Social Media Refresher

Best Practices, Recent Updates, and Lessons Learned

April 17, 2018

Agenda

- Guidelines
- Best Practices
- Photos, Images, Video
- Handling Comments
- New & Improved Tracker
- Operating Plans
- Lessons Learned
- Next Steps

NOAA FISHERIES

U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service | Page 2

Contact Us!

Comms Office Contacts

Courtney Groeneveld
Products & Services Lead
301-427-8666
courtney.groeneveld@noaa.gov

Jenna Swartz
Web & Social Digital Manager
240-446-2871
jenna.swartz@noaa.gov

Matt Ellis
Web & Social Analytics Guru/Online Staff; Science Writer
301-427-8044
matt.ellis@noaa.gov

Resources

HQ Comms Email
fisheries.socialmedia@noaa.gov

Social Media Listserv
nmfs.social.media@noaa.gov

Inside Fisheries – Social Media Policy & More
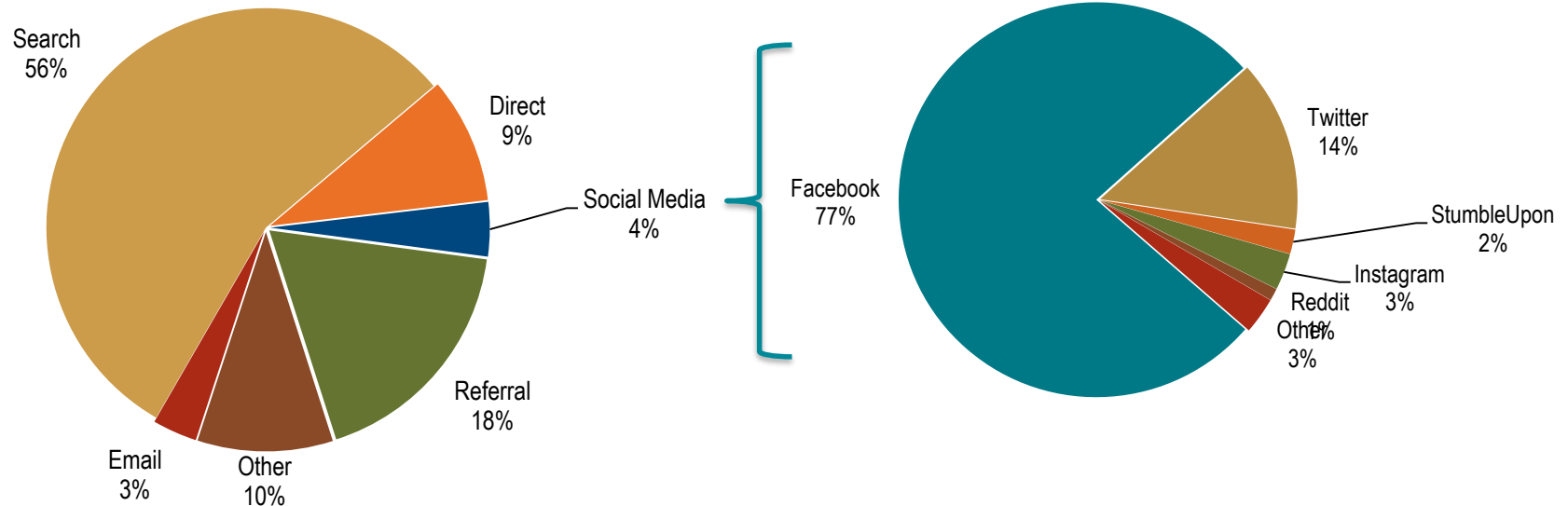http://home.nmfs.noaa.gov/communications/social_media.html

NOAA FISHERIES

Social Media Matters

- Public facing amplification tool
- Needs to be connected to web content
- Part of a larger effort
- **BIG** responsibility

NOAA FISHERIES

U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service | Page 4

Social Media Analytics

- Latest Report

Recent Successes

- [Force Blue](#) clips: > 2 million views!

