

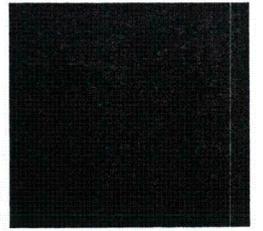
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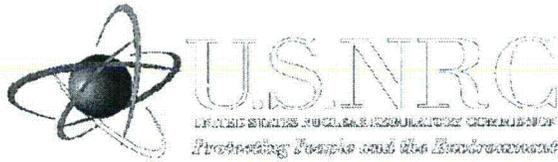
UNITED STATES NUCLEAR REGULATORY COMMISSION

*Protecting People and the Environment*

# Mini Blog Training

B/15

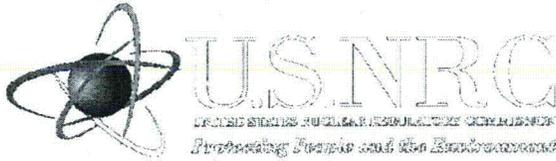




## What is the NRC External Blog?

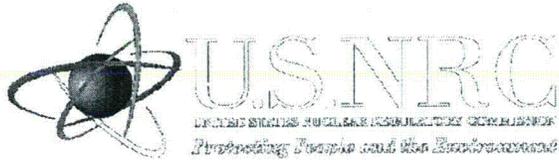
- An important communication/outreach tool tentatively scheduled to begin in January 2011
- Will feature authorized bloggers from throughout the agency
- Blog will have moderated comments and bloggers will be responsible for responding to them
- Goal is to: raise awareness about the agency and its mission, and provide a place for dialogue with the public.
- Part of Open Government mandate





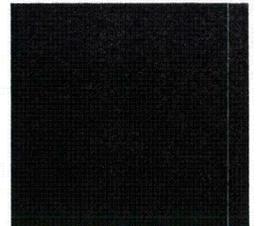
## Ten Blogging “Rules”

1. Blog posts should be approximately 200-400 words long. If a post is much longer, consider breaking it into two posts.
2. Posts should be written in a professional but conversational style that is easily read and understood by a lay public. This is very important. Consider doing a readability review (see handout) to check what grade level your post is. Posts should be between ninth and 12<sup>th</sup> grade reading level.



## **Blogging “Rules”**

3. Posts should limit technical terms and acronyms whenever possible. If necessary, define the technical term and the acronym.
4. Posts should “have a point.” Ask yourself: What am I trying to convey? Is this interesting? Does this information benefit the reader? Also ask: Does my opening paragraph accurately convey the content in the rest of the post or is there a disconnect?





## Blogging “Rules”

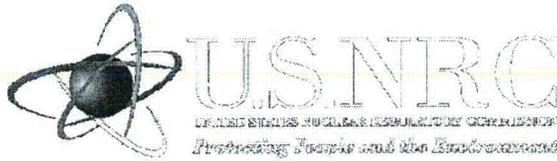
5. Content should educate, inform, explain, raise awareness, generate dialogue or clarify NRC actions, procedures, etc.
6. Blog posts should be unique and not merely a cut and paste version of content found, for example, in an FRN or press release.
7. But content in a post should not announce “news” and does not replace formal communication. The blog is in addition to your regular modes of public communication.



## **Blogging “Rules”**

8. Content must be accurate and timely, and must not contain sensitive, pre-decisional, proprietary or privacy information. Think and plan ahead to ensure your content is timely. Check with OGC if you have legal concerns.
9. Posts may contain NRC photos and links. Video cannot be included at this time.
10. Include a headline (OPA may help with this) and your name and a title that makes sense to the public (OPA can help with this, too.)

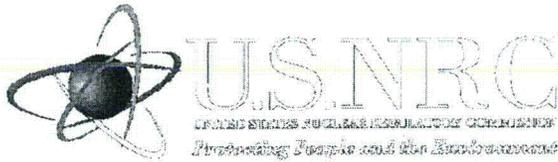




## **Blogging Frequency**

- Blogs need content to survive. Fresh, timely, updated blogs become “go-to” places on the Internet. Blogs that don’t have fresh content don’t get traction. Consider blogging at least once a month, with more often even better. Building a “readership” can help a blog get traction
- Address all comments to your blog – if necessary – promptly. OPA can help.
- OPA can also help brainstorm about topics.





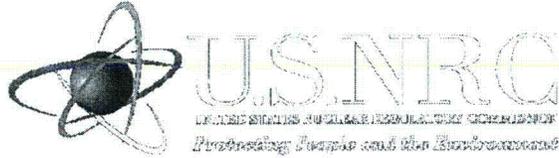
## Process

- Work within your office and OPA to develop ideas.
- Get feedback from colleagues on the post and double check for accuracy.
- Get approval from your supervisor and Office Director/designee/Regional Administrator.
- If you are in HQ send to: [opa.resource@nrc.gov](mailto:opa.resource@nrc.gov); if you are in a region, send it to your regional PAO.
- If relevant, indicate in the e-mail an ideal post time frame.



## How to get ideas

- What do you find yourself talking about over and over again (maybe in public meetings or in discussions with folks outside NRC)?
- Ask people in your life what they'd like to read about? What do they want to know more about?
- What have you been reading? Something in the paper about the NRC or an NRC-related topic that we can address?
- Where have you been? Think about your site visit meeting, conference, etc.



## Links to other blogs

- <http://portal.nrc.gov/OCM/opa/blog/default.aspx>
- <http://blog.epa.gov/blog/>
- <http://www.whitehouse.gov/blog>
- <http://journal.dhs.gov/>
- <http://blogs.loc.gov/loc/>
- <http://blog.tsa.gov/>

