

## **Service Instagram Management Plan - Updated July, 2013**

### **1.1 Introduction**

Instagram is a photo special effects and sharing smartphone application (“app”). Users can take a photo with their camera-equipped smartphone, choose a filter to transform the image, and then share with their followers or post to their Facebook or Twitter accounts.

### **1.2 Why the plan?**

The Department of the Interior has signed a terms of service agreement with Instagram and has cleared the app for our use. Before using any free third party social media product or service in an official capacity, we must wait for DOI clearance and follow the Department’s instructions. The ease with which new user accounts can be created outside of the negotiated agreement and any special DOI instructions makes it especially important that the Service actively and carefully manages any use of Instagram in an official capacity.

Instagram can be an effective way of raising awareness of the Service through the sharing of our large collection of photographs. To maximize that effectiveness we must establish and maintain a coordinated, cohesive presence and high standards for content.

The Service will maintain one Servicewide account.

Service Social Media Coordinators Group members (Coordinators) will have access to a folder on Google Drive where they can store images they want shared on this platform. While the username and password for this account is available to all Coordinators, currently only a small tiger team of Coordinators is actually uploading photos to Instagram. Coordinators who are interested in joining the tiger team should contact the National Social Media Coordinator in HQ.

This ensures that:

- we have adequate content—at least one post per account per day;
- each post is properly branded, including the use of the Service logo; and
- HQ can effectively monitor our presence to gauge our success and assess whether we should alter or expand our account distribution

### **1.3 What office is in charge?**

The Service's Instagram account will be managed the Branch of Audio-visual, Web, and Social Media in External Affairs, Headquarters.

As with Flickr and YouTube, access to the Service Instagram account will be through a single, Service-provided email address and password that must be shared among the Regional New Media managers and the HQ Social Media Manager. These credentials must be carefully managed to prevent unauthorized access to the account. This information must not be given out freely, but only to a list of approved persons in coordination with HQ. Account managers will not have to provide personal information to Instagram in order to manage a Service Instagram account. HQ will periodically change the password to this account as a safeguard against unauthorized access.

### **1.5 Branding Elements**

Like the Service's YouTube account, the Service's Instagram account will be entitled simply "USFWS". The "About" of the Instagram account will reference the larger Service mission and official language, similar to the language present on the HQ Twitter account description.

### **1.6 Legal/Regulatory/Standards Requirements?**

#### **Can the Service use Instagram filters or alter photographs in any way?**

The goal of the Service Instagram account is to give wider exposure to the Service's great photography and to represent nature faithfully. Thus, Service employees should not alter photographs in any way that might alter the true reality of the photograph; however, it is understood by Instagram users that filters are part of the medium, and therefore Service employees are not restricted from using filters on Instagram if they so desire.

#### **Can the Service post copyrighted photos? How is copyright attribution handled?**

Service Instagram account managers must not post copyrighted photos. Due to the potential for the rapid spread of photographs once posted to Instagram, it is extremely important that

account managers post only photographs for which the Service has complete and unambiguous ownership. Unauthorized posting of copyrighted content, even inadvertently, can result in costly litigation against the Service.

**Do we provide additional information about posted photographs elsewhere other than using the features that Instagram provides?**

Instagram photos should include the following information: Description of picture, tags, photographer and/or source (eg: John Smith/USFWS)

**Must photos posted to the Service's Instagram photo stream also be housed on the Service's website?**

No. While there may be some value in posting a specific photo to a Service website, account managers are not required to do so. The Service's National Digital Library (<http://www.fws.gov/digitalmedia>) serves as a central repository for images, video, brochures, and other materials that are professionally shot and edited. Instagram images are not generally considered records; however, Instagram account managers must keep a copy of all photos and accompanying text posted to Instagram for future reference, and must provide this information to HQ if requested.