U.S. Department of Commerce

Social Media Guidebook

January 30, 2013

Contents

Overview

The Department of Commerce (DOC) Social Media Guidebook provides official guidance to bureaus and offices in their use of social media and related tools, including but not limited to:

Website-embedded Services

Social Networking Sites

Blogs and Microblogs

Comments to DOC Posts

Document- and Data-sharing Repositories

Social Bookmarking Services

Some elements of the guidebook are hard rules. Others are recommendations. Still others are requests for advice. As with most SocMed use, collaboration will generally be more helpful than criticism.

The associated DOC Social Media Policy outlines specific rules for the use of social media at DOC. Before embarking on any use of social media for official purposes, read and understand the Social Media Policy.

This is a living (official) document, undergoing edits on a frequent basis. It is not recommended that you print this guidebook; rather, please work from the current online edition.

Website-embedded Services

Requirements

DOC websites (e.g. Commerce.gov) may use third-party embedded code, provided that certain procedures are followed:

A. Embedded code must be evaluated by IT security to ensure it does not introduce vulnerabilities into any DOC site. Consult with IT security officials in your bureau before embedding code on your site.

B. Privacy Impact Assessment (PIA): DOC requires a preliminary PIA for all systems. The preliminary PIA determines if the system contains PII, and is kept as a record by the Department. The PIA documents the assessment of how government actions may affect citizens, providing both a paper trail and an opportunity for multiple parties to offer thoughts, criticism and approval or disapproval. Contact your privacy officer for further information on Privacy Impact Assessments.

C. System of Records Notice (SORN): Any DOC action that creates a System of Records may only create it within the auspices of a System of Records Notice.

D. Failure to comply: Failure to comply with the above may result in disciplinary action. Creation of a System of Records without a proper SORN may result in fines ranging from $1000 to $5000.

Types of Services

Analytics (Google Analytics)

According to DOC's PIA, any IP address passed from our users to the analytics provider will have its final octet masked to allow limited geolocation-based reporting. The masking will both prevent the IP address from being considered PII and deal with certain privacy concerns.

"Share" buttons (AddThis)

DOC has approved the AddThis social media "share" button service. This does not imply any endorsement of AddThis, merely that TOS and PIA have been completed for this service.

a. When creating an AddThis "share" button, you may activate analytics. AddThis analytics do not provide DOC with PII.

b. No other "share" buttons have been approved.

   i. Note: Certain popular SocMed "share" tools have been noted in the popular press for their data-gathering technology.

   ii. The DOC Digital team is particularly wary of placing externally sourced code on .gov websites (and any other sites that we might have authority over) that runs a risk of degrading user privacy and increasing page load times.

Video (YouTube)

DOC has approved YouTube embedding, under certain conditions. Please see "Appendix A – Additional Guidance for Approved services" for details.

Widgets and other embedded code

A widget is a portable piece of computer code that can be executed within a Web page to allow content from one site to be presented dynamically within another. Widgets often take the form of on-screen tools (clocks, event countdowns, auction tickers, stock market tickers, flight arrival information, daily weather, etc).

E. At present, limited "widget" code has been approved for use. Please see the individual entries for various services in this Guidebook. All embedded widgets must be evaluated by IT security to ensure it does not introduce vulnerabilities into any DOC site. Consult with IT security officials in your bureau before embedding code on your site.

TOS Updates

The most up-to-date list of current amended TOS can be found on [Commerce OCIO's web resources and social media page](#).

PIA Updates

The most up-to-date list of current [PIAs are located here](#).

Social Networking Sites

Social networks connect people, often those who share the same interests and/or activities or who are interested in exploring the interests and activities of others. Interagency and intergovernmental social networking sites can promote cooperation across government. Internal social networking sites can establish connections across traditionally stove-piped and geographically dispersed organizations. Public social networking sites can be used to further promote government information and services. By setting up a page in Facebook, for example, government can provide information resources and staff interaction with members of the public who are interested in a facet of an agency's work and mission. Doing so expands the government's outreach capabilities and ability to interact.

1. Rules of the Road

    A. The DOC Social Media Policy addresses specific guidelines for the appropriate use of social networking websites and other social media technologies. Consult the policy before getting started

    B. Only post information that is publicly available on the primary bureau or Departmental website (OMB M-10-23, Section 3, "Agencies should also provide individuals with alternatives to third-party websites and applications. People should be able to obtain comparable information and services through an agency's official website or other official means.").

    C. Social networking sites generally allow for comments to be submitted in response to posts. Refer to the Social Media Comments section, below.

