<u>Social Media Lab</u>*
Office of Government Ethics Conference
Orlando, Florida
Wednesday, September 15, 2011

SESSION DESCRIPTION: This will be a precursor to the two part panel discussion on government ethics and social media for those who need a primer in what social media is and how it works. This will be a hands- on demonstration of social media tools such as: Facebook, You Tube, Twitter, Blogs, Widgets, and mobile devises where attendees can see how the tools work and learn what they should look for when evaluating these tools.

Facebook – www.facebook.com

Facebook has two types of pages:

1. Personal Pages
2. Fan Pages
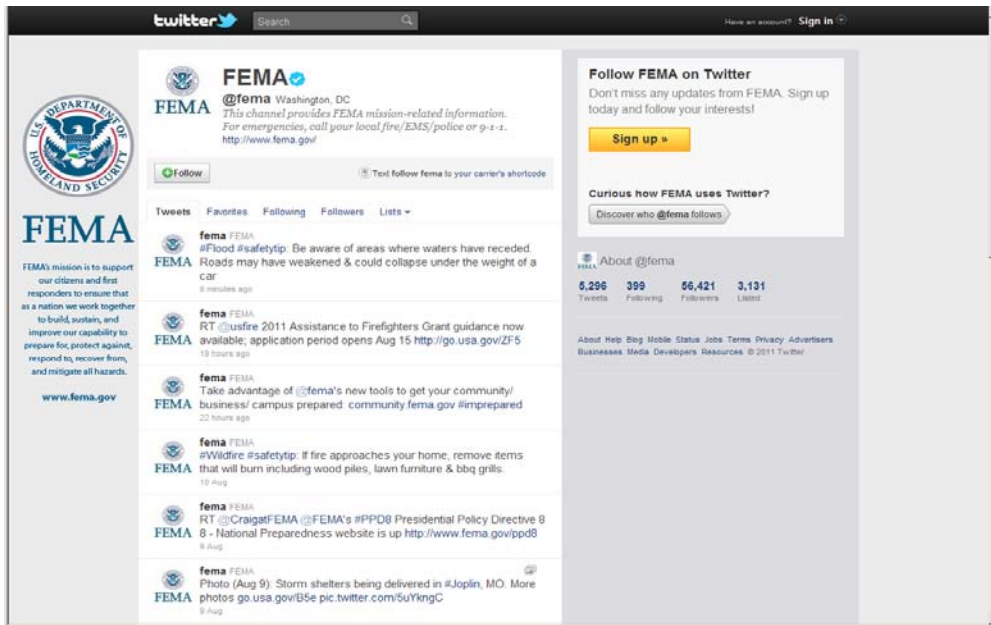   a. Agencies should use Federal Government Fan pages.
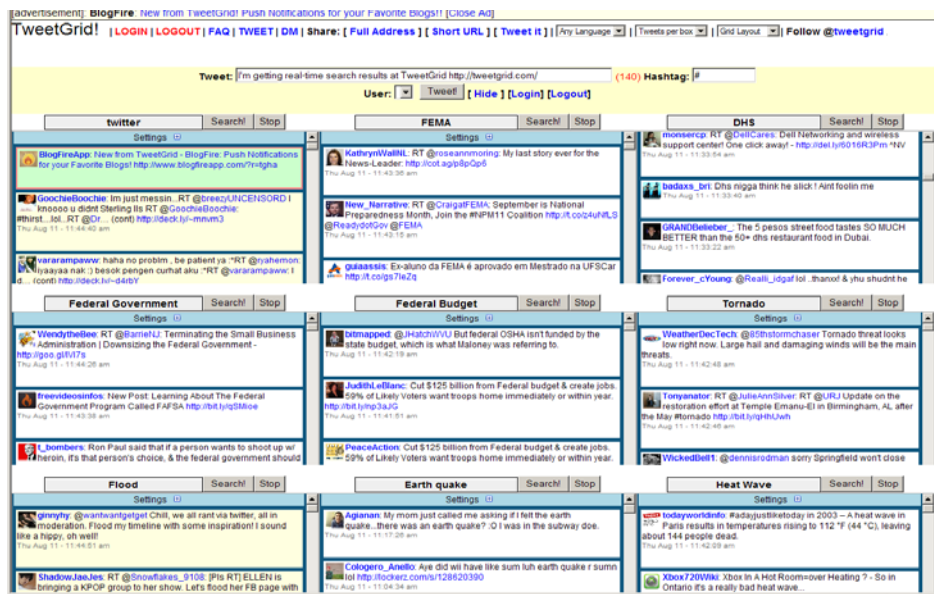
You Tube – www.youtube.com

