NOAA Central Library Brown Bag Seminar
Communicating NOAA Science and Data Social Through Social Media Tools
September 16, 2009

Ron Jones, NWS Internet Projects Specialist and Chair, DoC Social Media Working Group

Bradley Akamine, NOAA Director of Online Communications

Emily Crum, NOAA National Ocean Service

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Pat Erdenberger, NOAA Records Officer

Discussion and Q&A

Department of Commerce Social Media Guidance

Ron Jones

Chair, DoC Social Media Working Group

Consumer demand and interest, investments in the commercial sector are producing a rapid expansion in the number and diversity of Internet-based and wireless-based technologies.

These social media or Web 2.0 technologies offer enormous potential to further the NOAA mission.

However use of these technologies also bring special challenges to government agencies ….

Background

- Many public Terms of Service (ToS) or Terms of Use (ToU) for many social media providers are problematic for federal use, and may make it illegal for their use by the government

  - Choice of law and choice of jurisdiction are typical problems in public ToS/ToU

  - Acceptance of these public ToS/ToU waive government rights

  - Even accepting "free" services on behalf of the government can be difficult and needs to be reviewed by attorneys

Department of Commerce use

- GSA has negotiated federal Terms of Services with a number of providers

  however…

- Department of Commerce lawyers must review the agreements, and agreements must be signed by the DOC CIO and Director of Public Affairs

Department Guidance

- Only Use DOC-Approved Services, DOC-Approved Accounts

- All departmental public communication, web, and internet use policies still apply

- Security practices for IT use still apply

- Ethics rules relating to outside activities still apply

Department Guidance

- All departmental public communication, web, and internet use policies still apply

  - Official communications must be cleared through organization's internal procedures

  - Matters of policy, management, or budget must be cleared by Office of Communications

  - Surveys/polls/etc. must receive OMB clearance

  - Copyrighted images and videos may not be used without written permission

  - Materials must remain Section 508 compliant

Department Guidance

- Security practices for IT use still apply

  - Threat assessment (C&A)

  - Account administrative access

  - Passwords

  - Security training

  - Monitoring and reporting if (when) the account is hacked

Department Guidance

- Ethics rules relating to outside activities still apply. Employees may not:

  - Represent their personal opinion as that of DoC or the federal government

  - Use their official government title outside of a biographical context

  - Disclose non-public information

  - Engage in political fund-raising

NOAA Guidance

- Policy on Partnerships in the Provision of Environmental Information may also apply to use of Social Media / Web 2.0 services

- More information on the NOAA Partnership policy posted at:

    http://www.noaa.gov/partnershippolicy/

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NOAA's National Ocean Service
Social Media Tools

September 2009

Communicating to the Twitter Generation

Social Media @ NOAA Fisheries

Fisheries Core Team:
- Kate Naughten, Aquaculture
- Rachel Brittin, Habitat
- Kevin Holland, CIO's Office
- Chris Moore, PAC
- Marla Trollan, PAC
- Connie Barclay, Public Affairs
- Molly Harrison, Education
- Laurel Bryant, Ocean Hall

Milestones to Date:
- Established core NMFS Social Media Team (Feb 09)
- Draft a NMFS New Media Plan (Feb 09)
- Collaborated with NOS to host informal social media presentations (ongoing)
- Bradley Akamine named head of Online Communications/New Media @ NOAA
- Developed FAQs (June 09)
- Hosted social media & video training for PA, outreach & education staff (June/July 09)
- Established wiki working w/S&T
- Established core YouTube Team (Aug 09)
- Met with DOC's Director of New Media, Neil Soroka (Sept 09)

NOAA FISHERIES SERVICE

Social Media @ NOAA Fisheries

facebook

Working on:

- Applying for the use of some tools through the NOAA/DOC approval process
- Work with NMFS communicators to establish "business case" for specific social media tools
- Establish an intranet page for sharing Social Media info/updates
- Establish an FTP site for sharing video (w/CIO)
- Establish a multimedia page to host NMFS videos (w/CIO)
- Finalize NMFS YouTube Guidelines

Examples:

- Habitat's Restoration Act Atlas (Google earth, flip cams, photos, etc.)
- Education Office's Teacher at Sea Twitter Feed
- Southeast Region's *Don't Feed the Dolphins* Campaign on Facebook and YouTube
- NOAA Restoration Center Facebook page

You Tube

Flipping Out!

