
[Print As-Is](#)

# EPA -- Microsoft Virtual Earth Mashup



# USA Search Mashup Search "national park service"

Categorization  
by Vivisimo

Images  
from NPS

The screenshot shows the USA.gov search interface. At the top, there's a search bar with 'national park service' entered. Below the search bar, it displays '122 results for national park service out of at least 7,500,000 (Details)'. The results are categorized into 'National Park Service', 'FAQs', and 'Federal Forms'. The 'National Park Service' category is expanded, showing a list of links including 'NPS Official Site', 'Find a National Park', 'Jobs, Internships, Volunteering', 'History & Culture Grants', 'National Register Travel', 'Make a Reservation', 'Annual Park Pass', 'For Kids & Teachers', 'Historic Photographs', and 'Park Soundscapes'. Below this, there are several search results with titles like 'National Park Service - Experience Your America', 'The National Park Service', 'History & Culture National Park Service Cultural Resources', 'National Park Service History Home Page', 'National Park Service Employment Information', 'National Park Service Library Information Center', 'NatureNet The National Park Service's Natural Resource Place on the...', 'National Park Service - NPS Planning', 'National Park Service - NPS Planning', and 'National Park Service (U.S. National Park Service)'. At the bottom of the search results, there's a search bar with 'national park service' and a 'Search' button. The footer of the page contains navigation links like 'Home', 'About Us', 'Contact Us', etc., and a note about the E-GOV program.

FAQ database

Forms.gov

Spotlight

Search  
Results  
from  
MSN

# Widgets, Gadgets, Pipes and Government

Huge Opportunity

# Widgets -- FBI

Home | Site Map | FAQs

**FEDERAL BUREAU OF INVESTIGATION**  
*Celebrating a Century 1908-2008*

SEARCH

### Contact Us

- Your Local FBI Office
- Overseas Offices
- Submit a Crime Tip
- Report Internet Crime
- More Contacts

### Learn About Us

- Quick Facts
- What We Investigate
- Natl. Security Branch
- Information Technology
- Fingerprints & Training
- Laboratory Services
- Reports & Publications
- History
- More About Us

### Get Our News

- Press Room
- E-mail Updates
- News Feeds

### Be Crime Smart

- Wanted by the FBI
- More Protections

### Use Our Resources

- For Law Enforcement

### Add FBI Links to Your Site

Add links to FBI content by incorporating the modules below into your own website. The four modules contain links to pages within the fbi.gov site that are updated frequently or on an ongoing basis.

To add a module to your own site, simply copy the code beneath the desired module and paste it into your blog or website's code editing field. The code, which employs i-frame tags, will deliver the module(s) to your site.

