

For: FSA Employees

New Media Roles, Responsibilities, and Authorities

Approved by: Associate Administrator for Operations and Management



1 Overview

A Background

USDA and FSA are actively developing new media assets and encouraging using social media tools and technologies to enhance USDA’s communication efforts for program delivery, and to provide services to the public more efficiently and effectively. Using new media tools and technologies enable enhanced awareness and education about USDA, its operations, and its core mission. New media tools such as Twitter, YouTube, Facebook, and Flickr, along with additional technologies facilitate improved communications that are relevant, timely, credible, and responsive to USDA’s mission and the public’s interest.

USDA encourages using new media tools and technologies to foster a more open and transparent relationship with the public. By using a variety of tools and technologies and increasing accessibility, USDA encourages greater informational awareness with its stakeholders. New media tools and technologies will enhance communication, transparency, collaboration, and participation to advance the mission of USDA, its agencies, and the priorities of the Federal Government.

B Purpose

This notice provides policy and establishes requirements for implementing new media tools and technologies within FSA.

Important: Unless otherwise specified, this notice applies to **all** FSA employees, contractors, interns, and partners using new media tools and technologies for official FSA purposes.

C Contact

Direct questions about this notice to either of the following:

- Jeff Kerby, Web Services Office by:
 - e-mail at jeff.kerby@sdca.usda.gov
 - telephone at 202-720-1593

Disposal Date July 1, 2012	Distribution All FSA employees; State Offices relay to County Offices
--	---

Notice INFO-52

1 Overview (Continued)

C Contact (Continued)

- Kent Politsch, Public Affairs Branch by:
 - e-mail at kent.politsch@wdc.usda.gov
 - telephone at 202-720-7163.

B Purpose (Continued)

All FSA new media efforts will support the *One USDA* approach for style, content, and engagement with the public. The *One USDA* approach seeks to provide a consistent, valuable experience for stakeholders that unifies all mission areas and offices, leveraging available expertise and technologies.

OEA and FSA OCIO, in coordination with OC and USDA OCIO, will jointly evaluate new media efforts and supporting technologies to ensure appropriate, effective, and efficient use of resources.

C Applicability

This policy applies to **all** internally and externally used new media sites, accounts, or profiles, including sites owned, managed, and/or contracted for FSA communication efforts.

D Definitions

New media means a number of technologies that facilitate interactions among stakeholders using a variety of web- or mobile-based tools and technologies.

Web 2.0 and social media are umbrella terms that mean various activities that use digital technologies, social engagement, and content delivery.

Notes: Such activities may involve many technologies and communication methodologies including, but **not** limited to, blogs, photo and video sharing services, social networking, geospatial mapping tools, discussion forums, and wikis. These technologies may enable social tagging, bookmarking, and mobile messaging.

Twitter, Facebook, YouTube, Flickr, and USDA Connect are examples of some commonly used technologies.

Web 2.0, social media, and new media may be used interchangeably throughout this notice. This policy uses the term, new media, to classify any and all such activities.

Privacy policy means a statement made by an organization about why, how, and according to what legal authority, if applicable, personal data is being collected at a public web site or social media site, and how the owner of that site will use any information obtained.

Notice INFO-52

2 Policy

A Requesting New Media Accounts

Twitter, Facebook, YouTube, or other new media accounts **shall not be established without approval** from OEA and FSA OCIO. OEA and FSA OCIO will jointly evaluate individual requests to establish new media accounts or activities within FSA.

Individuals are **required**, before establishing an official new media account or engaging in new media activities, to submit the following to OEA, Public Affairs Branch:

- AD-3022 (Exhibit 1)
- business case or strategic communication plan, as appropriate.

Note: AD-3022 is available on the FFAS Employee Forms/Publications Online web site at <http://fsaintranet.sc.egov.usda.gov/dam/ffasforms/forms.html>.

Submit an e-mail to askfsa@usda.gov with “New Media Request” as the subject line and include the completed AD-3022 and supporting documents as an attachment.

Information will be evaluated in conjunction with FSA OCIO, as appropriate. Final access to new media tools and technologies will be approved or denied based on existing USDA contracts and services, the availability of similar tools or resources, and the capacity to support new media activities or digital technologies.

B Publishing

Content published to official new media accounts or platforms, or distributed through official digital media, **must** be Section 508 compliant (DR 4030-001) and accessible to USDA stakeholders and employees on FSA web sites or printed materials, including but **not** limited to, brochures or fact sheets, as follows:

- content **must** be approved through appropriate FSA communication channels **before** publication or distribution
- records **must** be maintained for original or unique content created or published to new media accounts or platforms, such as public comments or information posted by individuals acting on behalf of FSA
- each program office is responsible for maintaining records about their new media accounts, platforms, or activities.

Note: New media accounts and platforms do **not** replace official communications mechanisms such as existing FSA web sites and requirements for soliciting public comment and policy-making activities.

2 Policy (Continued)

C Content Contributions

Only approved FSA personnel may contribute content and engage with stakeholders on new media accounts and platforms within their official capacity.

FSA personnel **must** obtain approval from OEA **before** creating new media accounts or platforms or publishing content to external new media accounts or platforms about official duties. Any new media accounts that were created without OEA approval, shall be closed and removed immediately.

FSA personnel supporting new media activities or representing USDA in an official capacity should use e-mail addresses or web sites created specifically and solely for official duties that are **separate** from personal accounts for private use.

D Using New Media Sites

Employees may access new media web sites or accounts (including working on their own personal pages), using Government equipment or resources. This activity falls under the Limited Personal Use policy, unless the participation is on behalf of FSA.

