

EDO Principal Correspondence Control

FROM: DUE: 12/03/10

EDO CONTROL: G20100693  
DOC DT: 11/16/10  
FINAL REPLY:

R. W. Borchardt, EDO  
Eliot B. Brenner, OPA

TO:

OD/RAs

FOR SIGNATURE OF :

\*\* GRN \*\*

CRC NO:

DESC:

Request for NRC Blog Assistance  
(EDATS: OEDO-2010-0936)

ROUTING:

Borchardt  
Weber  
Virgilio  
Ash  
Mamish  
OGC/GC  
Brenner, OPA  
Vietti-Cook, SECY  
Rihm, OEDO

DATE: 11/17/10

ASSIGNED TO:

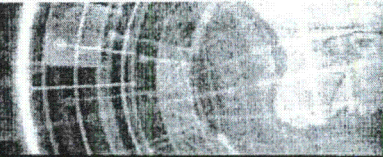
CONTACT:

NRR	Leeds
NRO	Johnson
NSIR	Wiggins
FSME	Miller
NMSS	Haney
RES	Sheron
OI	McCrary
OE	Zimmerman
CIO	Boyce
CSO	Howard
ADM	Greene
HR	McDermott
SBCR	Kelley
RI	Dean
RII	Reyes
RIII	Satorius
RIV	Collins

SPECIAL INSTRUCTIONS OR REMARKS:

Please forward name of designated blogger(s) for your office via email to Holly Harrington, OPA, Roger Rihm, OEDO and the RidsEdoMailCenter by December 3, 2010.

B/ao



**EDATS Number:** OEDO-2010-0936

**Source:** OEDO

### General Information

**Assigned To:** NRR

**OEDO Due Date:** 12/3/2010 11:00 PM

**Other Assignees:** NRO 12/3/2010, NSIR 12/3/2010, FSME 12/3/2010, NMSS 12/3/2010, RES 12/3/2010, OI 12/3/2010, OE 12/3/2010, OIS 12/3/2010, CSO 12/3/2010, ADM 12/3/2010, HR 12/3/2010, SBCR 12/3/2010, RegionI 12/3/2010, RegionII 12/3/2010, RegionIII 12/3/2010, RegionIV 12/3/2010

**SECY Due Date:** NONE

**Subject:** Request for NRC Blog Assistance

**Description:**

**CC Routing:** OPA; SECY

**ADAMS Accession Numbers - Incoming:** NONE

**Response/Package:** NONE

### Other Information

**Cross Reference Number:** G20100693

**Staff Initiated:** NO

**Related Task:**

**Recurring Item:** NO

**File Routing:** EDATS

**Agency Lesson Learned:** NO

**OEDO Monthly Report Item:** NO

### Process Information

**Action Type:** E-mail

**Priority:** Medium

**Sensitivity:** None

**Signature Level:** NRR

**Urgency:** NO

**Approval Level:** No Approval Required

**OEDO Concurrence:** NO

**OCM Concurrence:** NO

**OCA Concurrence:** NO

**Special Instructions:** Please forward name of designated blogger(s) for your office via email to Holly Harrington, OPA, Roger Rihm, OEDO and the RidsEdoMailCenter by December 3, 2010.

### Document Information

**Originator Name:** R. W. Borchardt, EDO & Eliot B. Brenner, OPA

**Date of Incoming:** 11/16/2010

**Originating Organization:** OPA

**Document Received by OEDO Date:** 11/17/2010

**Addressee:** OD/RAs

**Date Response Requested by Originator:** 12/3/2010

**Incoming Task Received:** Memo

November 16, 2010

MEMORANDUM TO: Those on the Attached List

FROM: R. W. Borchardt /RA/  
Executive Director for Operations

Eliot B. Brenner, Director /RA/  
Office of Public Affairs

SUBJECT: REQUEST FOR NRC BLOG ASSISTANCE

As you know, we are developing an agency external blog to support our implementation of the President's Open Government initiative and to further enhance interactions with our stakeholders. This initiative arose from the work of the NRC's Social Media Working Group, consisting of representatives from throughout the agency that created the interim Guidance on Social Media use now in final approval. To keep pace with evolving patterns of communication and to reach new audiences, it is important for the agency to move towards greater use of social media, so the first phase of the social media initiative includes launching an NRC blog.

Our goal for this blog is to raise awareness about the agency and its activities, and provide an additional platform for dialogue with our stakeholders. The blog will be managed and moderated by the Office of Public Affairs (OPA) and is expected to go on-line by the end of January, following publication of the agency's interim social media guidance.