    D. Work with your bureau records management office to determine how content posted on social networking sites and the comments submitted as responses should be managed as Federal records. If you have questions, contact Wendy Couch in OITPP. She is the DOC Records Manager.

    E. Follow the applicable rules pertaining to the revelation of personally identifiable information (PII) of DOC employees via social networking sites.

    F. Be sure that commercial advertising does not appear on your social media site, prior to making the site public, whenever possible.

    G. Do not engage in arguments or debates. Social networking websites are not the place to engage in debates over policy with members of the public or interest groups. Responding factually to substantive questions is OK, but engaging in policy debate is not. See the Air Force Web Posting Response Assessment as a guide for how you might want to handle specific comments. If you have any questions, ask someone first. *The easiest mess to clean up is the one that isn't made.*

    H. TOS, Privacy, SORN

        1) Do not use a service in a manner that would violate DOC's TOS, PIA or social media System of Records Notice.

        2) Consult the most up-to-date list of current amended TOS on Commerce OCIO's web resources and social media page and and PIAs.

2. Examples of Government Use

    A. Facebook: White House: http://www.facebook.com/whitehouse

    B. Twitter: White House: https://twitter.com/whitehouse

    C. YouTube: White House: http://www.youtube.com/user/whitehouse

Blogging and Microblogging

There are many benefits and risks in maintaining a public blog on a Government website, with the top risk being the potential legal liabilities. A blog is a collection of entries that communicate what is happening at your agency. A blog could be organized around a program office, field research or grant recipients. Although blogs are generally meant to be informal, DOC blogs are official Government communications and must be treated as such. Their content must be controlled to ensure that it is in keeping with the mission and reputation of the authoring agency. Each individual blog entry is called a blog post. To refer to a "blog" is to refer to the entire entity. To refer to a "blog post" is to refer to a specific entry.

Microblogs consist of short entries (usually 140 characters or fewer) and are generally posted through third-party sites such as Twitter.

1. Rules of the Road

    A. First, consult the DOC Social Media Policy.

    B. Blog Approval and Management

- All blogs hosted on Department of Commerce owned or sponsored public websites must be approved by the bureau's office of communications or public affairs prior to creation and implementation of the blog. The office of communications or public affairs will help determine if other entities within the bureau or Department must be notified or consulted about the blog prior to creation. Such entities might include, but are not limited to, the Office of the Chief Information Officer, the Office of the General Counsel, or records and privacy officials.

- Blog topics must both avoid areas of potential litigation and the appearance of being an official channel for comments used as part of a rulemaking process.

- Prior to implementation of the blog, bureaus and offices must notify the appropriate personnel in the Departmental Office of Public Affairs (OPA) of all approved bureau or office blogs and provide the following information: the purpose of the blog; proposed blog Web address (URL); and point of contact information. Failure to obtain required approvals or to make required notifications prior to implementation may result in removal of the blog from the hosting website.

    C. Approval and creation of a new blog requires that DOC bureaus or offices

- Examine the need for the blog style and justify why an existing information feed would not be sufficient.

- Have a policy in place that governs who can post a blog.

- Identify the DOC bureau/office author on the blog;

- Establish a procedure for reviewing/approving blog posts;

- Establish a process for archiving the information on the blog and retaining blog content according to its records disposition schedule;

- Establish a policy regarding editing/disqualifying submissions if the public is allowed to place comments on the blog;

- Establish a policy regarding replies to comments or questions if the public is allowed to submit blog comments;

- Include privacy, FOIA, and disclaimer notices on the site, as appropriate; and

- Address all IT security concerns associated with the blogging software and its use on Government Web servers.

2. Blog Content

   A. Anything posted to the Web that is managed, maintained, hosted, or sponsored by the Department of Commerce and/or any of its offices or bureaus is an official government publication and must comply with all applicable Federal laws and policies and the DOC Web Standards.

   B. As an official publication of a U.S. Government organization, blogs posts must be fair, accurate, and as unbiased as possible while supporting the DOC mission. Blogging activities must not interfere with the agency's primary mission.

   C. Blogs are intended for the informal exchange of information and ideas and not as a conduit to receive official comments on bureau proposed rule-making. They play no official role in organizational decision-making. Citizens wishing to leave comments regarding Federal Register notices must do so via the process described in the notice.

   D. Blogs must be predictable, reliable, and dependable. Once a blog is started, it must be regularly updated. On occasion, blogs may be established to support a specific project or study. When the project of study is completed, the last blog entry will clearly indicate the date blog entries were ended.