You Tube is a video sharing site. Videos must be under 10 minutes. Videos should
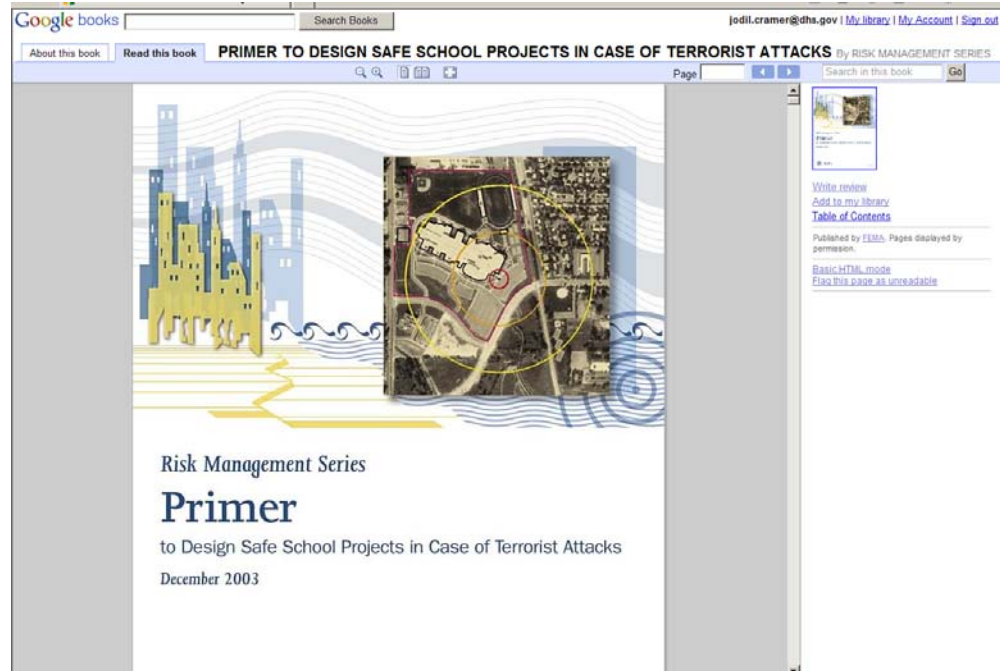include close captioning to comply with Section 508.

Twitter- www.twitter.com

Twitter allows the user to post messages of up to 140 characters. Twitter messages are public and can be searched on tools like Tweet Grid. – www.tweetgrid.com

Google Books – www.books.google.com

Google Books is an online library that allows users to read/purchase books. They can also be downloaded to an e-reader.

Blogs – Blogs are e-journals where users can comment on the original post.

Wikis – are electronic encyclopedias that can be updated by users.

FEMA | **The Full-Spectrum Risk Knowledgebase**

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NUCLEAR/RADIOLOGICAL EMERGENCY

A nuclear incident or radiological emergency, generally referred to on this page as a nuclear/radiological emergency, is any event that results in the release or potential release of radioactive materials, whether intentional or accidental. Nuclear/radiological emergencies are generally described in terms of two categories:

- *Inadvertent or otherwise accidental releases* – to include accidents at nuclear facilities, loss radioactive material sources, transportation accidents involving nuclear/radioactive material, domestic nuclear weapons accidents, and foreign accidents involving nuclear/radioactive material that impact the United States
- *Releases related to deliberate acts* – to include attacks using a nuclear weapon or improvised nuclear device (IND) and attacks using radiological dispersal devices (RDDs),[2] as well as other radiological exposure devices (REDs).

