

# Social Media Registry

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# What is the Social Media Registry?

- System to gather information on all federally-managed social media accounts
- Allows anyone to verify if a social media account is managed by the U.S. federal government
- Allows anyone with a .gov or .mil email address to register a social media account
- API-driven, open source

# Why did we build it?

- Agencies' concerns of being spoofed
- No easy ability for agencies to authenticate themselves
- No visibility into how social media was growing and being used across government
- No resources to manually manage a list of all social media accounts

# The Challenge

- Manage a constantly growing list of social media accounts spanning a constantly growing list of social media services
- Organize that list by agency, language, and topics
- Keep it up-to-date
- Make it available to people

# How We Did It

- Built API first to add and retrieve information from the registry. Built interfaces around that.
- Agency facing side, modeled after delicious.com
- Citizen facing side modeled after w3c's HTML validators
- ***Fedsourcing***

http://www.usa.gov/Contact/verify-social-media.shtml

Verify U.S. Federal Government Social Media Accounts | USA.gov

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## Verify U.S. Federal Government Social Media Accounts

**Yes!** <http://twitter.com/whitehouse> is managed by the U.S. federal government.

To see if another social media account is managed by the U.S. federal government, please paste its complete URL here:

Example: <http://twitter.com/whitehouse>

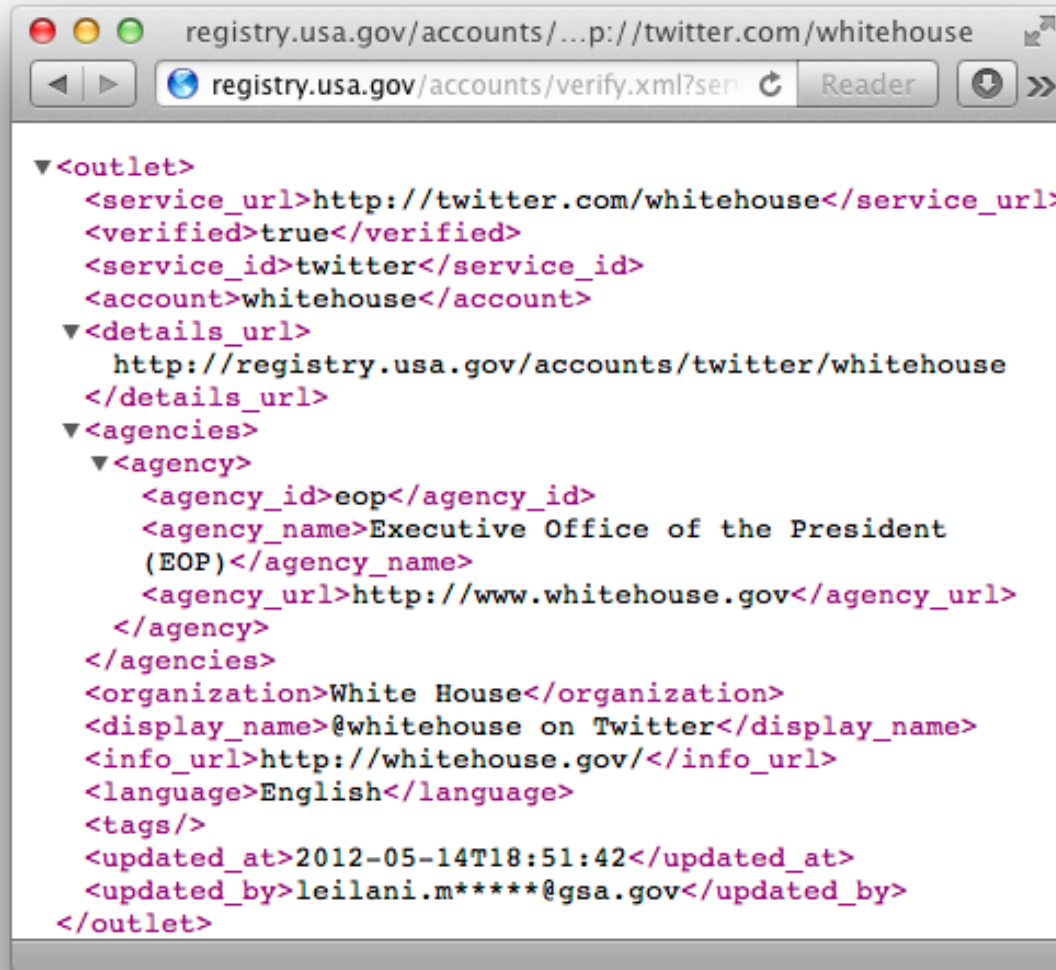
**Verify**

If you have a .gov or .mil email address, you can [make changes to this listing on HowTo.gov](#).