   E. Individual blog posts must go a review process to ensure they are high-quality, accurate and within the parameters of the Office of Public Affairs/External Affairs for public communications.

   F. Blog content provided by DOC or bureau representatives must meet the accepted DOC or Bureau standards for information quality. DOC and bureaus must have a process in place for ensuring that content meets DOC or bureau standards. Links from blogs must comply with Departmental linking policies in the DOC Web Standards, (See DOC Offsite Notification Policy).

Web/Social Media Comments

Comments received through two-way blogs must be reviewed by the bureau (or DOC if it is a Departmental blog). Each blog must have clear and defensible standards for comments. All sites that allow visitors to post comments should make it clear whether comments will be moderated and should include a disclaimer. For example:

"To ensure that everyone can participate in polite conversation, these comments may be moderated. For detailed information on how and what we moderate, view our comment policy."

"We encourage comments. Your thoughts, ideas and concerns will play a critical role helping Commerce better explain our actions, improve our customer service and be even more responsive to the needs of the public.

We want to publish your comments, but we expect conversations to follow the conventions of polite discourse. Therefore, we won't post comments that:

- contain vulgar language, personal attacks of any kind, or offensive terms that target specific ethnic or racial groups;

- promote services or products (non-commercial links that are relevant to the blog post or comment are acceptable);

- are far off-topic;

- make unsupported accusations;

- promote commercial websites or services.

We don't edit comments to remove objectionable content, so please ensure that your comment contains none of the above.

We recognize that the Web is a 24/7 medium, and your comments are welcome at any time. However, given the need to manage federal resources, moderating and posting of comments will generally only occur during regular business hours Monday through Friday. If you submit a comment after hours or on weekends, we'll read and post them as early as possible the next business day.

To protect your own privacy and the privacy of others, please do not include phone numbers or email addresses in the body of your comments. If included, they will be removed prior to publishing.

Due to increased spam, comments will be closed after 90 days. If you wish to comment after the 90-day period, we encourage you to email the webmaster."

Social Bookmarking

Social bookmarking tools like Digg, Reddit, or Delicious allow users to share links to interesting information with larger audiences. These Web services typically allow users to organize their bookmarks using tags and share them either with the public, a specified group, or privately. Adding a simple widget on DOC or bureau content pages that allows visitors to share the content of the page via social

bookmarking tools, social networking tools, or e-mail is a simple way that DOC and bureaus can drive traffic to their websites and allow visitors to quickly and easily share our information with their networks or communities.

At present, *no such site is approved for use by DOC*; however, in anticipation of future approvals, the following will apply:

1. Rules of the Road

   o The DOC Social Media Policy addresses specific guidelines for the appropriate use of social bookmarking Web services and other social media technologies. Consult the [policy](#) before beginning any implementation.

   o TOS, Privacy, SORN

     ▪ Only use services that have an approved TOS and privacy impact assessment signed by the Department of Commerce.

     ▪ Be sure that any "sharing" on public-facing Web space does not point to non-public content. The URL might be helpful to hackers.

     ▪ Do not use a service in a manner that would violate DOC's social media System of Records Notice. Establishing a system of records in violation of a system of records notice may result in large fines and disciplinary action.

     ▪ Consult the most up-to-date list of current amended TOS on [Commerce OCIO's web resources and social media page](#) and and PIA's.

Applying for a Social Media Account

In order to keep track of existing accounts for internal and external review, we have established the [Commerce Social Media Application Tracking system](#).

Logging into the Commerce Social Media Application Tracking System:

Log into the Commerce Social Media Application Tracking System at https://socmed.my.commerce.gov/. If you are a first time visitor or need your password reset, follow these instructions:

Credentials for the Social Media Application Tracking system are independent of your other Commerce/bureau credentials. Authentication for the Tracking System is provided by the Commerce Web Solutions Authenticator which has a self-service activation and password reset mechanism. Please follow the steps below to activate your account.
   1. Open a new browser window and navigate the Social Media Application Tracking system: https://socmed.my.commerce.gov/.
   2. Click Login. You will be redirected to the Commerce Web Solutions Authenticator.
   3. Click "Password Reset/Activation" just below the banner.
   4. Enter your DOC email address and press enter. (A token will be emailed to your DOC email address while your browser is redirected to the token form.)
   5. Make sure you keep your browser window open on the resulting token form. This is important because the token will only work on that page!
   6. Copy/paste the token from the email into the form and click Submit.
   7. Your browser will then be redirected to the password change form. Enter a password, confirm it, check the box to acknowledge the DOC Rules of Behavior and click save.

