Social Media Registry

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OCSIT

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Innovative Technologies

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
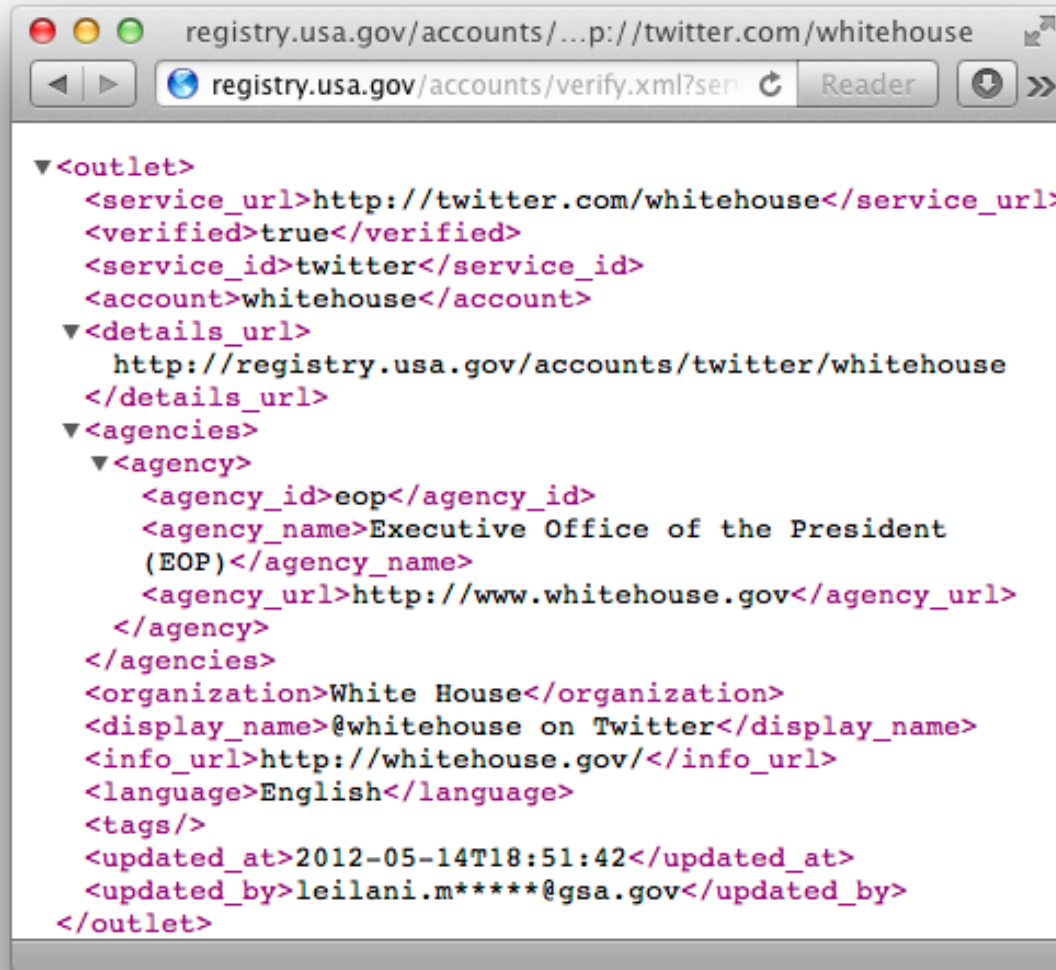
Why did we build it?

- 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

http://registry.usa.gov/accounts/verify.xml?service_url=http://twitter.com/whitehouse

registry.usa.gov/accounts/...p://twitter.com/whitehouse

registry.usa.gov/accounts/verify.xml?ser   Reader

```xml
▼<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

http://registry.usa.gov/accounts/verify.xml?service_url=http://twitter.com/kanyewest

registry.usa.gov/accounts/...ttp://twitter.com/kanyewest

registry.usa.gov/accounts/verify.xml?ser   Reader

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```xml
▼<outlet>
    <service_url>http://twitter.com/kanyewest</service_url>
    <verified>false</verified>
    <service_id>twitter</service_id>
    <account>kanyewest</account>
  </outlet>
```

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

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

http://registry.usa.gov/accounts.xml?service_id=twitter&agency_id=hhs

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.USA.gov, Federal Forms API, and Product Recall API

- Please add accounts to the registry!
- Questions? socialmediaregistry@gsa.gov