



UNITED STATES
NUCLEAR REGULATORY COMMISSION
WASHINGTON, D.C. 20555-0001

**OFFICE OF THE
INSPECTOR GENERAL**

March 25, 2013

MEMORANDUM TO: R. William Borchardt
Executive Director for Operations

FROM: Stephen D. Dingbaum */RA/*
Assistant Inspector General for Audits

SUBJECT: STATUS OF RECOMMENDATIONS: INDEPENDENT
EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL
MEDIA (OIG-13-A-08)

REFERENCE: DEPUTY EXECUTIVE DIRECTOR FOR CORPORATE
MANAGEMENT MEMORANDUM DATED MARCH 1, 2013

Attached is the Office of the Inspector General's (OIG) analysis and status of recommendations as discussed in the agency's response dated March 1, 2013. Based on this response, recommendations 5, 6, 7, 8, 10, 11, 12, 13, 14, 15, 16, 18, 19, 21, 22, 23, 24, 27, 28, 32, 33, and 34 are closed. Recommendations 1, 2, 3, 4, 9, 17, 20, 25, 26, 29, 30, and 31 are resolved. Please provide an updated status of the resolved recommendations by January 5, 2014.

If you have any questions or concerns, please call me at 415-5915 or Beth Serepca, Team Leader, at 415-5911.

Attachment: As stated

cc: M. Landau, OEDO
K. Brock, OEDO
J. Arildsen, OEDO
C. Jaegers, OEDO

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 1: Broaden NRC's definition of success beyond quantitative viewership rates to include qualitative evaluations of digital influence, thought leadership within the nuclear social media discussion, and strength of relationships with prominent influencers.

Agency Response Dated
March 1, 2013:

Agree. Standards for Government agencies to measure social media success are currently being developed by the General Services Administration's (GSA's) Center for Excellence in Digital Government. When these are finalized, the Office of Public Affairs (OPA) will review and adopt those most appropriate for an independent regulatory agency to use as indicators of successful outreach to the public.

Date of completion: End of calendar year 2013

OIG Analysis:

The proposed action meets the intent of the recommendation. Because the intent of the recommendation is to broaden NRC's definition of success, this recommendation will be closed when OIG receives the verification that NRC has broadened the definition of success to include the GSA standards most appropriate for an independent regulatory agency to use as indicators of successful outreach.

Status:

Resolved.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 2: Develop and implement a process to monitor user activity on NRC's social media platforms after content posts to evaluate content vitality and network distribution.

Agency Response Dated
March 1, 2013:

Agree. With the hiring of a full-time social media specialist, OPA has been able to expand its practice of monitoring activity on the NRC's social media platforms and evaluating the impact of content. OPA is now beginning to use the built-in analytics on the agency's social media platforms, with an emphasis on the blog and Twitter, and developing an efficient way to track appropriate user statistics. Our Twitter analyses are also tracking mentions, retweets, and direct shares to Twitter from the blog.

Date of completion: End of calendar year 2013

OIG Analysis: The proposed action meets the intent of the recommendation. This recommendation will be closed when OIG receives documentation showing that a process was developed and implemented to monitor user activity after the content posts to evaluate content vitality and network distribution.

Status: Resolved.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 3: Develop a baseline for performance by benchmarking NRC's social media metrics (i.e., viewership, subscriptions, shares, and influence) against activity within the digital nuclear industry community.

Agency Response Dated
March 1, 2013:

Disagree. NRC does not think that benchmarking the performance of the NRC's social media against activity within the digital nuclear industry community is appropriate for an independent, regulatory agency with a stated mission of outreach, information, and awareness to the general public. NRC expects to use the governmentwide standards now in development at GSA, which may allow us to benchmark against other Federal agencies whose mission is similar or complementary to the NRC, such as the Federal Emergency Management Agency, U.S. Environment Protection Agency, Department of Homeland Security, and U.S. Geological Survey.

Date of completion: End of calendar year 2013

OIG Analysis: OIG understands why the agency does not want to benchmark against activity within the digital nuclear industry community. The proposed action of using governmentwide standards now in development at GSA is acceptable as an alternative and meets the intent of the recommendation. This recommendation will be closed when OIG receives the documentation showing that NRC developed a baseline for performance using the GSA standards.