8. Next you will be prompted by the Authenticator to login to the Social Media Application Tracking System. Click "Log in" and your browser will be returned to https://socmed.my.commerce.gov/

To submit an application:

Once you have logged into the Social Media Application Tracking System, you will have the option to submit an application by clicking on the navigation bar in the upper left hand corner. Follow the instructions on the application to ensure speedy review. You may NOT open a new account with approval through the Social Media Application Tracking System.

The application process:

Watch this video for a quick view of the process. If you have further questions, consult the FAQ at the top of the Social Media Application Tracking System.

Appendix A – Additional Guidance for Approved Services

Requirements

1. Remember the TOS/PIA/SORN.

   - **TOS** – DOC must approve terms of service with the provider. GSA approval is not enough.

   - **PIA** – DOC requires an approved Privacy Impact Assessment (or preliminary PIA).

   - **SORN** – Any social media use which would create or make use of a system of records must be used only within the boundaries of a published System of Records Notice.

2. For any service that sends IP addresses to the provider, mask the final octet of all IP addresses whenever practical. DOC considers a full IP address as PII. Masking the final octet simplifies privacy issues by negating its PII status.

3. Discuss with your bureau's Office of Public Affairs or External Engagement about the need for this service.

4. Use the [Commerce Social Media Tracking Application System](#) to apply application tool. Watch [this video](#) to understand the process.

5. When registering for services

   a. When possible, use an office e-mail address, rather than a personal address. For example, The Office of Digital Strategy generally uses webmaster@Doc.gov. Using a personal account (i.e. Bob_Smith@DOC.gov) can lead to complications when the account holder leaves DOC.

   b. Be sure that either 1) more than one person has the account name and password for all services or 2) more than one administrative account (with one person for each account) is set up for each service.

   c. If the account registration process requires a birth date, please use February 14, 1903 for consistency. Use February 14, 2003 (centennial anniversary) if 1903 is unavailable.

Services

AddThis

If your office uses AddThis analytics, it is possible (and approved) to use AddThis links in your Tweets, to enhance the breadth of the tool's reach. On the other hand, it's also possible (and approved) to maintain separate links, in order to separately analyze Web and Twitter outreach. Please feel free to share your results as you work with the service and test its capabilities. No "best practice" has been determined on this matter, yet.

For those of us using both Google Analytics and AddThis, there is a customization available, to allow monitoring of AddThis analytics from your GA dashboard, putting both analytics in one place for easy viewing: http://www.addthis.com/help/google-analytics-integration. We're experimenting with it on Commerce.gov and will let you know how it goes.

Bit.ly

1. Bit.ly is the default URL shortener for .gov URLs.

2. The GSA arrangement with Bit.ly allows for default shortening of .gov addresses to the form 1.usa.gov/######.

3. Do not build a custom URL-shortener. DOC would like to avoid creating a multi-year support/dependence situation to solve a problem (URL shortening) that has already been solved.

Challenge.gov

GSA has not provided a SORN for Challenge.gov. Regarding "additional information" gathered by agencies that use Challenge.gov, GSA's PIA reads as follows (emphasis added):

> *If this includes any PII, it will be the responsibility of the agency sponsoring the challenge to ensure that the privacy of that information is protected.* (Challenge.gov PIA, page 4, *Solving a Challenge*)

Facebook

1. When possible, obtain a custom URL for your official page(s). Default Facebook URLs are long and unwieldy.

2. Maintain vigilance for "rogue" or "community" pages (see Facebook Community Pages, below) that appear to be official pages. Contact the Director of Digital Strategy to have them purged.

3. From Facebook [some emphases, formatting and additional text added]:

> **To create a new Facebook Government Page [only after receiving approval through the** Commerce Social Media Tracking Application System**]:**
>
> - Go to http://www.Facebook.com/page.
>
> - Select "Brand, Product, or Organization" and create a "Government" page.
>
> - When you agree to create a page, the signed [government TOS] agreement with Facebook supersedes the site's terms.
>
> - As you create the page, you can choose "Do not make Page publicly visible at this time." You will be able to edit and publish later.
>
> - Once you've created a page, it remains unpublished (not visible to the public) until you choose to publish it.
>
> - Setup the page and add content.
>
> - Please remember the federal agreement requires you to include this language on the page *"If you're looking for the official source of information about [Government Entity], please visit our homepage at [URL Link]."*
>
> - Email the page URL to USgovernment@facebook.com and request that ads be removed.