Most nuclear/radiological emergencies are caused by "the loss, theft, or mismanagement of relatively small radioactive material sources" or incidents involving human exposure or introduction to the environment of naturally occurring radioactive material.[3]

A nuclear power plant may inadvertently release radioactive material as the result of human error, damage caused by a natural disaster, or as a mitigation strategy during an incident within the plant to prevent its radioactive fuel from overheating and melting down. Unsafe radiation may also emit directly from a nuclear power plant's reactor or from damaged containment vessels used to store or transport radioactive materials. The U.S. Nuclear Regulatory Commission (NRC) is responsible for regulating the use of radioactive materials for civilian purposes and ensuring the protection of public health and safety and the environment and promoting nuclear security.[4] (Additional information on emergency preparedness at nuclear power plants)

Big Rock Point Nuclear Power Plant - aerial view.[1]

Nuclear/radiological emergencies may also spur from transportation accidents as radioactive materials frequently undergo transit, often via truck or rail. Each year, the U.S. Department of Energy (DOE) transports approximately three million packages of radioactive materials and radioactive waste. These materials have wide-ranging uses for both military and civilian organizations, such as isotopes for medical, industrial, and research purposes, materials for weapons, and reactor components. The shipment of radioactive materials is regulated by the NRC and U.S. Department of Transportation (DOT)   ; certain DOE shipments may also be regulated by DOE yet also remain subject to NRC and DOT regulation and other federal
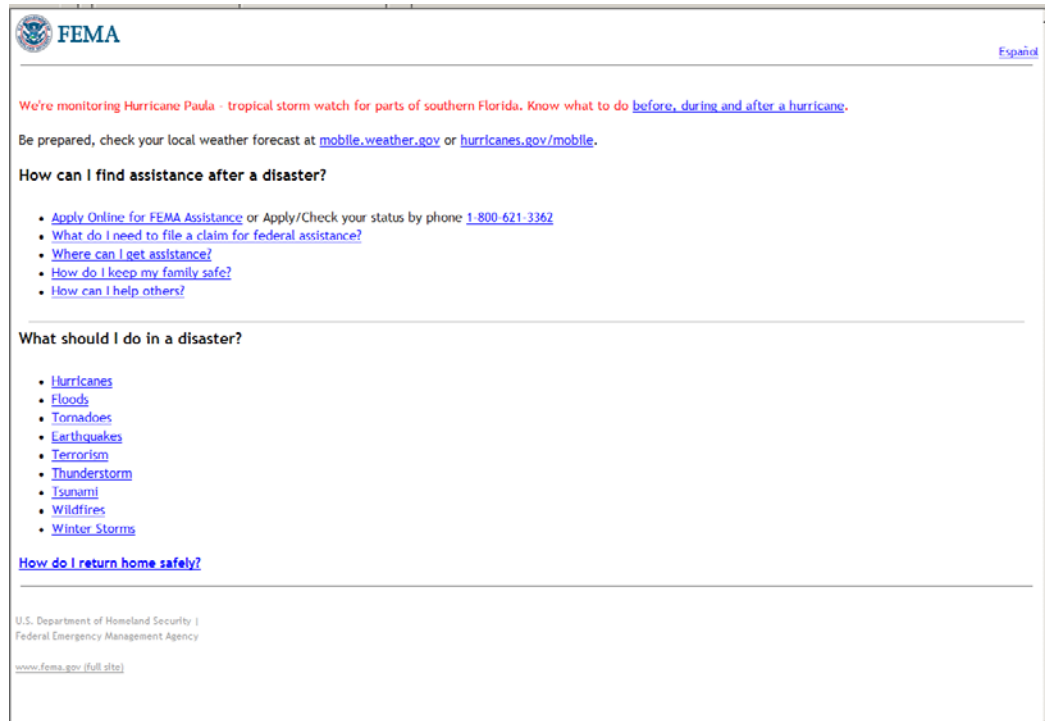
Mobile –Mobile websites have fewer graphics and are quicker to load so that users can access content on their smart phones.