Status: Resolved.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 4: Generate content periodically that provides unique access to nuclear facilities and nuclear resources by providing photos and information.

Agency Response Dated
March 1, 2013:

Agree. NRC will continue to generate content that offers unique access to nuclear facilities and resources, such as photographs, videos, and information to the extent appropriate for a regulator and within boundaries set to safeguard proprietary or sensitive information, equipment, and locations.

Date of completion: End of calendar year 2013

OIG Analysis:

The proposed action meets the intent of the recommendation. This recommendation will be closed when OIG receives verification that the agency generated content that provided unique access to nuclear facilities and nuclear resources and it includes photos and information.

Status:

Resolved.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 5: Make article authors more prominent by including the blog article byline at the top of each post (rather than the bottom) so readers are immediately aware of who wrote the articles.

Agency Response Dated
March 1, 2013:

Agree. NRC initiated this change in January 2013 and explained it in this blog post: <http://public-blog.nrc.gateway.gov/2013/01/03/happy-new-year-and-some-nrc-blog-updates/>.

Date of completion: Accomplished

OIG Analysis:

OIG has viewed several blog posts and determined that NRC has changed the article authors to appear at the top of the blog article. This recommendation is therefore considered closed.

Status:

Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 6: Develop and implement a process for creating more visibility into NRC's commenting policy and periodically respond to rejected posts to build trust and transparency.

Agency Response Dated
March 1, 2013:

Agree in Part and Disagree in Part. The blog's comment policy is currently accessible on every page of our blog, and it has been a nonissue among the readers in the 2 year tenure of the blog. In that time, an extremely tiny minority of the more than 2,000 comments has not been posted, and NRC has received no complaints about our policy or the application of it. On the contrary, NRC has been applauded for the liberalness with which the NRC is applying its guidelines. However, NRC did choose to highlight and reiterate the policy in a blog post by the Public Affairs Director on January 3, 2013. See it here: <http://public-blog.nrc-gateway.gov/2013/01/03/happy-new-year-and-some-nrc-blog-updates/>. OPA also now retains a copy for our records of any comment not posted along with applicable justification (e.g., allegation, personal attack).

Date of completion: Accomplished

OIG Analysis:

OIG has viewed the blog's comment policy accessible on every page and also the reiteration of the policy on January 3, 2013, by the Public Affairs Director. OPA took action on addressing the recommendation by now retaining a copy of the comments not posted as well as the justification why it was not posted, and has reiterated the comment policy. This recommendation is therefore considered closed.

Status:

Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 7: Rather than only soliciting input from and creating content around topics NRC departments are interested in, solicit input on a regular basis from readers and bloggers regarding content they would be most interested in (and at what level of technicality) and create content based on their input.

Agency Response Dated
March 1, 2013:

Agree. OPA will continue to initiate posts that seek public input on topics readers would like covered in the blog. OPA also develops specific content based on feedback received through other mechanisms (e.g., public meetings, emails, and media coverage). Some examples: <http://public-blog.nrc-gateway.gov/2013/01/16/improving-communication-at-the-nrc/>, <http://public-blog.nrc-gateway.gov/2013/01/03/happy-new-year-and-some-nrc-blog-updates/>, and <http://public-blog.nrc-gateway.gov/2012/08/22/taking-the-next-step-building-a-21st-century-digital-government/>.

Date of completion: Accomplished

OIG Analysis: OIG has reviewed the blogs specified and determined that OPA has been soliciting input on a regular basis from readers and bloggers regarding content. This recommendation is therefore considered closed.

Status: Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 8: Develop and implement a process for expanding tagging taxonomy beyond "nuclear" so content is labeled by audience or type of information.

Agency Response Dated
March 1, 2013:

Agree. OPA expanded its tagging taxonomy in January 2013, added the action to the blog procedures and discussed it in this blog post: <http://public-blog.nrc-gateway.gov/2013/01/03/happy-new-year-and-some-nrc-blog-updates/>.