- Facebook will respond you once this request has been processed.

Existing Pages

- Email the existing page URL to USgovernment@fb.com and request that ads be removed. Please do not forget to include a URL to the page that you have created, it is necessary for us to identify the page in our systems.

- Facebook will respond to you once this request has been processed.

Additional Tips for Managing Your Page:

- Read the Facebook Pages help section (http://www.facebook.com/help/#/help/?page=175).

- You can access all of the pages you admin by going to http://www.facebook.com/pages/manage.

- Please be aware that in order to create a Facebook Page, you must have a Facebook Profile. A Facebook Page is administered by a Facebook Personal Profile account for security reasons. That account can then add other Facebook users as administrators to help maintain the Page. Admins are not public and thus are not visible to other Facebook users. More information on page admins is available here in our help section (http://www.facebook.com/help/#/help.php?page=904)

- Be sure and add several administrators to the page (http://www.facebook.com/help/#/help/?faq=15188).

For resources on how best to utilize Facebook, please refer visit Facebook's 'Help' page (http://www.facebook.com/help.php). You'll find lots of information about Facebook as well as many answers to your questions.

Additional resources can be found in the Facebook Help Section (http://www.facebook.com/help), The Facebook and Government Page (http://www.facebook.com/government), and on the Facebook Pages page (http://www.facebook.com/FacebookPages). Please note that this email address should not be contacted for general questions about the site, please refer to the Facebook Help Section (http://www.facebook.com/help).

Facebook Community Pages (A.K.A. "Fake" Facebook pages)

1. Facebook's bots roam through public postings collecting content. When their system detects subjects of online conversation (for example, "Department of Commerce" or "US Patent and Trademark Office") it creates a "Community Page" about that subject. It generally pulls descriptive text and an image from Wikipedia and the aforementioned comments from Facebook. It then continues to populate the "wall" with updated comments from Facebook. The result is a page that looks like an official page (complete with Facebook "likes"), but isn't.

2. Don't blame Wikipedia. Much of the content in Facebook's "Community pages" comes from Wikipedia, occasionally leading to the mistaken belief that Wikipedia is part of the "Community Page" situation. Those pages are created by Facebook and copy content from Wikipedia.

3. Facebook has sent instructions for dealing with this issue: "Review our IP reporting procedures at http://www.facebook.com/legal/copyright.php?howto_report and use the link to our 'automated IP infringement form.' If you are a government entity, please include a note that you have received communication from Facebook explaining the purpose of Community Pages and the possibility of future migration, and that you are explicitly requesting that the Community Page be removed. If you do not include that note, you may receive a response from Facebook containing the information above and a requirement to confirm your request so that we can ensure you have all appropriate information before taking a course of action. Please do not respond to this email but follow the instructions above." [Some editing for size and readability – paragraph breaks, etc.]

Flickr

Flickr is a very effective way to share photos. All photos shared there should have a caption to explain the photo and the "alt" tag included. All government created photos immediately enter the public domain. There is no copyright on them. Make sure your photos don't reserve a copyright and that you don't include photos from private citizens who might assert copyright.

Google Analytics

1. Register a Google account using your Commerce email address. This account may only be used for services with which DOC has approved TOS and PIA. For example, you may not use it for Gmail or Google Drive at this time.

   Note: Using unauthorized Google products on behalf of DOC is expressly forbidden. Failure to comply may result in disciplinary action. For exceptions to this standard (for example, use of bureau-wide Gmail cloud email), contact Commerce's Director of Digital Strategy.

2. Add webmaster@doc.gov to your analytics account as a "User" with the User Manager tool.

3. Mask the final octet of all IP addresses. DOC considers a full IP address as PII and there's a strong sense within DOC that we shouldn't be giving Google or any other vendor the ability to track citizen "movement" across government websites, even if that ability isn't used. Google provides instruction on how to mask IP addresses, as do other vendors of similar services.

