

Social Media Roll-Out Draft

Phase I

Pilot use of discussion/chat forums on the NRC Web site (Coordinated by OPA)
External blog created (controlled by OPA)
Twitter account created (controlled by OPA with messaging duplicating OPA listserv. Other offices can submit messages for dissemination)
OPA begins working with offices to develop material for social media sites, including YouTube
OPA assesses usefulness of other social media sites, such as Flickr, Facebook, etc.

Phase II

Chat forums become permanent, scheduled activity (Still coordinated by OPA)
Twitter is decentralized and offices can now create their own Twitter accounts for their specific audiences (with guidance on use from OPA)
OPA launches official NRC YouTube channel and Flickr account (after assessing their strategic usefulness)
OPA begins working with offices to develop "official NRC subject matter experts" who can engage on social media sites.
OPA continues to assess usefulness of other social media sites, such as Facebook, etc.

Phase III

OPA expands use of other social media that provides strategic communication options not previously available to the NRC
All offices, under the new MD or policy, begin engaging on social media sites with their experts (under the External Involvement category)
All offices begin submitting their own content to "Official Presence" social media sites selected and overseen by OPA