Date of completion: Accomplished

OIG Analysis:

OIG has reviewed the blogs specified and determined that OPA has developed and implemented a process for expanding tagging taxonomy beyond the word "nuclear." This recommendation is therefore considered closed.

Status:

Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 9: Develop and implement a process for the use of rich media including videos, photos, charts, interactive graphs, and infographics in social media posts.

Agency Response Dated
March 1, 2013: Agree. The NRC is working to expand its capability to embed additional, relevant media into its blog posts. Beginning in January 2013, the agency began expanding linking to other relevant content.

OIG Analysis: The proposed action meets the intent of the recommendation. This recommendation will be closed when OIG receives documentation of the process and determines it has been implemented for rich media.

Status: Resolved.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 10: Develop and implement a process for adding visual interest and facilitating access to existing blog posts. For example, embed YouTube videos and Flickr slideshows within blog posts.

Agency Response Dated
March 1, 2013:

Agree. OPA is maximizing opportunities to add visual interest to its blog posts.

Date of completion: Accomplished

OIG Analysis:

OIG has reviewed several blog posts and determined that OPA has developed and implemented a process for adding visual interest and facilitating access to existing posts. This recommendation is therefore considered closed.

Status:

Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 11: Insert links in YouTube videos so videos are clickable and link back to www.nrc.gov, the blog, or other NRC platforms.

Agency Response Dated
March 1, 2013:

Disagree. As we already link to our public Web site and our blog in the video text description, we do not think that the inclusion of links in the actual video will significantly enhance access to our Web site, blog, or other platforms.

OIG Analysis:

OIG understands that links in the YouTube videos would not enhance access to NRC's Web site, blog, or other platforms. Because NRC already uses links in the public Web site and blogs, this recommendation is not needed to improve NRC's social media presence. This recommendation is therefore considered closed.

Status:

Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 12: Conduct periodic content analysis to glean which types of posts generate the most activity and replicate blog elements that have proven successful.

Agency Response Dated
March 1, 2013:

Agree. With the hiring of a social media specialist, OPA is maximizing the use of built-in analytical features of our existing social media platforms to gauge the interest in various types of content, including the number of Facebook "shares," likes, and tweeting occurring on posts. OPA would consider future use of third-party, GSA approved analytics software to the extent such use will benefit our efforts to produce the most interesting content for our targeted audience.

Date of completion: Accomplished

OIG Analysis:

OIG understands that OPA has hired a social media specialist and already has started to use the analytical features to gauge the interest in various types of content. Maximizing the use of the built-in analytical tools will enhance the content analysis and thus, meets the intent of this recommendation. This recommendation is therefore considered closed.

Status:

Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 13: Develop and implement a process for expanding photo offerings on Flickr beyond bar graphs or the NRC Chairman.

Agency Response Dated
March 1, 2013:

Disagree in part and agree in part. OPA disagrees with the characterization of the content on Flickr. There are more than 1,100 images on the agency's Flickr page; the vast majority of photographs are not of the NRC Chairman. OPA agrees that it will continue to expand photo offerings on Flickr with new photographs added weekly. A backlog of photos to be migrated from the old photo gallery to Flickr is ongoing as workload resources allow.

Date of completion: Accomplished

OIG Analysis:

OIG understands that OPA already has a process to implement more photos on Flickr of new content and from a backlog, and determined that an additional process is not needed. This recommendation is therefore considered closed.

Status:

Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 14: Allow and respond to user comments on NRC YouTube and Flickr sites rather than directing them to the NRC blog.

Agency Response Dated
March 1, 2013:

Disagree. OPA believes the current system of driving traffic to the very-well-received blog is the best use of social media at this time, a belief supported by other Government social media experts who applaud the success and vitality of the NRC blog. OPA will, however, monitor feedback on the subject and periodically reconsider this approach, particularly if OPA is able to expand the content on the agency's YouTube site to the extent that opening comments on that platform becomes appropriate.

Date of completion: Accomplished

OIG Analysis:

OIG understands that OPA believes it is already using the best system to allow and respond to user comments and that addressing comments via NRC YouTube and Flickr sites will not add value. This recommendation is therefore considered closed.