#### Wanted By the FBI

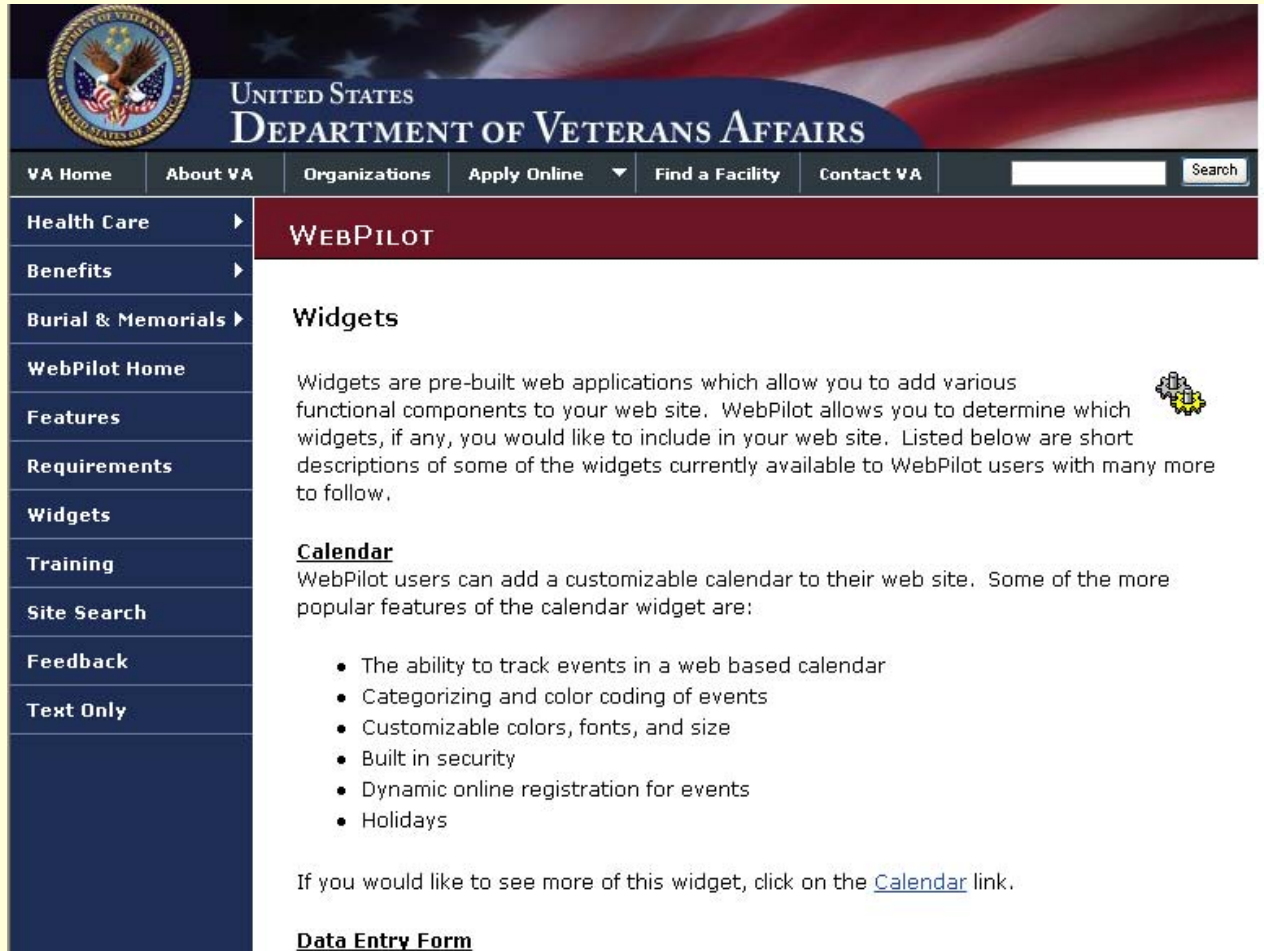
- Most Wanted Terrorists
- Seeking Terrorism Info
- Top Ten Fugitives
- Featured Fugitives

```
<iframe src="http://www.fbi.gov/widgets/widget_wanted.htm" width="182px" height="196px" align="left" frameborder="0" marginwidth="0" marginheight="0"></iframe>
```

#### FBI News

<http://www.fbi.gov/widgets.htm>

# Widgets – Veterans Affairs



The screenshot shows the VA WebPilot website interface. At the top is the Department of Veterans Affairs logo and the text "UNITED STATES DEPARTMENT OF VETERANS AFFAIRS". Below this is a navigation bar with links: "VA Home", "About VA", "Organizations", "Apply Online", "Find a Facility", and "Contact VA". A search box is also present. The main content area is titled "WEBPILOT" and "Widgets". The "Widgets" section contains a paragraph explaining that widgets are pre-built web applications and lists some available widgets. A small icon of a gear with a plus sign is next to the text. Below the paragraph is a section titled "Calendar" with a list of features. At the bottom of the screenshot, there is a link to "Data Entry Form".

**WEBPILOT**

## Widgets

Widgets are pre-built web applications which allow you to add various functional components to your web site. WebPilot allows you to determine which widgets, if any, you would like to include in your web site. Listed below are short descriptions of some of the widgets currently available to WebPilot users with many more to follow.

**Calendar**

WebPilot users can add a customizable calendar to their web site. Some of the more popular features of the calendar widget are:

- The ability to track events in a web based calendar
- Categorizing and color coding of events
- Customizable colors, fonts, and size
- Built in security
- Dynamic online registration for events
- Holidays

If you would like to see more of this widget, click on the [Calendar](#) link.