The Restoration Center purchased six HD Mino Flip Cameras and sent them to:

Alaska
Hawaii
California
Washington
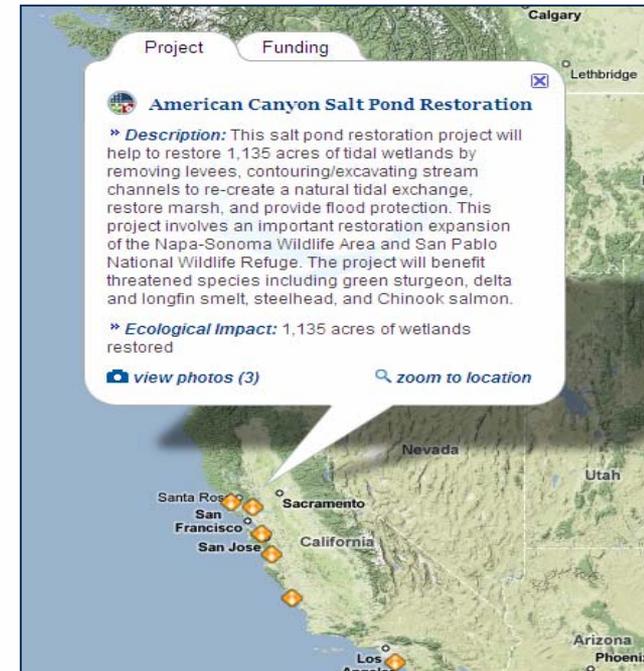**Rhode Island**
Florida

Staff have been asked to capture video that we can link directly to the pop up boxes on the Atlas. Restoration Center Outreach Team is responsible for sharing the camera based on construction schedules.

Marrying Flip Video to Atlas

- Fish and wildlife in their native habitat

- Damages to habitat and life that live there
(oil spills, nets tangled, dry wetlands, ship groundings, etc.)

- People at work

- Close-up of activities (machinery moving earth)

- The actual restoration effort (ghost nets being recovered)

- The end result (vegetation growing)

Project   Funding

American Canyon Salt Pond Restoration

» *Description:* This salt pond restoration project will help to restore 1,135 acres of tidal wetlands by removing levees, contouring/excavating stream channels to re-create a natural tidal exchange, restore marsh, and provide flood protection. This project involves an important restoration expansion of the Napa-Sonoma Wildlife Area and San Pablo National Wildlife Refuge. The project will benefit threatened species including green sturgeon, delta and longfin smelt, steelhead, and Chinook salmon.

» *Ecological Impact:* 1,135 acres of wetlands restored

📷 view photos (3)   🔍 zoom to location

Federal Records Management

in the Web 2.0 Environment

September 16, 2009

In the beginning…there was a mass of paper…
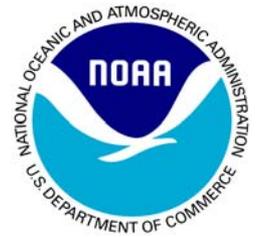
Beginning again in the Federal Clouds

The New Software in the Cloud
is not designed to manage Federal Records…
not yet anyway.

The Legal Basis for Federal Recordkeeping Requirements

44 U.S.C. 3101

- The head of each Federal agency shall make and preserve records containing adequate and proper documentation of the organization, functions, policies, decisions, procedures, and essential transactions of the agency, such records designed to furnish the information necessary to protect the legal and financial rights of the Government and of persons directly affected by the agency's activities.

Trustworthy Records Systems

NOAA must be able to show evidence that:

- Policies and procedures exist in writing.

- Agency personnel are trained in procedures.

- The procedures are followed in a continuous and regular fashion.

NOAA RM Objectives

The primary objectives of Federal records management are to effectively **carry out the mission** of the agency while **protecting the rights** of citizens, assuring Government **accountability**, and preserving records of permanent and **historic** value.

What is a Record?