   Here's the code DOC.gov uses for Google Analytics (Note the "_anonymizeIp" item) Y*ours will need to include your UA number, not the one provided here*:

   ```
   <script type="text/javascript">
    var _gaq = _gaq || [];
    _gaq.push(['_setAccount', UA-18792204-1 ']);
    _gaq.push(['_anonymizeIp']);
    _gaq.push(['_trackPageview']);
    (function() {
     var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
     ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
     var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
    })();
   </script>
   ```

Google Plus

1. When using G+ Hangouts, remember to include live captioning for 508 compliance when appropriate.

2. Public use of a G+ Hangout (a "Hangout on the air") requires captioning.

3. We're open to your suggestions on Google Plus guidance beyond the standard SocMed guidance.

Ideascale

Ideascale is software solution for idea management and suggestion box software. It has been used throughout Commerce as an ideation tool. IdeaScale allows agencies to host "threaded idea conversations" in online communities. It has tools to permit participants to vote ideas up and down, to enforce moderation policies, and to track participation by members of its online communities. Census uses it for both open and restricted communities to collaborate with customers and partners.

IdeaScale leverages a 3-step process to promote what the 'community' determines as the 'best' ideas. [With an enterprise license] agencies can define multiple communities, and within each community, can establish a set of set of topics or questions for which feedback is desired.

1) Users Submit Ideas

2) Others Vote On The Ideas

3) The Best Ideas Bubble Up

The business unit that "owns" a particular community can moderate user activity, and before launching a site, should develop a plan for how it will interact with customers and how feedback will be considered.

If end-users are required to log-in in order to participate in a community, the username, email address, password, and geographic location may be collected without triggering an "information collection." But the IdeaScale product contains other customization features and data collection capabilities which, if implemented, may rise to the level of an information collection triggering the Paperwork Reduction Act. Consult with your agency records officer during the requirements gathering process for proposed new communities. [OMB Memo 7 Apr 2010 - Social Media, Web-Based Interactive Technologies, and the Paperwork Reduction Act]

LinkedIn

LinkedIn is a social networking website for people in professional occupations, LinkedIn is the largest professional network in the world. LinkedIn Group builds networks of professions with shared interests or industries. Start a discussion or share something with the group to exchange information, ideas and opportunities. Quickly discover the most popular discussions in your group and follow the most influential group members. Monitoring LinkedIn discussion posts for compliance with established comment policy is critical.

Pinterest

Pinterest is a pinboard-style photo sharing website that allows users to create and manage theme-based image collections such as events, interests, hobbies, and more. Users can browse other pinboards for inspiration and 're-pin' (like twitter's 'retweet') images to their own collections or 'like' photos. Some have called it a 'visual twitter'.Users should be aware of 508-concerns for the visually impared. **Ustream**

1. Within the normal constraints of contracting regulations (including, and not limited to, competition and credit card limits), the Ustream.com video service may be used.

    a. According to the agreed TOS for free Ustream service, advertising will be present, both on your Ustream.com page and as commercial interruptions of the video service. Commercially sponsored official government communication is forbidden except in exigent circumstances.

    b. Ads and commercials are not present on the paid/premium service.

2. 508-Compliance:

    a. Whether for internal or external audiences, live captioning is required.

        i. Census, NIST, NOAA, NTIS, and PTO use Federal Relay (http://www.federalrelay.us/) through Sprint for live captioning for several kinds of online events, including teleconferences, video teleconferences and webcasts. You will need establish a Task Order with Federal Relay prior to your event.

        ii. Home page of Relay Conference Captioning is http://www.fedrcc.us/FedRcc/Default.aspx

        iii. Their FAQ is at http://www.fedrcc.us/FedRcc/FAQ.aspx

    b. If live captioning is unavailable, captioned video must be made available after the event.

        i. Since captioning is readily available on the commercial market, it's unlikely that any non-captioned live video would be authorized. If in doubt, consult with OCIO/Digital Strategy.

        ii. In the case of breaking news (e.g. an earthquake), live captioning may be unavailable; however, a good-faith attempt to obtain captioning must be made. This would require, at a minimum, making documented requests for captioning service from a regular supplier. OCIO/Digital Strategy will be happy to share its service providers, but will not require their use. Who you contract with is up to you and your office.

3. The Chat Room:

    a. Ustream chat is authorized, but only in the Ustream or Twitter client, not the Facebook app.

    b. OCIO/Digital Strategy recommends use of the Ustream chat client, rather than Twitter, because the video-embedding tool only works with Ustream's own chat client.

c. At the end of a production, the chat-log may be copied by using the usual function keys for your operating system (CTRL-a (all) CTRL-c (copy) on Windows, CMD-a (all) CMD-c (copy) on a Mac). Then paste the chat into a text document (CTRL-v) and save it.

d. Copy and pasting is not an organized archived chat. Chat in a plain text file is not a "system," meaning that a chat log is not a system of records, no matter what its contents are. Drop it into a spreadsheet or database, perhaps organized by the chatters' names, and you've got the potential for a system of records, which might require an amended PIA or SORN.

