

# Tumblr Management Plan

## **Introduction**

Tumblr is a blogging and social networking platform that allows users to post multimedia, such as videos and pictures, along with text. Users can obtain followers on their own blog and then follow others' blogs, but can also make their blogs private. Much of the interaction on this platform occurs on the user's homepage (or dashboard) and in the 'dashboard' or 'stream' area where the posts of followed blogs can appear. Users can 'heart' – or like – others' posts, as well as 'reblog' – or share.

### **1.1 Why do we need a management plan?**

#### **Legal and Regulatory Obligations**

Participation in Tumblr, as in most third party sites, presents several challenges related to our limited control over our allotted space or the actions of others at the site. For instance, third party sites may regularly display advertisements; other site users may attempt to appear to be us; or we may be unable to make all content accessible to people with disabilities. To face these challenges, we must exercise diligence and oversight to ensure that we meet our legal and regulatory obligations, establish and protect our "official" identity, and provide content that meets the needs and expectations of bloggers.

The Department of the Interior has signed a "terms of service" agreement with Tumblr tailored to the needs of the federal government. As a federal agency, we are legally required to rely on this special agreement when creating any Tumblr accounts. The ease with which new blogs can be created outside of the agreement makes it especially important that the Service actively and carefully manages its Tumblr presence.

This Tumblr management plan builds upon existing Service policy regarding blogging for the Service. Users who wish to start a Tumblr account should familiarize themselves with existing policy about blogging in general:

<http://www.fws.gov/policy/115fw9.html>

#### **Strategic Coordination**

This management plan and approach was developed to unify our messages; reach a larger, diverse audience; contribute to new partnerships; increase awareness of, and build support for, national, regional, and local offices, programs and activities; and generate interest in Service initiatives and mission. Two Regional Offices have been beta-testing Tumblr for the Service, and the Department of Interior's America's Great Outdoors also has an account. There is potential for a greater Service presence to exist on this social networking platform with the sharing of unique stories and images from Regions and Field Offices. By coordinating our development, use, and management of official Service blogs, we can maximize the efficacy of the Service presence on Tumblr.

### **Privacy and Security**

Managing a Service Tumblr account will not pose a privacy risk to Service employees. Account managers will not need to create personal Tumblr accounts or otherwise provide personal information to Tumblr.

As with Flickr, YouTube, and Twitter, access to any Service Tumblr account will be through a single, Service-provided, email address and password that must be shared among those managing that account. These credentials must be carefully managed to prevent unauthorized access to the account. Account managers will not have to provide personal information to Tumblr in order to manage a Service Tumblr account.

Whenever the Service has content hosted on a third-party site, we are potentially exposed to a greater level of risk than that created by hosting content on our own web server(s). If the Tumblr site were "hacked," Service content hosted there could be altered or removed. This constitutes a low level of risk given the non-sensitive or mission-critical nature of the content and the fact that few would mistake any altered content for Service-authored content. The Department of the Interior has conducted a Privacy Impact Assessment on Tumblr and approved its use.

### **1.2 How will the Service use Tumblr?**

While Tumblr can function much like more traditional blogging platforms, its popularity stems from its use for sharing photos and videos. A user does not have to post text with a video or picture in order to get it to appear online, but can do so and create a more 'traditional' type of blog post.

Currently, the Service recognizes that different Regions and Programs have different communications needs and staffing levels. Therefore, the Service will approach entrance onto this platform on a case-by-case basis. Service employees who wish to create a Tumblr account must discuss this with their Regional Social Media Coordinator and the National Social Media Coordinator. Much like with Facebook, Service employees who wish to acquire a Tumblr account need to fill out a one-page application form to ensure they have the capacity and knowledge to maintain an account. This will also ensure proper branding on all accounts.

## **Management and Administration**

### **2.1 How will Tumblr accounts be managed?**

Per the Tumblr application form, Tumblr accounts will be managed by at least one Service employee as stated on the form. Regions who do not feel as though they have the capacity to maintain their own Tumblr accounts are encouraged to share material with HQ, much as they currently do with the national Open Spaces blog.

## **Content Management**

### **3.1 Are there common elements that should be a part of every official Service expression?**

The HQ Tumblr account will maintain the brand name of the Service's existing blog, Open Spaces. Regional Tumblr accounts are encouraged to have a name that matches their Facebook account names and Twitter handles. This is the methodology encouraged for all Service Tumblr accounts, as stated on the Tumblr account application form.

All Tumblr accounts will have information about the Service, other existing social media accounts, and a website link in the About section. All Tumblr accounts are encouraged to display the official USFWS logo as their profile picture in order to maintain Service brand consistency and properly identify these accounts as official Service accounts.

### **3.2 What other legal, regulatory, or policy issues must we address?**

Tumblr allows users to like or 'heart' posts with a feature that is similar to Facebook's "like" feature; however, the ability of a follower to comment is significantly limited when compared to Facebook. Tumblr account managers can also allow users to Reply to posts by clicking on the blog's title at the top of the Dashboard and altering the Blog Settings. Tumblr managers can also Reply to posts from the Dashboard by clicking on the talk-bubble icons.

In addition, Tumblr managers can register their Tumblr accounts with Disqus, a site that allows users to comment on Tumblr blogs.

### **Vision for the future**

Tumblr will allow HQ, Regions, Programs, and Field personnel the opportunity to share unique and interesting stories in a format that is growing online. Tumblr will not only allow the Service to share stories, pictures and videos with more ease, but it will also provide a means for social media account managers to post from anywhere instead of having to access Interior's servers.

Currently, some Regions might not have the capacity to implement Tumblr or manage a blog, but this guidance will give them flexibility if they choose to expand their social media presence in the near future.

As user engagement grows, so too might the number of Service Tumblr accounts. As awareness about the Service on Tumblr grows, it would behoove the Service to revisit the Region-only policy and examine whether Tumblr accounts for individual Refuges, Programs and other Offices is warranted.