**Data Entry Form**

<http://www.webpilot.va.gov/webpilot/page.cfm?pg=7>

# Desktop Widgets – NASA, Census



**PLANET COUNTER**

Keep track of the latest planet discoveries on your desktop

Available for Mac OS X Dashboard and Yahoo! Widgets

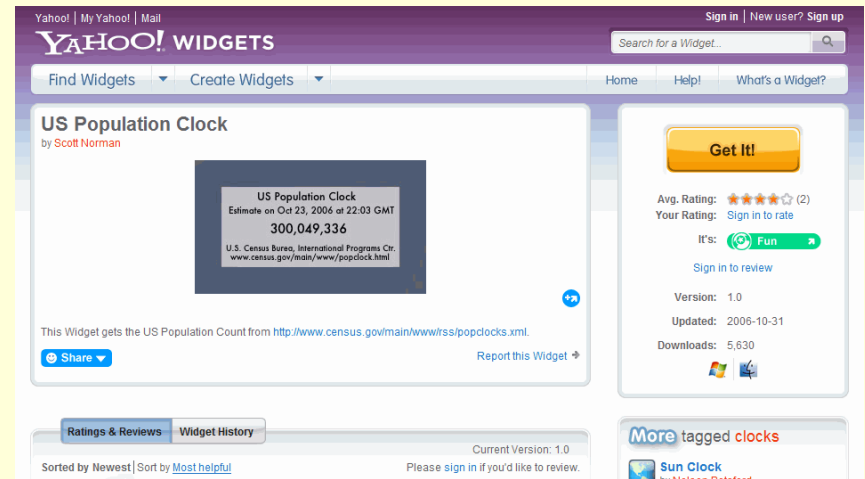
NASA CURRENT PLANET COUNT: 208		
Stars with planets:	Multi-planet solar systems:	Earthlike planets:
172	20	0

**LATEST PLANET**

**Iota Draconis**

- 650 light years from Earth
- 1,057 times the size of Jupiter
- 3.85299 days to orbit

JPL PlanetQuest >



Yahoo! | My Yahoo! | Mail Sign in | New user? Sign up

**YAHOO! WIDGETS** Search for a Widget...

Find Widgets | Create Widgets | Home | Help | What's a Widget?

### US Population Clock

by Scott Norman

US Population Clock  
Estimate on Oct 23, 2006 at 22:03 GMT  
**300,049,336**  
U.S. Census Bureau, International Programs Cr.  
[www.census.gov/main/www/popclock.html](http://www.census.gov/main/www/popclock.html)

This Widget gets the US Population Count from <http://www.census.gov/main/www/rss/popclocks.xml>

[Share](#) [Report this Widget](#)

Avg. Rating: ★★★★★ (2)  
Your Rating: [Sign in to rate](#)  
It's: [Fun](#)  
[Sign in to review](#)

Version: 1.0  
Updated: 2006-10-31  
Downloads: 5,630

**More tagged clocks**

[Sun Clock](#) by Malcom Batford

Ratings & Reviews | Widget History

Sorted by Newest | Sort by [Most helpful](#) Current Version: 1.0  
Please sign in if you'd like to review.



# Widgets and Government

## What Can You Do?

- Embed others web widgets into your website
- Create widgets to expand reach & functionality
- Encourage developers to create widgets with your data
- Support your widgets

# Virtual Worlds and Government

We have some pioneers

# Experience NOAA's Virtual Island



<http://www.youtube.com/watch?v=is8YX32GAyQ>

# CDC in Second Life Hygeia Philo



# NASA in Second Life

**You Tube**  
Broadcast Yourself™

[Sign Up](#) | [Account](#) | [History](#) | [Help](#) | [Log In](#) | [Site](#)

[Home](#) | [Videos](#) | [Channels](#) | [Community](#)

Search [ ] Videos [ ] Search [ ] [Upload](#)

### NASA CoLab's Second Life Mission

**From: [parsect7](#)**  
Joined: 10 months ago  
Videos: 15 [Subscribe](#)

**About This Video**  
NASA CoLab is a Collaborative Space Exploration...  
[\(more\)](#)  
Added: October 15, 2007

**Embed** [customize](#)  
<object width="425" height="355"><param name="movie" value="http://

**More From: [parsect7](#)**

**Related Videos** Display: [ ] [ ]

- Greatest Tribute of Space Science**  
04:36 From: [RaihansOracle](#)  
Views: 1,533
- ifo nasa**  
02:51 From: [espanholtik](#)  
Views: 1,481,052
- Phoenix Launch**  
10:00 From: [BrunoTheQuestionable](#)