Status:

Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 15: Develop and implement a process for identifying digital influencers and monitoring activity by maintaining a matrix of influencers according to shifting scores and activity.

Agency Response Dated
March 1, 2013:

Agree. OPA has, in the past, exercised specific outreach to bloggers and other social media content providers who have an interest in nuclear or regulatory topics related to the NRC. In addition to considering nontraditional media as part of our normal media outreach, OPA [will] also continue to consider, when appropriate, specific outreach to nontraditional media, such as blogger's roundtables.

Date of completion: Accomplished

OIG Analysis:

OIG understands that OPA has already exercised specific outreach to providers who have an interest in social media and continues to consider specific outreach to nontraditional media. OIG has determined that the intent of the recommendation has been met. This recommendation is therefore considered closed.

Status:

Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 16: Develop and implement a process for determining what information each user group needs and regularly provide that information on NRC's blog and in NRC's Twitter feed.

Agency Response Dated
March 1, 2013:

Agree. With the hiring of a social media specialist, OPA is maximizing the use of built-in analytical features of our existing social media platforms to gauge interest in various types of content, including the number of Facebook "shares," likes and tweeting occurring on posts. OPA is also using the analytics in Twitter to monitor retweets and mentions to measure interest and inform future tweets and posts.

Date of completion: Accomplished

OIG Analysis:

OIG understands that OPA has a process by maximizing the use of built-in features to determine what information each user group needs and is also monitoring retweets and mentions to measure the interest and use this information to inform future tweets and posts. OIG has determined that the intent of the recommendation has been met. This recommendation is therefore considered closed.

Status:

Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 17: Engage in active outreach to bloggers and other social media followers by providing special opportunities to connect with NRC staff, such as tailored content, virtual or physical meet and greets, and discussions.

Agency Response Dated
March 1, 2013:

Agree. As part of its second phase for the agency's social media program, OPA is proposing the launch of a pilot live discussion platform from which social media followers can meet and participate in real-time dialogue with members of the NRC staff on various topics of high public and media interest. The live discussion tool would also offer a unique opportunity to further tailor content to user or follower preferences based on participant feedback and the popularity of specific discussions. During the 6 month pilot, the NRC anticipates holding approximately 10 live chats on topics including hurricane preparedness, seismic studies related to nuclear power plants, and NRC activities related to the Japanese nuclear incident of 2011.

Date of completion: Launch April 2013

OIG Analysis: The proposed action meets the intent of the recommendation. This recommendation will be closed when OIG receives verification that this active outreach was conducted and determines that more than one live discussion is planned.

Status: Resolved.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 18: Develop and implement a process for regularly hosting brown bags or other training classes to build awareness of NRC social media activities.

Agency Response Dated
March 1, 2013:

Agree. OPA will continue its program of conducting presentations about social media to program offices throughout the agency, including expanding these presentations to all four regional offices in 2013. OPA has formed a Social Media Champions Certificate program to aggregate agency-wide support for the social media program.

Date of completion: Accomplished

OIG Analysis:

OIG understands that OPA has developed and implemented a process for building awareness of social media activities by conducting presentations to program offices and forming a Social Media Champions Certificate program. These actions meet the intent of the recommendation. This recommendation is therefore considered closed.

Status:

Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 19: Evaluate all of OPA's published materials and make sure information on how social media can be accessed by users is clearly defined and visible.

Agency Response Dated
March 1, 2013:

Agree. Upon the need to reprint, OPA is working with the graphics department to ensure our social media branding is visible on published material. OPA will continue to review existing printed and electronic materials as well as future publications to ensure social media branding is considered.

Date of completion: Accomplished

OIG Analysis:

OIG understands that OPA has evaluated all of OPA's published materials and has developed and implemented a process for building awareness of social media activities. These actions meet the intent of the recommendation. This recommendation is therefore considered closed.

Status:

Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 20: Periodically host a blogger's roundtable where NRC invites prominent nuclear bloggers to opine on key issues. This can be done either in person or virtually through forums such as Google Communities.

Agency Response Dated
March 1, 2013:

Agree. These have been conducted in the past and, when appropriate and part of a communications strategy, will be used again, along with the new live chat platform and various Webinars held regionally on specific issues.