Before setting-up an account to accommodate an event, check with OCIO/Digital Strategy to ensure this is the best option for your event.

Survey Builder and Survey Monkey

Both Survey Builder and Survey Monkey have been approved for use across Commerce. These tools can be used both internally and externally, but use of survey tools require the survey maker/distributor to contact the appropriate General Counsel staff for approval on issues such as records, privacy and employee and labor relations. NEVER EVER send out a survey without first talking with a lawyer.

Storify

Storify helps its users tell stories by curating social media. Turn what people post on social media into compelling stories. Collect the best photos, video, tweets and more to publish your story. Storify is an excellent tool for embedding in a blog or other government website to ensure individuals can be involved in the discourse without requiring them to sign up for 3rd party websites. However, Storify does not meet the requirements for sufficient for record keeping and should not be used as an archiving tool.

Twitter

At present, the only Tweet-management tool approved for use is Hootsuite.

Digital Strategy does not vet approvals for desktop software (e.g., Tweetdeck), so reaching out to your CIO shop may be a more fruitful tactic until a SaaS tool is approved.

Official Twitter accounts are the property of the U.S. Department of Commerce. DOC officials should not use their personal accounts for government messaging. Official accounts should not contain the personal names of the Twitter user(s). Official accounts may not be transferred to individuals for personal use. It may be helpful to review this press account (http://www.telegraph.co.uk/news/uknews/9156503/Twitter-storm-hits-Boris-after-he-appropriates-Mayors-official-account.html) for an enhanced understanding of issues we would prefer to avoid with the use of Twitter or other SocMed services.

TwitterFeed

There is some question as to the value of RSS-to-Twitter services, such as TwitterFeed. Robo-feeding your primary Twitter channel is both easy and efficient, but doesn't encourage engagement with any community. However, for an automated jobs feed (e.g., @USCommerceJobs), it's ideal. Of course, there's also the question of the value of an automated jobs feed in Twitter.

Wikipedia

1. Abide by Wikipedia's [policies and guidelines](#), also listed under [Wikipedia: List of policies and guidelines](#). Special attention should be paid to the section on [content standards](#). OCIO/Digital Strategy recommends Wikipedia's "[Missing Manual/Introduction](#)" as well.

2. Use of Wikipedia should be preceded by a careful reading of Wikipedia's [Five Pillars](#). Special attention should be paid to the second pillar, "Wikipedia has a neutral point of view."

    a. [Verifiable accuracy](#) is a must. Any edit beyond simple copyediting must be accompanied by third-party reference.

    Example (imaginary) 1: A Wikipedia article on geology states that dinosaurs are "mythological beasts which never really existed." USGS public affairs decides to post a correction based on original (but as-yet unpublished) USGS research. This would be a mistake. "[Wikipedia articles must not contain original research](#)." It would be better to post the correction based on research published in a peer-reviewed journal. A hyperlink to the peer-reviewed article (or to an article about the peer-reviewed article) would be mandatory (a matter of DOC policy, not Wikipedia's). A government website is not considered as authoritative as a peer-reviewed journal in this context. Since DOC controls DOC websites, DOC websites are not authoritative references for DOC entries in Wikipedia.

    Example 2: Administrator X's public affairs guru directs you to change the administrator's Wikipedia page to include the expression "best administrator ever." This would be wrong in several ways, not least of which would be its lack of verifiability. Also, see 3, below, "No puffery."

    Example 3: Administrator Y's Wikipedia profile states that she worked for Massive-ish Dynamics prior to her appointment at Commerce. The proper company name is Masterful Dynamics. A hyperlink to the company website would be required. A hyperlink to some mention of Administrator Y's work at Masterful Dynamics would be better.

    b. Note any changes in the changelog.

    c. Any official editing of Wikipedia entries must be done while logged-in using a registered Wikipedia account with a [User Page](#). Any accounts must be named with obvious government/agency identification.

    Acceptable Examples: DOC-NewMedia, NIST-Communication, InternationalTradeAdministrationOfficial, USPTO, NOAAPAO

    Unacceptable Examples: Bob, NewMedia, FedGuy, OfficialDude, WebN00b

    On occasion, folks ask why we need to be so open about Wikipedia edits, since Wikipedia doesn't require a login. First, the tenets of Open Government require our public actions to be transparent. Second, Wikipedia logs IP addresses and tools such as WikiScanner can track edits back to our agencies and bureaus.