"…all books, papers, maps, photographs, machine-readable materials, or other <u>documentary materials</u>, <u>regardless of physical form</u> or characteristics, <u>made or received</u> by an agency of the U.S. Government under Federal law or in connection with the transaction of public business and <u>preserved or appropriate for preservation</u> by that agency or its legitimate successor as <u>evidence</u> of the organization, functions, policies, decisions, procedures, operations, or other activities of the Government or because of the <u>informational value</u> of data in them." (44 U.S.C. 3301)

Federal Records Examples

- Research Data

- Contracts

- Original drawings and specifications

- Project case files

- Instant Messages (IM)

- Tracking databases

- E-mail messages and Attachments

- Decision papers

- Personnel folders
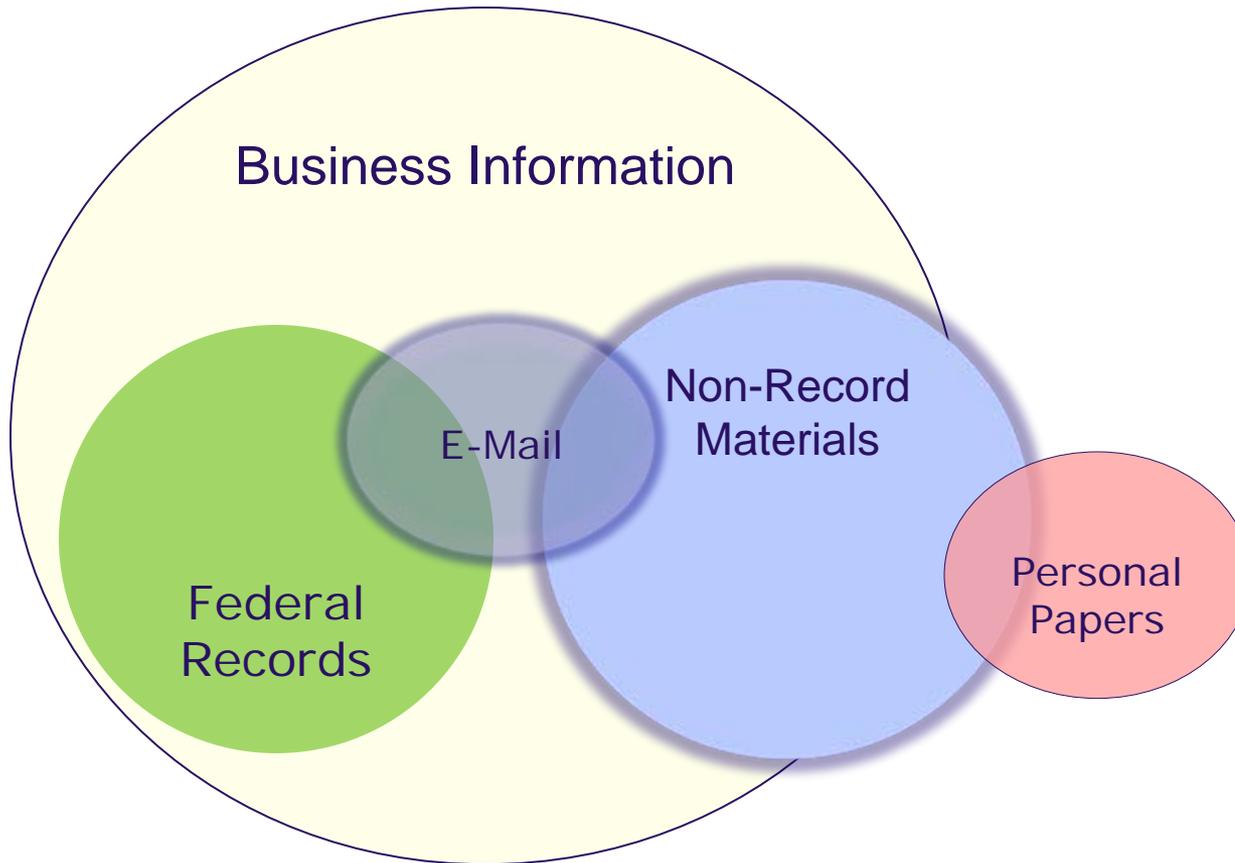
Generated during agency business