Personal or private users of new media web sites or accounts should **not** claim to officially represent USDA or its policies, or use USDA or other U.S. Government seals or logos. Personal or private activities may **not** violate Federal ethics rules.

3 Responsibilities

A OEA and FSA OCIO Joint Responsibilities

OEA and FSA OCIO are jointly responsible for the following:

- developing plans, requesting permission to establish FSA profiles and accounts, and developing, monitoring, and revising content and information about FSA through new media profiles and accounts, as follows:
 - consulting with OC and USDA OCIO for new media approval, guidance, archiving, and technology development
 - drafting and establishing integrated communication strategic plans for including new media efforts with existing FSA communication goals and objectives
 - coordinating promoting and cross-promoting FSA new media profiles and accounts, and leveraging other USDA or FSA accounts to increase the reach and effectiveness of new media efforts
 - supporting USDA-wide new media efforts
 - monitoring content and accounts or profiles for reach and effectiveness using available Internet-based new media tracking tools
- ensuring that new media activities are conducted in the same professional manner as other USDA communication efforts that support the *One USDA* approach
- establishing FSA-level guidance that supports USDA and FSA communication protocols for identifying FSA content developers, and outlining the content approval process to delineate who officially speaks for FSA and approves content
- ensuring that FSA new media support personnel are trained in all aspects of appropriately using the technology and complying with all relevant and applicable authorities and regulations, including those in Exhibit 2
- identifying and properly archiving record material according to approved records disposition schedules
- ensuring that records on new media web sites are copied or otherwise captured and maintained with related records, unless the site has a records management application that can manage the record throughout its lifecycle.

AD-3022 Example

The following is an example of AD-3022.

New Media Request Form			
Mission Area or Agency:		New Media Channel/Tactic:	[i.e. social networking, challenge, ideation]
Division/Program:		Tool/Provider:	[i.e. Twitter, Challenge.gov]
Public Affairs Contact:		Proposed Start date:	
Webmaster/CIO Contact:			
Terms of Service Status:	<input type="checkbox"/> Apps.gov <input type="checkbox"/> Tool already in use at USDA <input type="checkbox"/> Review Still Required		
Supporting Agencies, Programs:	[Identify other USDA programs or agencies that may have related goals, shared information sources]		
Proposed URL, account name:	[Identify proposed account name]		
Resources and Process			
Staff Resources: [Individuals responsible for oversight, maintenance or moderation of tool, account or channel]			
Concept Proposal and Communication Plan			
Describe: 1. Mission – Why do you want to establish a new media account/channel? 2. Goals - What do you want to accomplish? 3. Why is this the best technology or tool for the above stated goals? 4. Intended audience 5. Content and information to be shared, events covered, etc 6. Evaluation and success factors *Attach communication plan			
Reviewed By:		Date:	
Approved By:		Date:	
Last Updated By:		Date/Time:	

AD-3022 (Rev. 5/2011)

Authorities and References

The following authorities and references supplement this notice:

- DM 3515-000, Privacy Requirements
- DM 3515-001, Collection of Web Page Cookies and Privacy Requirements
- DM 3525-002, USDA Internet Use and Copyright Restrictions
- DR 1410-001, Publications Review/Clearance Policy
- DR 1440-002, Communications Coordination and Review Policy
- DR 1470-001, Policy for Visual Communication Standards
- DR 1490-001, Broadcast Media and Technology Policy
- DR 1495-001, New Media Roles, Responsibilities, and Authorities
- DR 3080-001, Records Management
- DR 3090-0001, Litigation Retention Policy for Documentary materials including Electronically Stored Information
- DR 3300-1-I, Internet Appropriate Use
- DR 3430-001, Web Site Development and Maintenance
- DR 3450-002, FOIA Implementing Regulations
- DR 4030-001, Section 508 Implementation - Final Guidance
- DR 4070-735-001, Employee Responsibilities and Conduct
- Federal Records Act, 44 U.S.C. 2108 and 44 U.S.C. 31, Records Managed by Federal Agencies
- FOIA Privacy Act of 1974
- NIST, SP 800-44, Revision 2, Securing Public Web Servers, September 2007
- NIST, SP 800-95, Guide to Secure Web Services, August 2007
- OMB, M-10-06, Open Government Directive (12/08/2009)
- OMB, M-10-22, Guidance on using Challenges and Prizes to Promote Open Government (03/08/2010)

Authorities and References (Continued)

- OMB, M-10-22, Guidance for Online Use of Web Measurement and Customization Technologies (7/25/2010)
- OMB, M-10-23, Guidance for Agency Use of Third-Party Websites and Applications (6/25/2010)
- OMB, M-10-23, Guidance for Agency Use of Third-Party Websites and Applications (7/25/2010)
- Paperwork Reduction Act (44 U.S.C. 3501 et seq.)
- USDA Comment Policy (2/01/2010) available at http://www.usda.gov/wps/portal/!ut/p/_s.7_0_A/7_0_1OB?contentidonly=true&contentid=comment_policy.xml
- USDA Open Government Plan, Version 1.1 (7/1/2010) available at [http://usda.gov/open/Blog.nsf/dx/USDA_Open_Government_Plan_Version1_1.pdf/\\$file/USDA_Open_Government_Plan_Version1_1.pdf](http://usda.gov/open/Blog.nsf/dx/USDA_Open_Government_Plan_Version1_1.pdf/$file/USDA_Open_Government_Plan_Version1_1.pdf).