Mobile Apps – Apps are content placed on the user's smart phone that links to the internet or other applications on their phone.
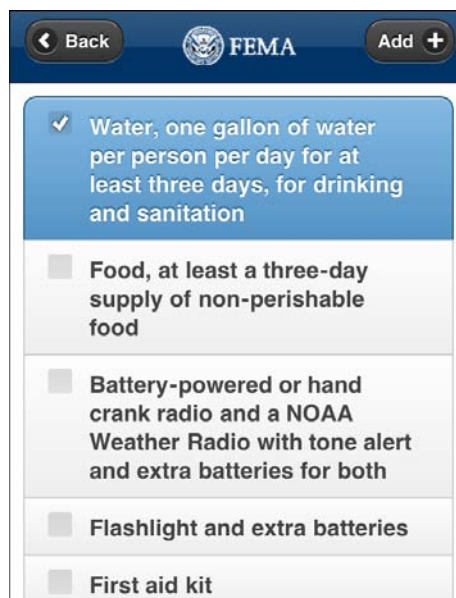

* DISCLAIMER: Reference to any commercial products or services in this presentation is not an endorsement or Government sanction of those non-Federal entities, its services or products.

Community sites – community.fema.gov

This is where the Agency creates their own social media network. It allows registered users to add content and images.

Multimedia Site – Agencies need to store their multimedia on their own site as well.

Widgets – are web content that the Agency creates and users may place on their website. Content can be static or dynamic.

Agency's Social Media Page

- Region 7 - twitter.com/femaregion7
  Iowa, Kansas, Missouri and Nebraska (Region 7 on FEMA.gov)

- Region 8 - twitter.com/femaregion8
  Colorado, Montana, N. Dakota, S. Dakota, Utah and Wyoming (Region 8 on FEMA.gov)

- Region 9 - twitter.com/femaregion9
  Arizona, California, Hawaii, Nevada, American Samoa, Guam, Commonwealth of the Northern Mariana Islands, Republic of the Marshall Islands, and Federated States of Micronesia (Region 9 on FEMA.gov)

- Region 10 - twitter.com/femaregion10
  Alaska, Idaho, Oregon and Washington (Region 10 on FEMA.gov)

- **Google Books**
  We are using the Google Books digital library to share publications with stakeholders so we can provide published content in a free online format that is easy to access.

If you think FEMA should use other third party sites or communications tools, then please contact us at FEMA-New-Media@dhs.gov.

Please see our privacy policy to learn about privacy with new media tools.

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* The social media links provided are for reference only. FEMA does not endorse any non-government Web sites, companies or applications.

FEMA   Federal Emergency Management Agency
        U.S. Department of Homeland Security
        500 C Street SW, Washington, D.C. 20472
        (202) 646-2500

DisasterAssistance.gov
ACCESS TO DISASTER HELP AND RESOURCES
(800) 621-FEMA / TTY (800) 462-7585
3 Step Guide for Assistance

Ready
Prepare. Plan. Stay Informed.

Privacy Policy on Social Media

Social Media

FEMA has been engaging in Web 2.0 tools and on social media sites nationwide as part of its mission to prepare the nation for disasters. To view how FEMA is using Web 2.0 tools and for a complete list of FEMA's on and off network Web 2.0 tools please see www.fema.gov/help/social_media.shtm.

FEMA is not collecting or retaining any privacy information from our use of third party Web 2.0 application. We are however, retaining a copy of all comments posted to our sites as required by our records retention policy and will only be releasing them when required by Federal law. We ask that you do not provide any personally identifiable information such as: a FEMA case number, social security number, or any other information you do not want available to the general public in your comments to FEMA when using these applications. FEMA will attempt to remove any personally identifiable information from these sites, but may not be able to do so until after it has been made publically available. If you choose to post personally identifiable information on any public site you do so at your own risk. FEMA disclaims any liability for any loss or damage resulting from any comments posted on these applications. The privacy policies of all third party sites apply in the collection and dissemination of user data. FEMA encourages all users to read the privacy policies before registering or posting to any application. If you have any comments that you wish to share with FEMA involving personally identifiable information please contact the appropriate FEMA program.

Agencies should have a page on their website that tells the public what social media they are using and how it can be accessed. They should also include a social media section in their privacy policy.

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