Documents agency's activities or business transactions

Business-related document that does not exist elsewhere

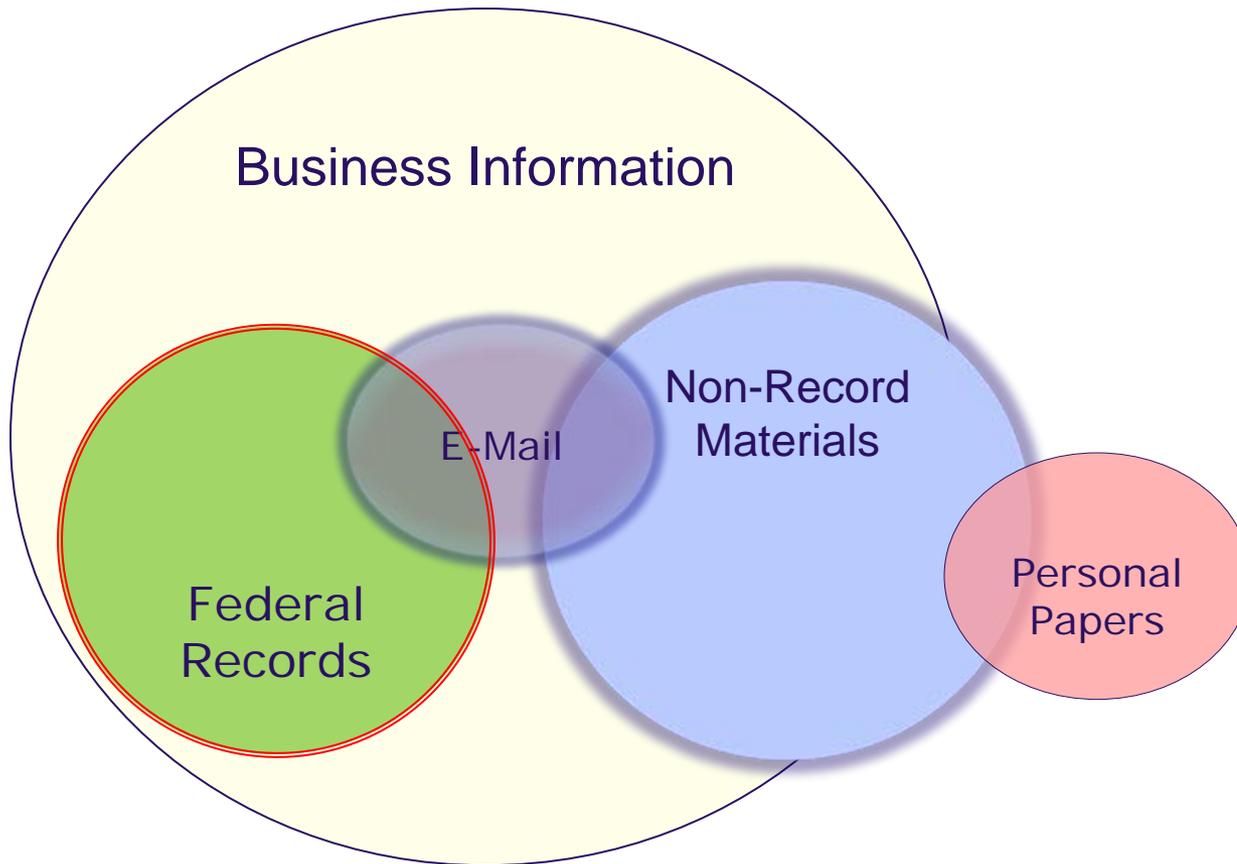Created by the agency, even if copies exist elsewhere

