

How Can NRC Use Social Media?

For wider distribution of existing content to external audiences

For distribution of new content to new external audiences

For creative ways to create internal dialogue

For creative ways to create external dialogue

For new ways to communicate in urgent/crisis situations

External Uses

- RSS Feeds

This new vehicle would extend reach of current content i.e. news releases

Action by OIS/Web team:

- Create feed icon on home page
- Create "Subscribe" page with several options (e.g., add to iGoogle, Yahoo, AOL, etc.)
- Create RSS feed mechanism for the news release feed
- Expand to other information products such as speeches, etc. (future)

Action by OPA

- Add RSS option to bottom of news release

Timeframe: 2-3 weeks

Cost: Staff time only

Benefit: Extended distribution of NRC products

Downside: None

- Facebook page for the NRC

This new vehicle would extend reach of revised content to new audiences.

Action by OIS

- Provide unblocked access to Facebook for OPA
- Promote Facebook page on public home page

B/b

Action by OPA

- Create Facebook account (page administrator)
- Create Facebook page
- Update Facebook page

Timeframe: 2-3 weeks

Cost: Staff time only

Benefit: Added distribution of NRC information, especially to younger audiences and those who may not seek information from the existing Web site. Repackaged content, not new content would make implementation easier.

Downside: May not attract many "friends;" may be too time-consuming to update frequently; may be target of negative comments.

- Twitter account for OPA

This new vehicle would augment list serve and make more timely announcement of Web postings/major events, especially to more digital-focused reporters.

This new vehicle could also be used to communicate fast-breaking information to employees (with a voluntary sign-up).

Action by OIS

- Provide unblocked access to Twitter for OPA
- Promote NRC's Twitter information on public home page

Action by OPA

- Create Twitter account
- Create "Tweets"
- Add Twitter sign-up information to the bottom of news releases
- Talk to HR about how they can use this tool

Timeframe: 2-3 weeks

-

Cost: Staff time only

Benefit: Added distribution of NRC information and more timely alerts for both internal and external audiences.

Downside: Reporters may be slow to catch on. Employees may be resistant to signing up.

- Audio files/podcasts posted on the Web – begin with News Releases

This new content would expand the NRC's ability to "tell its story" and may expand interested audiences. May also bring more "pick up" on NRC releases by the media.

Action by Web team:

- Post the audio file and create audio icon
- Incorporate audio file in the RSS feed mechanism (Make it a podcast)
- Create an audio file archive page and link to it from news release page

Action by OPA

- Buy equipment
- Create 2-3 audio files per month

Timeframe: 6-8 weeks

Cost: Staff time and cost of equipment/software (< \$1000)

Benefit: Expanded distribution and use of NRC products

Downside: May be difficult initially to interest NRC in participating. May be criticized by intervener groups. Initial learning curve for OPA staff and additional burden of creating new content.

- YouTube

This initiative would expand NRC's reach with video content created for the Web or for hard copy distribution.

Action by OIS:

- Unblock access for OPA

Action by OPA

- Edit existing videos for posting snippets on YouTube
- Buy equipment (if necessary to create future unique content)
- Link Facebook page to YouTube videos

Timeframe: ???

Cost: Staff time and cost of equipment/software

Benefit: Expanded distribution and use of NRC products

Downside: Initial learning curve as OPA edit products and learn to create new video versions of press releases. May draw intervener criticism. Some NRC staff may not want to participate.

Internal Uses

- Blog(s) by top management for all employees

This new initiative would create a vehicle for internal dialogue and would serve as a pilot for possibly expanding to external blogs.

Action by ?:

- Develop guidelines for who may blog and on what topics

Action by OIS

- Enable blogging (possibly using Sharepoint)
- OIS director to pilot this concept
- Publicize on intranet
- Explore best approach for internal use of social media in the long term (Sharepoint is only one option)

Action by OEDO

- Publicize blog via the NRC Reporter, announcements, EDO messages, etc.