Date of completion: Accomplished

OIG Analysis:

The proposed action meets the intent of the recommendation. This recommendation will be closed when OIG receives verification that a bloggers roundtable was held and determines that that there is a schedule for future roundtables to be held.

Status:

Resolved.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 21: Monitor, note, and engage frequent posters, commenters, and active Twitter followers.

Agency Response Dated
March 1, 2013:

Disagree in Part and Agree in Part. OPA already monitors all blog comments and has begun reviewing retweets and mentions of the NRC in other tweets. Our upcoming chat platform will allow engagement with the public and those actively following NRC social media. The NRC as a whole also offers ample opportunity for those interested in NRC business to participate in dialogue through public meetings, Webinars, and other venues. We believe this level of engagement is sufficient.

Date of Completion: Accomplished

OIG Analysis:

OIG understands that OPA already does part of this recommendation by monitoring blog comments and has numerous avenues for the public to be engaged. These actions meet the intent of the recommendation. This recommendation is therefore considered closed.

Status:

Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 22: Develop and implement a process to evaluate and monitor NRC's influence scores quarterly to capture and understand existing user sentiments, behavior, and awareness.

Agency Response Dated
March 1, 2013:

Disagree. The NRC is an independent, regulatory Federal Government agency with a stated mission of openness and transparency in its regulatory process, which must be strictly conducted in the absence of any appearance of influence from those we regulate as well as anyone who may have a stake in our regulations, including the Executive Branch of the Government, commercial vendors, foreign countries, and members of the media. Seeking to influence is neither a goal of the NRC as a whole nor of its social media programs specifically, which are only intended to raise awareness, provide information, and promote dialogue. "Digital influence scores" are not an appropriate measure for the NRC.

OIG Analysis:

OIG understands OPA's justification that seeking influence through capturing and understanding user sentiments, behavior and awareness is not appropriate for NRC and its disagreement with implementing the recommendation. This recommendation is therefore considered closed.

Status:

Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 23: Develop and implement a process to evaluate how NRC's score rises or falls dependent on a rise in readership or engagement and adjust strategies depending on outcome.

Agency Response Dated
March 1, 2013:

Disagree. The NRC is an independent, regulatory Federal Government agency with a stated mission of openness and transparency in its regulatory process, which must be strictly conducted in the absence of any appearance of influence from those we regulate as well as anyone who may have a stake in our regulations, including the Executive Branch of the Government, commercial vendors, foreign countries, and members of the media.

Seeking to influence is neither a goal of the NRC as a whole nor its social media programs specifically, which are only intended to raise awareness, provide information, and promote dialogue. "Digital influence scores" are not an appropriate measure for the NRC.

OIG Analysis: OIG understands OPA's justification that evaluating NRC's score is not appropriate because the agency must maintain independence from influence. This recommendation is therefore considered closed.

Status: Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 24: Develop and implement a process to solicit feedback from digital influencers about what they see are trends, preferences and needs in information and content within the digital nuclear community.

Agency Response Dated
March 1, 2013:

Disagree. The NRC is an independent, regulatory Federal Government agency with a stated mission of openness and transparency in its regulatory process, which must be strictly conducted in the absence of any appearance of influence from those we regulate as well as anyone who may have a stake in our regulations, including the Executive Branch of the Government, commercial vendors, foreign countries, and members of the media.

OPA will continue to solicit input from the public and other stakeholders regarding content using processes already in place, such as public meetings, blogger's roundtables, live chat, blog comments, etc. Singling out so-called digital influencers for special access is counter to the NRC's mission of outreach, transparency, and openness to the public as a whole.

OIG Analysis: OIG understands OPA's justification that singling out digital influencers is counter to NRC's mission of outreach, transparency, and openness. This recommendation is therefore considered closed.