Federal Records Are Just
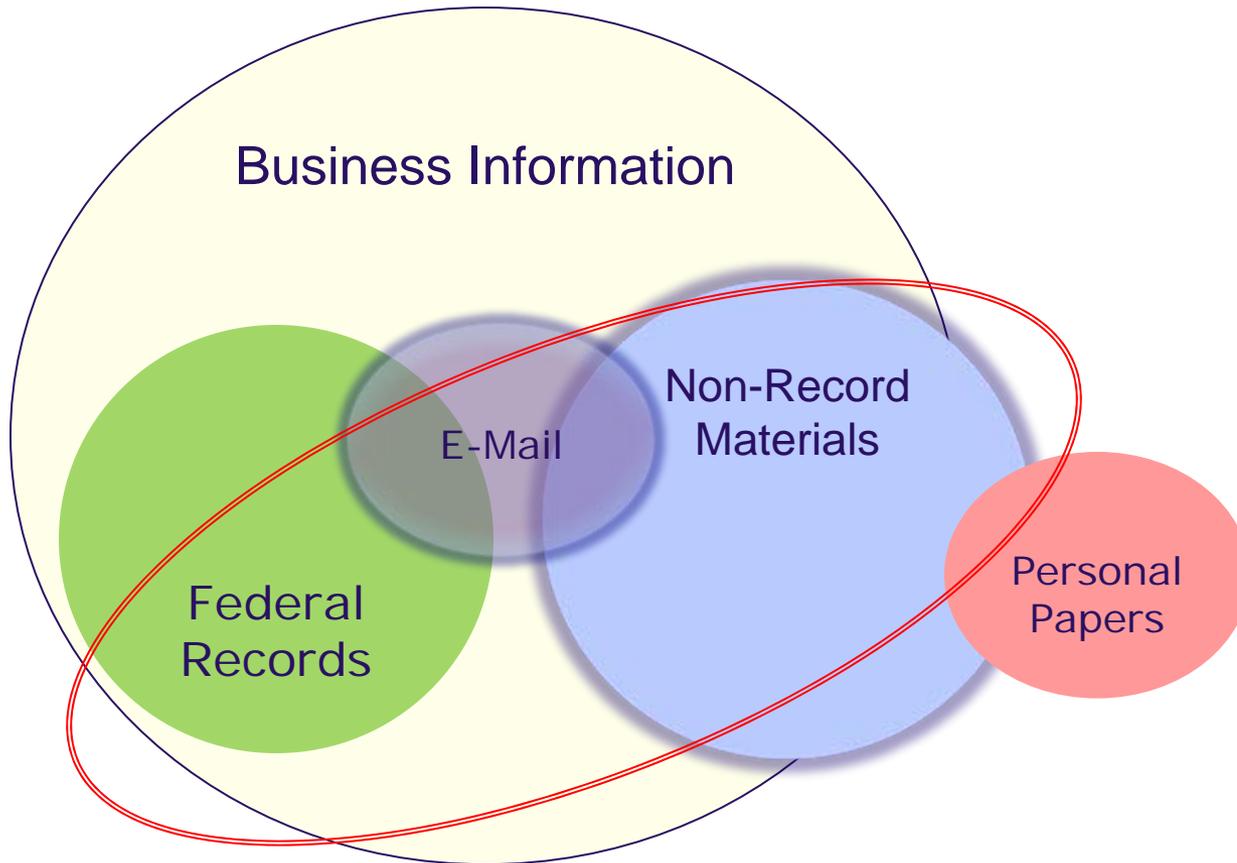# Part of The Business Information Collection

Business Information

Federal Records

E-Mail

Non-Record Materials

Personal Papers

Federal Records are the Documentary Material subject to the Federal Records Act

Business Information

E-Mail

Non-Record Materials

Federal Records

Personal Papers

FOIA and Discovery Responses
Can Create a New Record Set

Business Information

Non-Record Materials

E-Mail

Federal Records

Personal Papers

Web 2.0 Applications

Lifecycle of Records

Permanent (20-25%)

Legal Custody Transferred to The National Archives

Creation/Receipt   Maintenance and Business Use   Disposition

Temporary (75-80%)