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- [E-mail Us](#)
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http://registry.usa.gov/accounts/verify.xml?service\_url=http://twitter.com/whitehouse



The image shows a web browser window with the address bar containing the URL: registry.usa.gov/accounts/verify.xml?service\_url=http://twitter.com/whitehouse. The browser interface includes navigation buttons, a search bar, and a 'Reader' view button. The main content area displays XML data in a tree view, with the root element being <outlet>. The XML content is as follows:

```
<outlet>
  <service_url>http://twitter.com/whitehouse</service_url>
  <verified>>true</verified>
  <service_id>twitter</service_id>
  <account>whitehouse</account>
  <details_url>
    http://registry.usa.gov/accounts/twitter/whitehouse
  </details_url>
  <agencies>
    <agency>
      <agency_id>eop</agency_id>
      <agency_name>Executive Office of the President
      (EOP)</agency_name>
      <agency_url>http://www.whitehouse.gov</agency_url>
    </agency>
  </agencies>
  <organization>White House</organization>
  <display_name>@whitehouse on Twitter</display_name>
  <info_url>http://whitehouse.gov/</info_url>
  <language>English</language>
  <tags/>
  <updated_at>2012-05-14T18:51:42</updated_at>
  <updated_by>leilani.m*****@gsa.gov</updated_by>
</outlet>
```

http://www.usa.gov/Contact/verify-social-media.shtml

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## Verify U.S. Federal Government Social Media Accounts

<http://twitter.com/kanyewest> has **not** been registered as an account managed by the U.S. federal government.

**To see if another social media account is managed by the U.S. federal government, please paste its complete URL here:**

Example: <http://twitter.com/whitehouse>

**Verify**

If you know that *@kanyewest* on Twitter is managed by the U.S. federal government and you have a .gov or .mil email address, you can [add it to the USA.gov social media registry on HowTo.gov](#).

### Contact Your Government

- [FAQs](#)
- [E-mail Us](#)
- [Chat](#)
- [Phone](#)



[http://registry.usa.gov/accounts/verify.xml?service\\_url=http://twitter.com/kanyewest](http://registry.usa.gov/accounts/verify.xml?service_url=http://twitter.com/kanyewest)



http://www.howto.gov/social-media/social-media-registry/register-accounts

Add Information for @gobiernousa on Twitter | HowTo.gov

www.howto.gov/social-media/social-media-registry/accounts/register?utf8=✓&auth\_token=1ff808784cc36b511c1b38e562757490&service\_url=twitter

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### Add Information for @gobiernousa on Twitter

<http://twitter.com/gobiernousa> is registered as an account managed by the U.S. federal government.  
You can make changes to this listing using the form below.

**Organization or program name:**

**Website URL:**

**Sponsoring Top-Level Agency:**

**Tags:**  
  
Separate tags with commas

**Primary language of account:**

# Why API first?

- Developing full list interface is a huge design challenge, the API lets other people try it out for us.
- Keeps us focused on a single problem, while keeping us – and others – wide open to solutions to that problem.
- ***Fedsourcing***

http://bit.ly/smr-spreadsheet

Import Accounts API into Google Spreadsheet

https://docs.google.com/a/measuredvoice.com/spreadsheet/ccc?key=0Aq4b5kjzVK5adEFyMkpoVTJyWGJ2Rk0wRXPZakVZM2c#gid=0