We are committed to making this a success, but it requires a modest amount of support and participation by each of your offices. Specifically, each office will need to have at least one designated blogger (and likely more than one in larger offices). Each office will be required to produce, at a minimum, one blog entry of approximately 200-400 words every month. In addition, public comments received in response to postings may need to be addressed by the blogger. OPA's blogging guidelines are attached for your information. OPA will provide brief 30 minute training for office bloggers and will suggest possible topics for blog postings. The intent is to have regular, fresh content on the blog, which means that, while we will need a few posts essentially ready to go by late January, the preparation of postings by all offices will be on a rolling schedule.

The blogger is expected to be an experienced staffer who is an excellent communicator, has broad knowledge of office activities, and can easily obtain more specific information from other office experts if needed. Blog posts should be approved by you or your designee, and will be reviewed for clarity/appropriateness by OPA before posting.

CONTACT: Holly Harrington, OPA  
(301) 415-8203

EDO --G20100693

Those on the Attached List

-2-

By December 3, please e-mail to Holly Harrington (OPA) at [Holly.Harrington@nrc.gov](mailto:Holly.Harrington@nrc.gov) the name of at least one designated blogger (or blogger coordinator) for your office. She can be reached at 415-8203 for any questions you have about this activity. As we get closer to an actual launch date, there will be additional internal and external communications around the agency to heighten awareness of, and interest in this new blog.

Thank you for your support!

Enclosure:  
As stated

cc: SECY

MEMORANDUM TO THOSE ON THE ATTACHED LIST DATED:

SUBJECT: REQUEST FOR NRC BLOG ASSISTANCE

Stephen G. Burns, General Counsel  
Brooke D. Poole, Director, Office of Commission Appellate Adjudication  
James E. Dyer, Chief Financial Officer  
Hubert T. Bell, Inspector General  
Margaret M. Doane, Director, Office of International Programs  
Rebecca L. Schmidt, Director, Office of Congressional Affairs  
Eliot B. Brenner, Director, Office of Public Affairs  
R. William Borchardt, Executive Director for Operations  
Michael F. Weber, Deputy Executive Director for Materials, Waste,  
Research, State, Tribal, and Compliance Programs, OEDO  
Darren B. Ash, Deputy Executive Director  
for Corporate Management, OEDO  
Martin J. Virgilio, Deputy Executive Director for Reactor  
and Preparedness Programs, OEDO  
Nader L. Mamish, Assistant for Operations, OEDO  
Kathryn O. Greene, Director, Office of Administration  
Patrick D. Howard, Director, Computer Security Office  
Roy P. Zimmerman, Director, Office of Enforcement  
Charles L. Miller, Director, Office of Federal and State Materials  
and Environmental Management Programs  
Cheryl L. McCrary, Director, Office of Investigations  
Thomas M. Boyce, Director, Office of Information Services  
James F. McDermott, Director, Office of Human Resources  
Michael R. Johnson, Director, Office of New Reactors  
  
Catherine Haney, Director, Office of Nuclear Material Safety  
and Safeguards  
Eric J. Leeds, Director, Office of Nuclear Reactor Regulation  
  
Brian W. Sheron, Director, Office of Nuclear Regulatory Research  
  
Corenthis B. Kelley, Director, Office of Small Business and Civil Rights  
James T. Wiggins, Director, Office of Nuclear Security  
and Incident Response  
William M. Dean, Regional Administrator, Region I  
Luis A. Reyes, Regional Administrator, Region II  
Mark A. Satorius, Regional Administrator, Region III  
Elmo E. Collins, Jr., Regional Administrator, Region IV

**E-Mail Mail Stops**

RidsOgcMailCenter Resource  
RidsOcaaMailCenter Resource  
RidsOcfoMailCenter Resource  
RidsOigMailCenter Resource  
RidsOipMailCenter Resource  
RidsOcaMailCenter Resource  
RidsOpaMail Resource  
RidsEdoMailCenter Resource  
RidsEdoMailCenter Resource  
  
RidsEdoMailCenter Resource  
  
RidsEdoMailCenter Resource  
RidsAdmMailCenter Resource  
RidsCsoMailCenter Resource  
RidsOeMailCenter Resource  
RidsFsmeOd Resource (A)  
  
RidsOiMailCenter Resource  
RidsOis Resource  
RidsHrMailCenter Resource  
RidsNroOd Resource (I)  
RidsNroMailCenter Resource (A)  
RidsNmssOd Resource  
  
