



**UNITED STATES
NUCLEAR REGULATORY COMMISSION**

Yellow Announcement: YA-11-005

Date: January 5, 2011

TO: All NRC Employees

SUBJECT: INTERIM GUIDANCE ON THE USE OF SOCIAL MEDIA

The U.S. Nuclear Regulatory Commission (NRC) is initiating the use of publicly-available social media and Web-based interactive technologies, such as blogs, video and photo sharing, and social networks, as another way to enhance public and stakeholder participation in NRC activities and to enable NRC staff to network and interact with professional colleagues.

Use of social media will begin with the implementation of an NRC public blog. Authorized NRC representatives will be posting on a variety of topics with the goal of educating, informing, explaining, raising awareness, generating dialogue or clarifying NRC actions and procedures. Additional social media capabilities will be implemented over time to further enhance the flow of information to and from both the general public and specifically-targeted stakeholder groups. Training will be provided as needed.

The "Interim Guidance on the Use of Social Media" on the internal Web site describes how and when NRC staff may use agency assets to engage in social media activities and defines the NRC's expectations for conducting such interactions. The interim guidance can also be found in the Agencywide Documents Access and Management System (ADAMS) (Accession No. ML103060402).

The NRC negotiated implementation of this interim guidance with the National Treasury Employees Union. The memorandum of agreement is available for review in ADAMS (Accession No. ML103550211).

If you have any questions about this guidance, please contact Jack Montgomery (OIS/BPIAD/EASB) at 301-415-5984 or Elizabeth Ousley (OIS/BPIAD/EASB) at 301-415-8378.

/RA/

Thomas Boyce, Director
Office of Information Services

Management Directive References:

MD 2.6, "Information Technology Infrastructure"
MD 2.7, "Personal Use of Information Technology"
MD 3.1, "Freedom of Information Act"
MD 3.2, "Privacy Act"
MD 3.4, "Release of Information to the Public"
MD 3.53, "NRC Records and Document Management Program"
MD 3.54, "NRC Collections of Information and Reports Management"
MD 5.5, "Public Affairs Program"
MD 7.3, "Participation in Professional Organizations"
MD 12.2, "NRC Classified Information Security Program"
MD 12.5, "NRC Automated Information Security Program"
MD 12.7, "NRC Safeguards Information Security Program"