3. No self-aggrandizement. No editing of one's own Wikipedia page. No puffery. Do not create biography pages.

WordPress

WordPress is a publishing platform usually associated with lightweight blogs. If you want to use WordPress, make sure to speak with your OCIO and technical team to ensure integration with your current digital offerings. See Blogging and Microblogging Section.

Xtranormal

Xtranormal provides point and click animated videos using your text script. It can be a fun and interesting way to get a message across. Xtranormal does charge for some of their offerings, so you **must** talk with someone in your Acquisitions office before spending any money.

YouTube

For all uses of YouTube, closed-captioning is required. Please don't trust YouTube's "machine transcription" feature. You may use this auto-captioning feature, but you will need to review and correct the transcript prior to posting the video. YouTube is much more reliable at timing words to sounds, than it is at determining words from sounds.

Embedding YouTube videos in .gov Web pages

DOC-sourced video files may be embedded in DOC Web pages. Videos must reside on approved DOC YouTube pages and be ad-free. Be certain that rights and permissions for any content are proper for public performance. For website users who choose to not use YouTube, an alternate method of viewing must be provided. One acceptable alternative would be a 508-compliant downloadable version of the video, with its hyperlink in close proximity (on the next or previous line of text, for example).

Note: Using YouTube is trendy in .gov circles, especially for community building. However, DOC continues to warn against relying wholly on a technology platform that requires us to trade citizen privacy for easy distribution of government content. Also, some agencies have noticed that putting videos exclusively on YouTube may prevent those videos from being watched by people at agencies and companies that block YouTube access. Agencies tend to not block other agency websites.

ZeeMaps

We currently do not have an amended Terms of Service with Google Maps (see Appendix B), but you can use ZeeMaps to create, make, and publish interactive, customized maps. This does not give you access to Google Maps' API, however.

Appendix B – Non-Approved services

Requirements

None of the following services is approved for DOC-wide use; however, it's possible that some bureau approval may be in place. In addition, for those awaiting DOC approval, this appendix may serve as a look ahead (a "warning order" to ex-military folks) to what guidance might follow future approval.

1. Remember the TOS/PIA/SORN.

   - **TOS** – DOC must approve terms of service with the provider. GSA approval is not enough.

   - **PIA** – DOC requires an approved Privacy Impact Assessment (or preliminary PIA).

   - **SORN** – Any social media must be used only within the boundaries of a published System of Records Notice.

2. If you wish to use a non-approved service, email the Director of Digital Strategy, Mike Kruger (mkruger@doc.gov), and explain to him the service you want to use and give him a good business case. If you have a strong business case, Mike will engage the Office of General Counsel and will try to negotiate an acceptable Terms of Service for the federal government with that service. You will need to be patient. These things take time. But remember patience is a virtue and folks don't practice virtue enough these days.

Services

Document- and Data-Sharing Repositories

Currently no document or data-sharing repositories are approved for Commerce use. However, Amended Terms of Services are in the works for Github (data/code) and Slideshare (documents)

Non-Google Analytics

If possible, mask the final octet of all IP addresses. DOC considers a full IP address as PII and there's a strong sense within DOC that we shouldn't be giving Google or any other vendor the ability to track citizen "movement" across government websites, even if that ability isn't used.

If possible, add webmaster@doc.gov to your analytics account as a "User."

Google products other than Analytics

1. Using Google products other than analytics without first obtaining an approved TOS, PIA and (if necessary) SORN is expressly forbidden.

2. Improperly using Google products other than analytics without paying Google or an authorized reseller would compound the situation.

Google Maps

Google Maps is currently run through Google's Ireland offices. Much of the data is stored outside the United States and thus in violation of law and policy. We encourage you to use ZeeMaps as

your embedded map, especially if you need to store information within the system (i.e. placemarks).

DisQus

Disqus is not currently approved for Commerce use, but we're open to your suggestions on how Disqus might help with Commerce's mission.

Foursquare

Foursquare is not currently approved for Commerce use, but we're open to your suggestions on how Foursquare might help with Commerce's mission.

Github

Github is not currently approved for Commerce use, but we're open to your suggestions on how Github might help with Commerce's mission. See note above in "Document- and Data-Sharing Repositories"

SlideShare

SlideShare is not currently approved for Commerce use, but we're open to your suggestions on how SlideShare might help with Commerce's mission. See note above in "Document- and Data-Sharing Repositories"

Tumblr

Tumblr is not currently approved for Commerce use, but we're open to your suggestions on how Tumblr might help with Commerce's mission.