Import Accounts API into Google Spreadsheet ☆

File Edit View Insert Format Data Tools Help All changes saved

Comments Share

fx | http://registry.usa.gov/agencies.xml

	B	C	D	E	F	G	H
1	//agency_name	//agency_id	//service_id		Select Service	twitter	
2	Agency Name	Agency ID	Services		Select Agency	hhs	
3	Administration for Children and Families (ACF)	acf	blip		Your results →	<a href="http://twitter.com/AHRQNews">http://twitter.com/AHRQNews</a>	
4	Administration on Aging (AOA)	aoa	disqus			<a href="http://twitter.com/AIDSgov">http://twitter.com/AIDSgov</a>	
5	Administrative Conference of the United States (ACUS)	acus	facebook			<a href="http://twitter.com/AIDSinfo">http://twitter.com/AIDSinfo</a>	
6	Administrative Office of the U.S. Courts	uscourts	flickr			<a href="http://twitter.com/bestbones4ever">http://twitter.com/bestbones4ever</a>	
7	Advisory Council on Historic Preservation (ACHP)	achp	foursquare			<a href="http://twitter.com/CDCMedEd">http://twitter.com/CDCMedEd</a>	
8	African Development Foundation (ADF)	adf	github			<a href="http://twitter.com/CDCespanol">http://twitter.com/CDCespanol</a>	
9	Agency for Healthcare Research and Quality (AHRQ)	ahrq	google_plus			<a href="http://twitter.com/CDCgov">http://twitter.com/CDCgov</a>	
10	Agricultural Marketing Service (AMS)	ams	ideascale			<a href="http://twitter.com/cdcnpin">http://twitter.com/cdcnpin</a>	
11	Agricultural Research Service (ARS)	ars	linkedin			<a href="http://twitter.com/CMSgov">http://twitter.com/CMSgov</a>	
12	Alcohol and Tobacco Tax and Trade Bureau (TTB)	ttb	meetup			<a href="http://twitter.com/CMSinnovates">http://twitter.com/CMSinnovates</a>	
13	AMTRAK (National Railroad Passenger Corporation)	amtrak	myspace			<a href="http://twitter.com/fedstrive">http://twitter.com/fedstrive</a>	
14	Animal and Plant Health Inspection Service (APHIS)	aphis	posterous			<a href="http://twitter.com/fogarty_nih">http://twitter.com/fogarty_nih</a>	
15	Architect of the Capitol (AOC)	capitol	scribd			<a href="http://twitter.com/foodsafetygov">http://twitter.com/foodsafetygov</a>	
16	Broadcasting Board of Governors, International Broadcasting Bureau (BBG)	bbg	slideshare			<a href="http://twitter.com/genome_gov">http://twitter.com/genome_gov</a>	
17	Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF)	atf	socrata			<a href="http://twitter.com/girlshealth">http://twitter.com/girlshealth</a>	
18	Bureau of Economic Analysis (BEA)	bea	storify			<a href="http://twitter.com/HealthCareGov">http://twitter.com/HealthCareGov</a>	
19	Bureau of Engraving and Printing (BEP)	bep	tumblr			<a href="http://twitter.com/hhsgov">http://twitter.com/hhsgov</a>	
20	Bureau of Indian Affairs (BIA)	bia	twitter			<a href="http://twitter.com/HHSGreenHealthy">http://twitter.com/HHSGreenHealthy</a>	
21	Bureau of Industry and Security (BIS)	bis	uservice			<a href="http://twitter.com/HRSAgov">http://twitter.com/HRSAgov</a>	
22	Bureau of International Labor Affairs (ILAB)	ilab	ustream			<a href="http://twitter.com/medlineplus">http://twitter.com/medlineplus</a>	
23	Bureau of Labor Statistics (BLS)	bls	vimeo			<a href="http://twitter.com/medlineplusesp">http://twitter.com/medlineplusesp</a>	
24	Bureau of Land Management (BLM)	blm	youtube			<a href="http://twitter.com/MRC_OSG">http://twitter.com/MRC_OSG</a>	
25	Bureau of Ocean Energy Management (BOEM)	boem				<a href="http://twitter.com/nateyeinstitute">http://twitter.com/nateyeinstitute</a>	
26	Bureau of Reclamation	reclamation				<a href="http://twitter.com/NCBI">http://twitter.com/NCBI</a>	
27	Bureau of Safety and Environmental Enforcement (BSEE)	bsee				<a href="http://twitter.com/NCCAM">http://twitter.com/NCCAM</a>	
28	Bureau of the Census	census				<a href="http://twitter.com/NCIbiospecimens">http://twitter.com/NCIbiospecimens</a>	
29	Bureau of the Public Debt	publicdebt				<a href="http://twitter.com/NCIBulletin">http://twitter.com/NCIBulletin</a>	
30	Bureau of Transportation Statistics (BTS)	bts				<a href="http://twitter.com/NCIcaBIG">http://twitter.com/NCIcaBIG</a>	
31	Center for Faith-Based and Neighborhood Partnerships (CFBNP)	cfbnp				<a href="http://twitter.com/NCICancerCtr">http://twitter.com/NCICancerCtr</a>	
32	Center for Nutrition Policy and Promotion (CNPP)	cnpp				<a href="http://twitter.com/NCIespanol">http://twitter.com/NCIespanol</a>	
33	Centers for Disease Control and Prevention (CDC)	cdc				<a href="http://twitter.com/NCIExhibits">http://twitter.com/NCIExhibits</a>	
34	Centers for Medicare and Medicaid Services (CMS)	cms				<a href="http://twitter.com/NCIHINTS">http://twitter.com/NCIHINTS</a>	
35	Central Intelligence Agency (CIA)	cia				<a href="http://twitter.com/NCImcMedia">http://twitter.com/NCImcMedia</a>	