- Women's History Month
  - Women in Science (NEFSC)
  - Women in Electronic Monitoring (S&T)

- HI monk seals status update (PIFSC)

- Faces of NARW Conservation (GARFO)

- New rec rockfish fishery off OR (WCRO)

- Sawfish research (SERO)

- CI Beluga, NP right whale videos (AK)

NOAA FISHERIES

General Guidelines

- POC/<u>social media managers</u> (op plan) should be aware of posts.

- Content posted to social media channels should also be posted on a .**GOV webpage**.

- Highlight core mission areas with consistent messages.

- Use **good judgement with external sources**—need to verify messaging aligns.

- **Research hashtags** first.

General Guidelines Cont'd

- Enable 2-step authentication.

- Use noaa.gov emails.

- Change account passwords.

- List accounts in [U.S. DigitalGov Registry](#)—resource to help agencies/citizens/developers confirm official status of accounts, apps, & websites.

- Get accounts verified on FB, Twitter (blue check mark).

Personal Social Media Accounts

- Staff posting info about gov't-funded work to <u>personal social media</u> must include the social media disclaimer in <u>account bio</u>:

  "Disclaimer: My posts are my own and do not officially represent NOAA Fisheries."

- See updated <u>NOAA Social Media Handbook</u>

Best Practices for Posts

- Link to Fisheries/NOAA websites.

- Always use visuals!

- Write in plain language.

- Establish the "who cares?" early.

- Check spelling & grammar.

- Test links/think before going public.

- Be concise—use word limits.

- Shorten links (usa.go.gov).

- Post alt text/descriptions if possible for accessibility (FB, Twitter).

NOAA FISHERIES

U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service | Page 10

Photos, Images, Videos

- Use NOAA/other public domain images (no copyright restrictions).

- Provide full caption info & relevant links.

- Credit non-NOAA photos & follow Fisheries [Photo Style Guide](#).

- Use captioning to meet 508 requirements.

- Host videos on a .GOV webpage.

- Exercise judgement on sharing non-NOAA Fisheries videos.

NOAA FISHERIES

Handling Comments

- Link to [Commenting Guidelines](#).

- Don't individually reprimand users who violate guidelines or engage in arguments.

- Document violations.

- Hide or delete unacceptable comments.

- Block users who meet criteria—3 strikes & you're out!

- Be responsive to questions when appropriate.

NOAA FISHERIES

U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service | Page 12

New & Improved DOC Social Media Tracker

https://socmed.commerce.gov

- Comms office will notify/work with you to get your accounts updated in new system in 2018.

- Major improvements:
  - Applications are editable.
  - Points of contact updatable.
  - Can view & search full list of Fisheries social media accounts & their status.

NOAA FISHERIES

U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service | Page 13

Lessons Learned

- Discuss potentially sensitive or controversial topics before posting.

- Run posts by SMEs.

- Correct mistakes quickly. Be transparent.

- Share your plans/posts with Comms office so we can help broaden your reach.

- Comms office will work to alert you when promoting stories on homepage & HQ social channels.

NOAA FISHERIES

U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service | Page 14

Goal: More Coordination in 2018

- Bi-weekly call on Tuesdays, alternating with RCC calls.
  - 1st call: April 24
- Discuss best practices/issues.
- Check in on web/social plans for regional posts.
- Review upcoming web priorities.

NOAA FISHERIES

U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service | Page 15

Next Steps/Action Items

1.) Submit operating plans for accounts that don't have one.

- Include contingency plan/security precautions.

2.) If account managers have changed, notify Comms office to update operating plan in DOC tracker (2 current contacts).

3.) Notify Comms office of inactive accounts to archive.

4.) List accounts in DigitalGov Registry.

5.) Join bi-weekly coordination call (4/24).

6.) Contact Comms office with any questions.

NOAA FISHERIES

U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service | Page 16