[Share](#) [Favorite](#) [Add to Playlists](#) [Flag](#)

<http://www.youtube.com/watch?v=kr3vXuxEPB8>

# Help Across Government



**Federal Consortium for Virtual Worlds**

Home Registration Agenda Directions Live Event Broadcast 2008 Call for Proposals

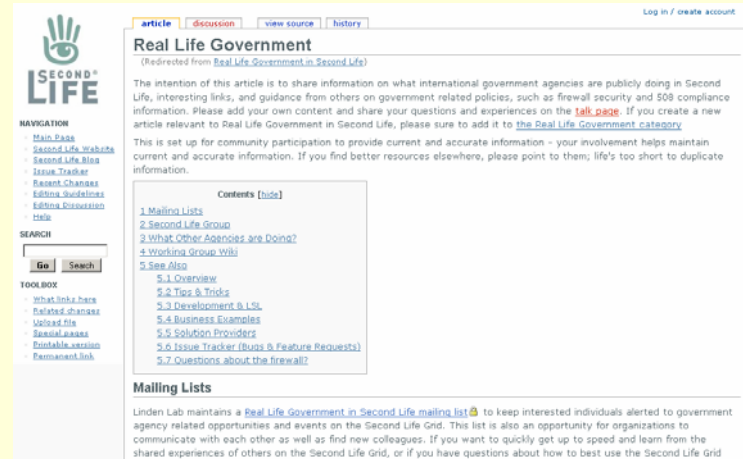
Our next event:  
**April 24-25, 2008**  
National Defense University  
Washington, DC

**Federal Virtual Worlds Expo:  
Implementing the Future**  
The Federal Consortium for Second Life is a newly formed group of federal government employees and contractors interested in exploring the use of virtual worlds in government, sharing best practices and policies, creating shared repositories, and networking.

**2008 Call for Proposals >>**  
**Submit your proposals here >>**

**View Event Presentations and Slides >>**  
**View Event Photos >>**

**BrainKeeper.**  
BrainKeeper, an IRMC corporate partner, has donated use of their technology to the consortium. **Sign up today** to request a membership to the consortium **nikj.\***



Log in / create account

article discussion view source history

**Real Life Government**  
(Redirected from [Real Life Government in Second Life](#))

The intention of this article is to share information on what international government agencies are publicly doing in Second Life, interesting links, and guidance from others on government related policies, such as firewall security and SOB compliance information. Please add your own content and share your questions and experiences on the [talk page](#). If you create a new article relevant to Real Life Government in Second Life, please sure to add it to [the Real Life Government category](#).

This is set up for community participation to provide current and accurate information - your involvement helps maintain current and accurate information. If you find better resources elsewhere, please point to them; life's too short to duplicate information.

Contents [hide]

- 1 Mailing Lists
- 2 Second Life Group
- 3 What Other Agencies are Doing?
- 4 Working Group Wikis
- 5 See Also

- 5.1 Overview
- 5.2 Top & Trends
- 5.3 Development & LSL
- 5.4 Business Examples
- 5.5 Solution Providers
- 5.6 Issue Tracker (Bugs & Feature Requests)
- 5.7 Questions about the firewall?

Mailing Lists

Linden Lab maintains a [Real Life Government in Second Life mailing list](#) to keep interested individuals alerted to government agency related opportunities and events on the Second Life Grid. This list is also an opportunity for organizations to communicate with each other as well as find new colleagues. If you want to quickly get up to speed and learn from the shared experiences of others on the Second Life Grid, or if you have questions about how to best use the Second Life Grid

- Share space with others
- Federal Consortium for Virtual Worlds, National Defense University and 20+ agencies
  - <http://www.ndu.edu/irmc/fedconsortium.html>
- Real Life Government in Second Life: NOAA Sponsored Google Group
  - <http://groups.google.com/group/real-life-government-in-second-life>

Putting it All Together

The screenshot shows the NASA website homepage with the following sections:

- Navigation:** HOME, NEWS, MISSIONS, MULTIMEDIA, ABOUT NASA
- Main Content:** "Atlantis in Orbit, Docks to Station Saturday" with a large image of the shuttle.
- Image of the Day Gallery:** "Chrysalis" - As if emerging from a cocoon, space shuttle Atlantis races into the sky on mission STS-122 to the International Space Station.
- Interactive Features:**
  - STS-122: Interactive Mission Timeline
  - 50th Anniversary of Explorer 1
  - Day of Remembrance Honoring NASA's Heroes
- NASA Kids' Club:** National Aviation Operational Monitoring Service
- NASA's 50th Anniversary:** Inspiration, Innovation, Discovery
- NASA Leadership:** Administrator Michael Griffin, Deputy Administrator Shenna Dale
- NAOMS:** National Aviation Operational Monitoring Service
- Mercury Friendship Flyer:** John Glenn, First American to orbit the Earth.
- Footer:** Page Last Updated: February 8, 2008; NASA Critical Mass Overview; Budget; Privacy Policy & Important Notices; Information Dissemination Policies and Procedures.

### MULTIMEDIA

- Multimedia
- Images
- Video
- NASA TV
- Interactive Features
- RSS Feeds
- Podcasts
- Blogs
- Worldbook@NASA

### Bookmark this

Select a bookmarking site.

- MyNASA
- Digg It
- del.icio.us
- StumbleUpon
- Technorati
- Yahoo

Or copy the link below:

<http://www.nasa.gov/home/index>

- SHUTTLE & STATION
- MOON AND MARS
- SOLAR SYSTEM
- UNIVERSE
- AERONAUTICS
- EARTH
- TECHNOLOGY
- NASA IN YOUR LIFE
- NASA PEOPLE
- NASA HISTORY

### NASA Calendar

February 2008

					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

**Mercury Friendship Flyer - John Glenn, First American to orbit the Earth.**

Share Your Opinion

If you could send a song into space, which artist would you choose?

- Outkast
- Rolling Stones
- Beethoven
- Dwight Dillard
- Stone of the Above

### Popular Content

- space shuttle
- mars
- international space station
- nasa
- nell armstrong
- nasa pictures
- nasa tv
- moon
- planets
- iss
- saturn
- jupiter
- neptune

The screenshot shows the "Add Panels" and "Getting Started" sections of the NASA website:

- Add Panels:**
  - Aeronautics
  - Earth News
  - Moon and Mars
  - NASA History
  - NASA In Your Life
  - NASA People
  - Shuttle & Station News
  - Solar System News
  - Technology News
- Getting Started:**
  - Register Now
  - Top MyNASA Playlists
  - Discovery Returns to Florida
  - California Fires From Orbit
  - Liftoff of Space Shuttle Discovery

# Government Policy Can't Keep Pace with the Changes



Lack of guidance on social media

Privacy.  
No  
Permanent  
Cookies.  
COPPA.

FOIA

Accessibility.  
Section 508.

No advertising.  
Corporate branding.  
Promotion of outside  
organizations.  
Procurement

FACA

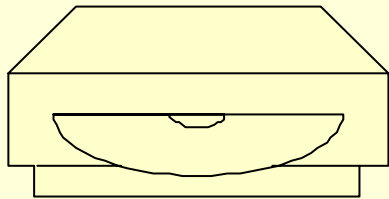
Copyright.  
Official source.

Records  
management

Augmenting  
appropriation.  
Soliciting donations.  
Anti-Deficiency.

## Many Questions re: Web 2.0 in Government

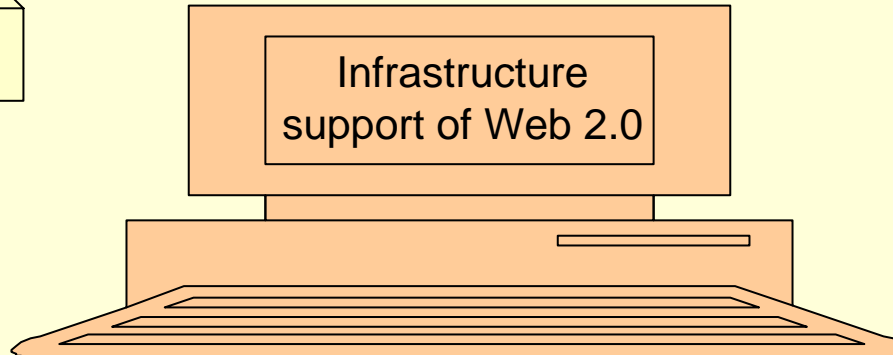
Information architecture.  
Content management systems.