Sheet1

http://registry.usa.gov/age

http://registry.usa.gov/accounts.xml?service\_id=twitter&agency\_id=hhs



```
<?xml version="1.0" encoding="UTF-8" ?>
<result>
  <page_count>1</page_count>
  <total_items>76</total_items>
  <page_number>1</page_number>
  <accounts>
    <account>
      <service_url>http://twitter.com/AHRQNews</service_url>
      <verified>true</verified>
      <service_id>twitter</service_id>
      <account>AHRQNews</account>
      <details_url>http://registry.usa.gov/accounts/twitter/AHRQNews</details_url>
      <agencies>
        <agency>
          <agency_id>hhs</agency_id>
          <agency_name>Department of Health and Human Services (HHS)</agency_name>
          <agency_url>http://www.hhs.gov</agency_url>
        </agency>
      </agencies>
      <organization>Healthcare Research and Quality</organization>
    </account>
    <account>
      <service_url>http://twitter.com/AIDSGov</service_url>
      <verified>true</verified>
      <service_id>twitter</service_id>
      <account>AIDSGov</account>
      <details_url>http://registry.usa.gov/accounts/twitter/AIDSGov</details_url>
      <agencies>
        <agency>
          <agency_id>hhs</agency_id>
          <agency_name>Department of Health and Human Services (HHS)</agency_name>
          <agency_url>http://www.hhs.gov</agency_url>
        </agency>
      </agencies>
      <organization>AIDS.gov</organization>
    </account>
    <account>
      <service_url>http://twitter.com/AIDSinfo</service_url>
      <verified>true</verified>
      <service_id>twitter</service_id>
      <account>AIDSinfo</account>
      <details_url>http://registry.usa.gov/accounts/twitter/AIDSinfo</details_url>
      <agencies>
        <agency>
          <agency_id>hhs</agency_id>
          <agency_name>Department of Health and Human Services (HHS)</agency_name>
          <agency_url>http://www.hhs.gov</agency_url>
        </agency>
      </agencies>
      <organization>AIDSinfo</organization>
    </account>
    <account>
      <service_url>http://twitter.com/bestbones4ever</service_url>
      <verified>true</verified>
```

# What's Next

- Integration with other agencies' registries and systems
- Outreach to developer communities to build services based on the registry – e.g. browser extensions that check your current URL against the registry
- ***Fedsourcing*** – gathering more and better data for the registry from more public servants

# usa.gov/developer

- Full Social Media Registry documentation
  - Agencies API
  - USA.gov taxonomy API
- Documentation on other developer resources including 1.U.S.A.gov, Federal Forms API, and Product Recall API
- Please add accounts to the registry!
- Questions? [socialmediaregistry@gsa.gov](mailto:socialmediaregistry@gsa.gov)