Status: Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

- Recommendation 25: Update the agency's information management and security policies to include social media
- A) Include social media policy guidance in the revised MD 3.2, *Privacy Act* in accordance with guidance provided in OMB Memorandum 10-23, *Guidance for Agency Use of Third Party Web Sites and Applications*.
 - B) Revise MD 3.53, *Records and Document Management Program* and include social media in accordance with the guidance provided in NARA Bulletin 2011-02, *Guidance on Managing Records in Web2.0/Social Media Platforms*.
 - C) Revise the existing PII Breach Notification Policy and Computer Security Incident Response Policy to include the following statement: *All of the information contained in this policy applies to the use of social media.*

Agency Response Dated
March 1, 2013:

Agree.

- A) As MDs are updated, the Office of Information Services (OIS) will seek to properly incorporate social media guidance as appropriate.
- B) As MDs are updated OIS will seek to properly incorporate social media guidance as appropriate.
- C) OIS will look to add the verbiage specified.

Date of Completion: Quarter 3 of FY 2014

OIG Analysis:

The proposed action meets the intent of the recommendation. This recommendation will be closed when the agency provides verification that MD 3.2, MD 3.53, and the PII Breach Notification Policy and Computer Security Incident Response Policy have been updated and OIG determines that the social media updates have been incorporated.

Status:

Resolved.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 26: Conduct annual security and vulnerability assessments of NRC's social media channels. CSO should outline the requirements to perform the assessments and facilitate the process.

Agency Response Dated
March 1, 2013:

Agree. CSO will outline the requirements to perform the assessments and facilitate the process.

Date of Completion: Sept 30, 2013

OIG Analysis:

The proposed action meets the intent of the recommendation. This recommendation will be closed when OIG receives verification the security and vulnerability assessments were conducted and determines that these assessments will be performed on an annual basis.

Status:

Resolved.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 27: Develop a section on social media security for inclusion in the annual mandatory Computer Security Awareness Course. Include information on Federal and NRC social media policies and employee responsibilities to safeguard PII and sensitive agency information when using social media inside and outside of the NRC network.

Agency Response Dated
March 1, 2013:

Agree. The Computer Security Awareness Course (CSAC) includes social networking information. The course content explains the importance of guarding online privacy and protecting the organization.

OIG Analysis:

OIG reviewed the CSAC for social networking information and determined that it includes information on Federal and NRC social media policy and employee responsibilities to safeguard PII and sensitive agency information. This recommendation is therefore considered closed.

Status:

Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

<u>Recommendation 28:</u>	Develop a section on social media security for inclusion in the OPA social media training for all official NRC bloggers. Include an overview of social media security and Federal and NRC social media policies, as well as guidelines regarding employee responsibilities to safeguard PII and sensitive agency information when developing posts for the NRC blog.
Agency Response Dated March 1, 2013:	Disagree. Social media-related concerns are covered by the NRC's CSAC as provided by CSO. Every employee of the NRC, including all NRC bloggers and moderators are already required to take this training annually.
OIG Analysis:	OIG understands OPA's justification that having duplicative training would not serve the training intent of the recommendation as training is being given to all NRC employees and contractors through the CSAC. This recommendation is therefore considered closed.
Status:	Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 29: Disseminate electronic agencywide Yellow Announcements on a periodic basis regarding social media security, NRC-approved social media sites and the responsibilities of employees to safeguard PII, sensitive agency data, and proprietary information when using social media sites inside and outside of the NRC network.

Agency Response Dated
March 1, 2013:

CSO works with other NRC offices to disseminate Yellow announcements to convey policy; network announcements and articles. In addition to using Yellow Announcements as a means to communicate policy, various newsletters, such as the spring 2011 Frontline and the entire March 2012 Security Newsletter were devoted to social networking (media). To better highlight social media, the annual announcement of the computer security awareness course will include a reminder to be aware of social media security and to safeguard PII, sensitive agency data, and proprietary information when using social media sites inside and outside of the NRC network. The announcement will also state that these topics are addressed in the course.

Date of Completion: January 2014

OIG Analysis:

The proposed actions meet the intent of the recommendation. OIG understands that multiple avenues have already been used to disseminate the information regarding social media security rather than just yellow announcements. This recommendation will be closed when OIG receives verification of the reminder and determines that it states to be aware of social media security.

