



UNITED STATES
NUCLEAR REGULATORY COMMISSION
WASHINGTON, D.C. 20555-001

August 5, 2011

MEMORANDUM TO: Office Directors and Regional Administrators

FROM: Eliot Brenner, Director /RA/
Office of Public Affairs

SUBJECT: NRC TWITTER ACCOUNT INFORMATION AND POSTING DIRECTIONS

Beginning on August 24, the Office of Public Affairs will go live with, and begin sending messages through, an official NRC Twitter account accessible via www.twitter.com/NRCgov. Generally speaking, these 140 character "microblogs" will serve as duplicate announcements or reminders of information already found on the NRC website. All press releases, speeches and other content that OPA posts on the web will automatically generate a tweet. In addition, any office and region may request that a tweet be sent such as announcements of newly posted public meeting notices, Federal Register notices, new guidance or reports, etc.

To request a tweet, please follow these directions:

Send the content and the relevant URL to holly.harrington@nrc.gov and copy opa.resource@nrc.gov. Please use "Twitter request" as the subject line and include a contact name and number should we need more information. Send your request the day before you wish the tweet to be disseminated. However, we may be able to accommodate a same-day request, if needed.

Sample tweet: NRC names new resident inspector at Columbia generating station. More at www.nrc.gov/xyy.

According to the NRC's Social Media Guidance, individual offices, programs, divisions, regions etc., may assume responsibility for their own Twitter account to communicate directly with their stakeholders. We anticipate these additional Twitter accounts will be available by October 3. Office directors or regional administrators or their designee must send a memo to OPA providing the name of the individual(s) responsible for creating and maintaining the account. OPA will train the designated individuals on using Twitter, on records management associated with Twitter, ensure the naming convention is followed and provide the office with the "approved" masthead for Twitter.

Questions can be directed to Holly Harrington at 301-415-8203.

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cc: J. Batkin P. Bubar
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Date	8/ 4 /2011	8/ 5 /2011

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SUBJECT: NRC TWITTER ACCOUNT INFORMATION AND POSTING DIRECTIONS

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Martin J. Virgilio, Deputy Executive Director for Reactor and Preparedness Programs, OEDO	O-16E15
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