Timeframe: TBD

Cost: Staff time only, assuming we use Sharepoint

Benefit: Enhanced internal communication, morale, employee involvement; introduce employees to social media; gain experience for external blogging (future).

Downside: Employees may not contribute or read blogs; it may be difficult to set parameters of who can blog and about what. Content might "leak" out of the agency.

Other potential users of social media tools:


HR – Recruitment, suggestion program, employee notification during emergencies
OE – Differing views
OCM – Commissioners' blog

Welcome to the USGS - U.S. Geological Survey - Microsoft Internet Explorer provided by USNRC

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Print Copy Paste

Address http://www.usgs.gov/ Go



USGS
science for a changing world

USGS Home
Contact USGS
Search USGS

U.S. Geological Survey

Maps, Imagery, and Publications Hazards Newsroom Education Jobs Partnerships Library About USGS Podcasts/RSS

USGS: Your source for science you can use

As an unbiased, multi-disciplinary science organization that focuses on biology, geography, geology, geospatial information, and water, we are dedicated to the timely, relevant, and impartial study of the landscape, our natural resources, and the natural hazards that threaten us. Learn more about our goals and priorities for the coming decade in our [Science Strategy](#).


Science Areas

Biology
Geography
Geology
Geospatial
Water

Hazards

Show all hazards

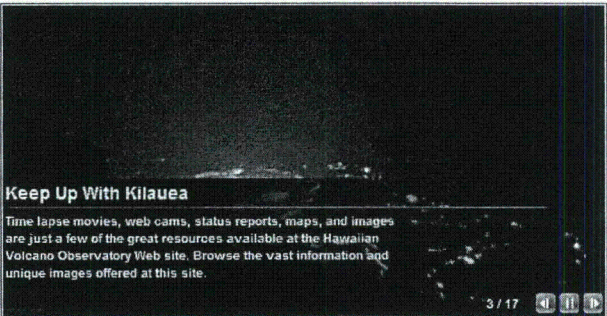
Recent Earthquakes:



World | USA

More Hazards:

Keep Up With Kilauea



Time lapse movies, web cams, status reports, maps, and images are just a few of the great resources available at the Hawaiian Volcano Observatory Web site. Browse the vast information and unique images offered at this site.

3 / 17

Can't see Flash? Install Flash Player or use the HTML version.

Search USGS

Google Custom Search Go

Science Topics

Browse USGS topics of interest:

• Avian Influenza	• Human Health
• Climate Change	• Invasive Species
• Contaminants	• Map Servers
• Droughts	• Maps and Atlases
• Earthquakes	• Real-time data
• Energy and Minerals	• Remote Sensing
• Floods	• Volcanoes
• Geospatial Analysis	• Water Quality
• Ground and Surface Water	• Wildfires

View all [USGS science topics](#) or see more topics at [Science.gov](#).

News Releases

Ouch! Taking a Shot at Plague: Vaccine Offers Hope for Endangered Ferrets in Plague Outbreak
(Released: 7/16/2008 10:57:19 AM)


Start | Inbox - Microsoft... | Unlabeled - Messag... | Draft PMWG resp... | NRC Telephone D... | 2 Microsoft Offi... | Welcome to th... | 12:21 PM

U.S. Geological Survey: Podcasts and RSS Feeds - Microsoft Internet Explorer provided by USNRC

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites

Address <http://www.usgs.gov/rss/> Go



CoreFacts
Short on time, big on science


automatically notifies you when something new is posted online all through your downloaded news reader.

What is CAP?


Common Alerting Protocol (CAP) is a simple but general format for exchanging all-hazard emergency alerts and public warnings over all kinds of networks. CAP allows a consistent warning message to be disseminated simultaneously over many different warning systems, thus increasing warning effectiveness while simplifying the warning task. CAP also facilitates the detection of emerging patterns in local warnings of various kinds, such as might indicate an undetected hazard or hostile act. CAP provides a template for effective warning messages based on best practices identified in academic research and real-world experience.





























































How do I subscribe?