Destroyed
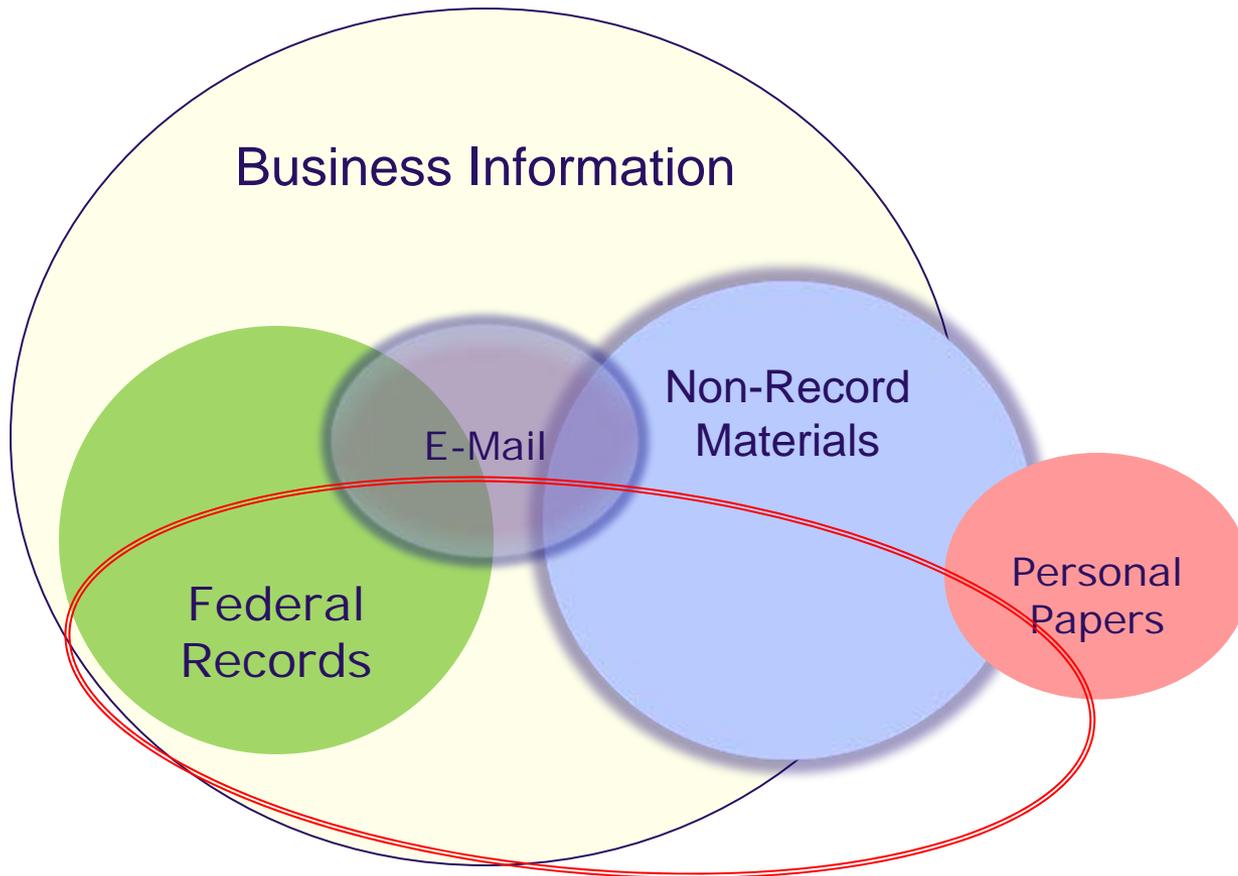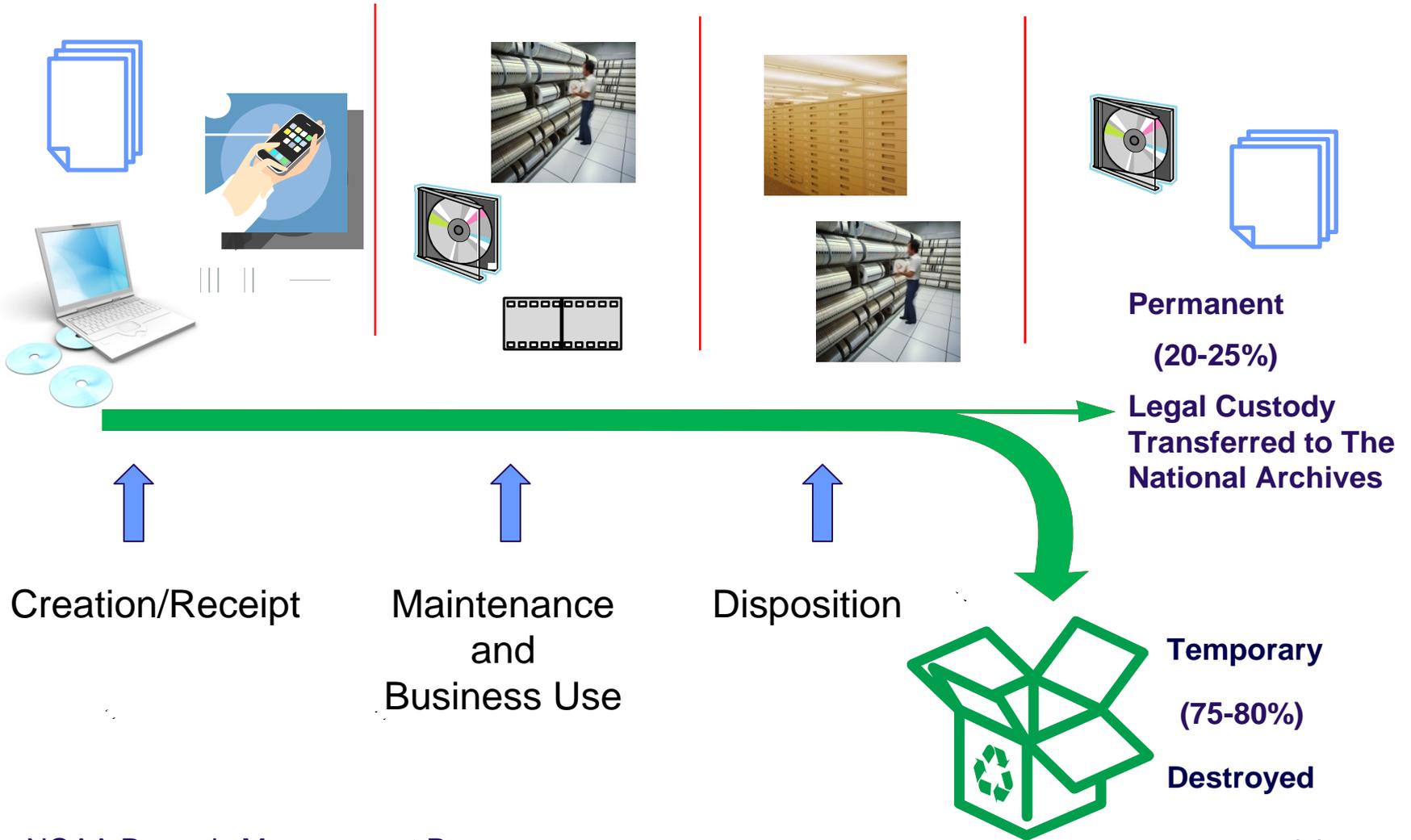
Records Schedules

