



HHS New Media Standards and Policies Checklist

Use of new media technologies must follow the current laws and standards that govern information and information technology. Below is a list of the most common standards and policies that apply to the use of new media. Visit <http://newmedia.hhs.gov/standards/index.html> for more information and contact newmedia@hhs.gov if you have questions.

1. Approvals

- Consult the communication director for your office or program for approval and to determine the appropriate strategy and tools for your audience and mission.
- Notify the HHS Center for New Media to have your account added to the HHS New Media Directory.

2. Access and IT Security

- Read the [HHS-OCIO Policy for Social Media Technologies](#)¹.

3. Licensing

- Check the list of [HHS Terms of Service Agreements](#)².
- If you are interested in a tool not on the list, contact newmedia@hhs.gov for additional information.

4. Copyrighted Content

- Make sure you have received permission to use any trademarked images and logos.

5. Official Agency Sources of Information & Branding

- Link to your agency's official website.
- Use branding that clearly identifies your program's ownership or sponsorship as a government entity.

6. Accessibility

- Ensure content posted or produced through the use of new technologies is accessible to people with disabilities and in compliance with Section 508 of the Rehabilitation Act of 1973.

¹ http://www.hhs.gov/ocio/policy/policy_2010-0003_-_ocio.html

² <http://newmedia.hhs.gov/standards/tos.html>





7. Information Collection from the Public

- Read the OMB guidance on [Information Collection under the Paperwork Reduction Act](#)³ to determine if you need to seek approval from the Office of Information Collection.

8. Soliciting Official Public Comment

- Do not solicit consensus advice from the public using web2.0 technologies.

9. Protecting the Public's Privacy

- Complete an adapted Privacy Impact Assessment (PIA) by contacting HHS.Cybersecurity@hhs.gov to notify the HHS Privacy team that you are starting an account with a third-party website and that you may need to complete a PIA.
- Use an external link notice when linking from your .gov website to a nongovernment website that may have different privacy policies.
- Prominently post a Privacy Notice on the third-party website or application itself, to the extent feasible.

10. Use of Cookies with Third-Party Sites and Applications

- If using persistent cookies that collect Personally Identifiable Information (PII), contact HHS.Cybersecurity@hhs.gov. Refer to [OMB Memo 10-22](#)⁴ for additional information on web measurement and customization technologies.

11. Record Keeping

- Contact your [Records Official](#)⁵ to determine appropriate records schedule and records management practices.

12. Comment Moderation

- Determine process to moderate (review and clear) comments.
- Clearly link to a comment policy if you will allow comments.

13. Linking, Liking, Following and Endorsement

- Include an exit disclaimer when linking to non-government links on .gov sites, including those to third-party websites on which HHS content is held.
- Determine what entities are appropriate to follow/like from your account.

³ http://www.whitehouse.gov/sites/default/files/omb/assets/inforeg/PRAPrimer_04072010.pdf

⁴ http://www.whitehouse.gov/sites/default/files/omb/assets/memoranda_2010/m10-22.pdf

⁵ <http://www.archives.gov/records-mgmt/agency/departments/health-and-human-services.html>