Status:

Resolved.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

<u>Recommendation 30:</u>	<p>Revise warning messages for network users:</p> <ul style="list-style-type: none">A) Revise warning message for users that attempt to access approved social media sites to indicate that any postings they make must comply with Federal and NRC social media policies and that they are responsible for safeguarding the personally identifiable information of themselves, fellow employees and members of the public.B) Revise the warning message to users and visitors who attempt to access approved social media sites via the NRC Intranet site and public facing website to indicate that activity on NRC social media sites is monitored by the Agency and subject to NRC policies.
Agency Response Dated March 1, 2013:	<p>OIS will update the messages to reflect the recommended language.</p> <p>Date of Completion: 4th quarter FY 2013</p>
OIG Analysis:	<p>The proposed actions meet the intent of the recommendation. This recommendation will be closed when OIG receives verification of the revisions and determines that the revisions have incorporated the changes as detailed above in A and B.</p>
Status:	<p>Resolved.</p>

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 31: Revise the Problem Report to include a link to the Interim Guidance on the Use of Social Media.

Agency Response Dated
March 1, 2013:

OIS will update the report to include a link.

Date of Completion: January 2014.

OIG Analysis:

The proposed actions meet the intent of the recommendation. This recommendation will be closed when OIG receives verification that the problem report has been revised and determines that the revision includes a link to the interim guidance.

Status:

Resolved.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 32: Include social media security articles in the IT Security Awareness Newsletter, which is published and disseminated by the Computer Security Office (CSO) on a quarterly basis.

Agency Response Dated
March 1, 2013:

Agree. CSO included social networking media in the March 2012 newsletter, and CSO will continue to include social media as appropriate in periodic updates to the IT Security Awareness Newsletter.

Date of Completion: Accomplished

OIG Analysis:

OIG reviewed CSO's March 2012 newsletter and determined that articles have been included in the IT Security Awareness Newsletter. This recommendation is therefore considered closed.

Status:

Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 33: Establish a social media governance structure including representatives from the OGC, CSO (Policy Standards and Training Team, Cyber Situational Awareness, Analysis and Response Team), OIS (ICOD, Enterprise Architecture Team, Records and Archives Services Section, FOIA/Privacy Section) and OPA, and convene periodic meetings to guide NRC policies and practices around social media content, security, privacy, and records management.

Agency Response Dated
March 1, 2013:

Agree in Part and Disagree in Part. OPA already has "The Communications Council," which is the primary vehicle for agencywide discussions of communications issues, including social media. OPA has created a Social Media Champions Certificate Program to help foster discussions specific to social media.

Date of completion: Accomplished

OIG Analysis:

OIG understands that OPA has recently created a Social Media Champions Certificate Program to help foster discussions among different offices concerning social media. In addition, OPA already has The Communications Council. OIG determined that between these two structures, the agency has answered the intent of the recommendation to have policies and practices in place as requested by the recommendation. This recommendation is therefore considered closed.

Status:

Closed.

INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

Status of Recommendations

Recommendation 34: Develop an SOP to track, monitor, and escalate to other NRC offices, comments posted on the NRC blog that do not adhere to NRC policies

Agency Response Dated
March 1, 2013:

Agree in Part and Disagree in Part The blog's comment policy is currently accessible on every page of our blog, and it has been a non-issue among the readers in the two-year tenure of the blog. In that time, an extremely tiny minority of the more than 2,000 comments has not been posted, and we have received no complaints about our policy or the application of it. On the contrary, we have been applauded for the liberalness with which the NRC is applying its guidelines. However, we did choose to highlight and reiterate the policy in a blog post by the Public Affairs Director on January 3, 2013. See it here: <http://public-blog.nrc-gateway.gov/2013/01/03/happy-new-year-and-some-nrc-blog-updates/>. OPA also now retains a copy for our records of any comment not posted along with applicable justification (e.g., allegation, personal attack).

Date of Completion: Accomplished

OIG Analysis:

OIG has viewed the blog's comment policy that is accessible on every page and also the reiteration of the policy on January 3, 2013, by the Public Affairs Director. OPA took action on addressing the recommendation by now retaining a copy of the comments not posted as well as the justification why it was not posted. This recommendation is therefore considered closed.

Status:

Closed.