A *records schedule* identifies records as either **temporary or permanent** and provides the mandatory instructions for the **disposition** of the records when they are inactive.

Disposition refers to the actions taken when a record is no longer needed for current government business.
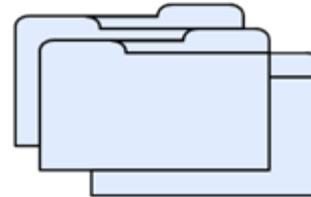
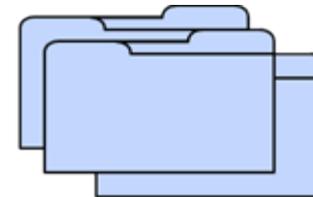# How are NOAA's records organized in the disposition schedule?

Record Group 370 – NOAA
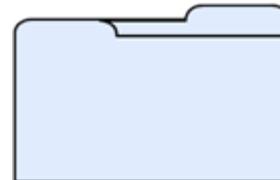All Mission and Support Functions

Record Function 1500 – Marine Fisheries
All Marine Fisheries Mission Functions

Record Series 1514 – ESA & MMPA
All ESA and MMPA Mission Functions

Record Item - Project 1514-22
ESA Section 7 Consultation

Disposition: Permanent. Transfer to NARA
legal custody 20 years after close of action.

What is a Recordkeeping System?

- A manual or electronic system in which records are collected, organized, and categorized to facilitate their preservation, retrieval, use, and disposition

- Recordkeeping systems should provide these functions:

  - Capture/Creation

  - Use/Dissemination/Display

  - Storage

  - Preservation

  - Disposition

What is an Electronic Records Management System (ERMS)

- An electronic system in which any agency records, regardless of format, are collected, organized, and categorized to facilitate their preservation, retrieval, use, and disposition.

- Provides document content, context, and structure.

- Ensures authenticity, integrity, and reliability.

- Contains unchanged, redundant information (does not allow records to be updated).

- Provides for Federal regulatory compliance and agency records schedule dispositions.

Records and Web 2.0 Applications?

- NOAA has been changing the manner in which we work, communicate, and create Federal records.

- In collaborative projects, develop workflow processes that include policies to manage Web 2.0 environment Federal records.

- In multi-agency collaborative projects, it is best for one agency to "lead" and manage the official records.

- Recognize the Federal records management limitations to the current applications used in Web 2.0

- Consider ERMS applications to manage Web 2.0 created records.

NOAA Records Resource

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