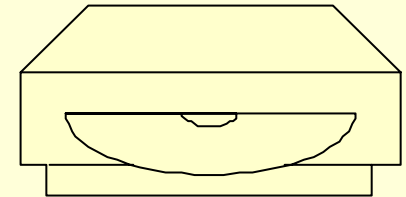
Govt info on  
Non-Govt  
Servers

IT Security.  
Unproven technology.

Infrastructure  
support of Web 2.0



Resources.  
Culture.  
Knowledge.



Restricted  
access on govt  
servers

# So What to Do?

- Use these technologies yourself
- Start where you can
- Use examples to show it can be done
- Develop interim policies. Borrow others. Keep flexible
- Proceed
- Think outside your organizational box

# Think Outside the Organizational Box

## Work Across Government for All

- Share Best Practices and Policies
- Share Tools, Data, Code
- Form and Join Communities
- Partner, partner, partner

# Result

The public is better served

# Be Ready



# Be Ready

The screenshot shows the homepage of the Personal Democracy Forum. At the top left is the forum's logo, which includes a circular seal with the text 'PERSONAL DEMOCRACY FORUM' and 'tech President'. To the right of the logo is a search bar and a 'Search' button. Below the logo, the text 'PERSONAL DEMOCRACY FORUM' is written in a smaller font, followed by 'tech President' in a large, bold, black font. A navigation bar contains links for 'Blog', 'Charts', 'Resources', 'About', and 'PdF'. Below this is a row of social media and analytics links: 'MySpace Friends', 'YouTube Stats', 'Facebook Supporters', 'Technorati Tracks', 'Eventful Demands', 'Hitwise Traffic', and 'Meetup Members'. The main content area features two articles. The first article is titled 'Nader Again: A Snare and a Delusion' by Micah L. Sifry, dated 02/26/2008. The text of the article discusses Ralph Nader's presidential campaign and the challenges of the web. The second article is titled 'Primary Season Signals Adoption of Online Ads by Political Campaigns' by Kate Kaye, dated 02/25/2008. The text discusses the use of paid display advertising in political campaigns. On the right side of the page, there is a 'Navigation' menu with links to 'archives', 'feedback', 'freelinks', 'mailing lists', 'recent posts', 'sources', and 'Who Will Be America's First TechPresident? A Challenge to the Candidates'. Below the navigation menu is a 'PdF Premium Ad' featuring a door with a light above it. At the bottom of the page, there is a red banner with the URL 'http://www.techpresident.com/'.

**PERSONAL DEMOCRACY FORUM**  
tech **President**

Blog | Charts | Resources | About | PdF

MySpace Friends | YouTube Stats | Facebook Supporters | Technorati Tracks | Eventful Demands | Hitwise Traffic | Meetup Members

**Nader Again: A Snare and a Delusion**  
Micah L. Sifry 02/26/2008 - 10:16am

Ralph Nader is running for president, again. But he has a problem: he doesn't understand the web as well as the web understands him. Message to Ralph: It's not the 1970s any more. It's not even the 1990s any more.

1 comment | Read more ...

**Primary Season Signals Adoption of Online Ads by Political Campaigns**  
Kate Kaye 02/25/2008 - 3:09pm

Media coverage of 2008 presidential campaigning on the Web has been dominated by talk of social networking, blogs, viral video, and other tough-to-track social media phenomena. No campaign staffer worth his salt would deny the potential impact of an Obama supporter posting a link on her MySpace page to the candidate's site. However, the fact is many of the campaigns have used a far more measurable online campaign method: paid display advertising.

**PdF 2008: Rebooting The System**

**PERSONAL DEMOCRACY FORUM**  
**2008**  
Rebooting the System  
**Register Now!**

**The First TechPresident**

Who will be America's First

**Navigation**

- archives
- feedback
- freelinks
- mailing lists
- recent posts
- sources
- Who Will Be America's First TechPresident? A Challenge to the Candidates

**PdF Premium Ad**

<http://www.techpresident.com/>

# Further Questions or Comments

Bev Godwin

[bev.godwin@gsa.gov](mailto:bev.godwin@gsa.gov)

202 501 1794

Director, USA.gov and Web Best Practices  
Office of Citizen Services  
U.S. General Services Administration