You will need to download and install an RSS reader, or use a web-based service. Then, you copy and paste the URL of the news feed into the viewer's "subscribe" dialogue. USGS does not endorse any particular RSS reader or application. Here is [Google's directory of RSS readers](#).

Notice: The  buttons on this page point to a third-party service that is not affiliated with the USGS. [Policy on non-USGS sites applies.](#)

RSS Feeds

 **OPML**

USGS Main		
News Releases (full story)		 SUBSCRIBE   
News Releases (summary only)		 SUBSCRIBE   
CoreCast (podcasts)		 SUBSCRIBE   
CoreFacts (podcasts)		 SUBSCRIBE   
Frequently Asked Questions		 SUBSCRIBE   
Earthquake Hazards Program		
Earthquakes (M 5+, past 7 days)		 SUBSCRIBE   
Earthquakes (CAP - M 5+, past 7 days)		 SUBSCRIBE   
Earthquake Shake Maps (last 30 days)		 SUBSCRIBE   
Geography		
Geography news items		 SUBSCRIBE   
Hazards Gateway		
Image Gallery: Floods (Media RSS format 2)		 SUBSCRIBE   
Image Gallery: Wildfires (Media RSS format 2)		 SUBSCRIBE   
Landsat		
Latest Headline		 SUBSCRIBE   

Start | Inbox - Microsoft... | Untitled - Messag... | Draft PMWG resp... | NRC Telephone D... | 2 Microsoft Offi... | U.S. Geological... | 12:31 PM

USGS Newsroom - powered by FeedBurner - Microsoft Internet Explorer provided by USNRC


File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Print Copy Paste

Address http://feeds.feedburner.com/USgsNewsroom Go

USGS Newsroom

syndicated content powered by FeedBurner



FeedBurner makes it easy to receive content updates in My Yahoo!, Newsgator, Bloglines, and other news readers.

Learn more about syndication and FeedBurner...

Subscribe Now!

...with web-based news readers. Click your choice below:

...with other readers:

(Choose Your Reader)

☒ Get USGS Newsroom delivered by email

Embed this content on your site

☒ Embed with: SpringWidgets

Current Feed Content

● **Ouch! Taking a Shot at Plague: Vaccine Offers Hope for Endangered Ferrets in Plague Outbreak**

Posted: 7/16/2008 10:57:19 AM

Endangered black-footed ferrets, like children, aren't exactly lining up to be stuck with a vaccine, but in an effort to help control an extensive outbreak of plague in South Dakota, some of the ferrets are getting dosed with a vaccine given by biologists.

Start | Inbox - Microsoft... | Untitled - Messag... | Draft PMWG resp... | NRC Telephone D... | W 2 Microsoft Offi... | USGS Newsroo... | 12:32 PM

NRC External Blog Roll-out Timeline

OPA mention at senior leadership meeting (Eliot)	Date: Nov. 15
OPA presentation #2 to Communication Council (Holly)	Date: Nov. 17
EDO/OPA Memo to Office Directors/Regional Administrators (Mindy)	Date: Nov. 17
Ticketed deadline for submission of blogger names to OPA (Mindy/Roger)	Date: Dec. 1
NRC Reporter Article (Holly to coordinate)	Date: Early December
Social Media Article in Technology Transfer Newsletter (Liz)	Date: December
Social Media Interim Guidance Published (Liz)	Date: December?
OPA Blog Post (Holly)	Date: Mid December
OPA begins working with bloggers/training/idea collection (Holly and OPA)	Date: December -January
EDO Message (Mindy)	Date: Mid-Late December
Posters for lobby screens and fliers (Ivonne)	Date: Early January
Chairman Blog Post about the new blog (Holly)	Date: Early to mid-January
Daily Note (Mindy/Roger)	Date: Mid-January
Press Release (Holly)	Date: Mid to late January
Network Announcement (Holly)	Date: Late January
Intranet Banners (Ivonne)	Date: Late January