RidsNrrOd Resource (I)  
RidsNrrMailCenter Resource (A)  
RidsResOd Resource (I)  
RidsResPmdaMail Resource (A)  
RidsSbcrMailCenter Resource  
RidsNsirOd Resource (I)  
RidsNsirMailCenter Resource (A)  
RidsRgn1MailCenter Resource  
RidsRgn2MailCenter Resource  
RidsRgn3MailCenter Resource  
RidsRgn4MailCenter Resource

External NRC Blog Guidance  
November 2010

General Description

The NRC's Social Media Working Group, consisting of representatives from throughout the agency, created a Social Media Interim Guidance document, now in final approval, that outlines staff responsibilities in using social media for business purposes to support the agency's mission. The first phase of the social media initiative includes launching an NRC external blog on Word Press site (with a link from the NRC home page) in January 2011. This external blog will inform, explain and clarify actions, roles and responsibilities of the NRC, raise awareness about the agency and its mission, and provide a place for dialogue with the public. Those posting content to the blog will be designated by their office director/regional administrator or designee; the Office of Public Affairs will manage the blog.

The blog does not replace existing, formal communication usage, such as *Federal Register* notices, etc.

Roles and Responsibilities

*HQ Public Affairs will:*

- Administer and maintain the blog site, including the look and feel and pages for the comment policy, blog description, etc.
- Work with bloggers to ensure they understand blog procedures and style.
- Suggest topics of interest, when appropriate.
- Review each post primarily for policy and legal issues, appropriateness of content/topic and edit for plain language.
- Coordinate review with the Office of General Counsel for legal issues, if necessary.
- Upload posts.
- Moderate comments, denying only those that fail to meet the comment policy.
- Close the comment period for each post after 30 days and work with the blogger to address comments, if necessary.
- Oversee the archiving of posts after 60 days.

*The EDO will:*

- Send out a memo requiring all offices and regions identify for OPA at least one blogger
- Advocate support for the blog as it supports the agency mission and helps meet OMB's requirement for open, collaborative government.
- Assist OPA with ensuring minimum posts are created and comments addressed in a timely way, if necessary.

*Regional Administrators and Office Directors will:*

- Identify at least one (ideally multiple) employees as designated bloggers. (Note: Contractors cannot be bloggers.)

Enclosure

- Review and approve posts (or delegate review and approval); refer to OGC for review if necessary.
- Ensure a minimum of one blog post per month is submitted.

*Each blogger will:*

- Attend a 30-minute mandatory training session with OPA prior to beginning blogging.
- Write posts on a regular basis to build "readership."
- Identify their blogs as belonging to one of the listed categories i.e. reactors, materials, etc.
- Include their name and a descriptive headline with each post; OPA will assist in identifying an appropriate headline
- Follow the blog "rules" below.
- Respond promptly to any comments requiring a response within the 30-day comment period for each post. (OPA will help determine if a response is needed.)
- Obtain approval from the Office Director or designee for each post and send it to [opa.resource@nrc.gov](mailto:opa.resource@nrc.gov) or, if in the regions, to their regional PAO.

Federal Government Blog Examples

<http://blog.epa.gov/blog/>

<http://www.whitehouse.gov/blog>

<http://journal.dhs.gov/>

<http://blogs.loc.gov/loc/>

<http://blog.tsa.gov/>

Blog "Rules"

- Blog posts should be approximately 200-400 words long written in a professional but conversational style that is easily read and understood by a lay public.
- Each post should have a title (the snappier the better).
- Content should educate, inform, explain, raise awareness, generate dialogue or clarify NRC actions, procedures, etc. Content can include links to existing content on the NRC Web site that provides further information. Content must support the overall NRC mission and responsibilities.
- In coordination with OPA, blog posts may contain photographs and links to sites other than the NRC. Video cannot be posted at this time.
- Content should not announce "news."
- Content must be accurate and timely, and must not contain sensitive, pre-decisional, proprietary or privacy information.

- Blog posts will duplicate but do not replace usual means of communication, such as meeting notices or *Federal Register* notices.
- Blog posts should use personal pronouns and can include personal experiences. The idea is to give the public a look at the people who make up the NRC and how they are doing their job in a way that is engaging to the public.
- Consider the audience. The blog post should be interesting and should provide some benefit to the reader i.e. why should they care? It should not be a repetition of content found elsewhere i.e. a verbatim copy of a meeting notice or press release.