



**UNITED STATES**  
**NUCLEAR REGULATORY COMMISSION**  
WASHINGTON, D.C. 20555-0001

**OFFICE OF THE  
INSPECTOR GENERAL**

January 29, 2014

**MEMORANDUM TO:** Mark A. Satorius  
Executive Director for Operations

**FROM:** Stephen D. Dingbaum */RA/*  
Assistant Inspector General for Audits

**SUBJECT:** STATUS OF RECOMMENDATIONS: INDEPENDENT  
EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL  
MEDIA (OIG-13-A-08)

**REFERENCE:** DEPUTY EXECUTIVE DIRECTOR FOR CORPORATE  
MANAGEMENT MEMORANDUM DATED JANUARY 14, 2014

Attached is the Office of the Inspector General's (OIG) analysis and status of recommendations as discussed in the agency's response dated January 14, 2014. Based on this response, recommendations 1, 3, 4, 9, and 26 are closed and recommendations 2, 17, 20, 25, 29, 30, and 31 remain in resolved status. Recommendations 5, 6, 7, 8, 10, 11, 12, 13, 14, 15, 16, 18, 19, 21, 22, 23, 24, 27, 28, 32, 33, and 34 were previously closed. Please provide an updated status of the resolved recommendations by July 11, 2014.

If you have any questions or concerns, please call me at 415-5915 or Beth Serepca, Team Leader, at 415-5911.

Attachment: As stated

cc: R. Mitchell, OEDO  
K. Brock, OEDO  
J. Arildsen, OEDO  
C. Jaegers, OEDO

## Evaluation Report

### INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

#### Status of Recommendations

Recommendation 1: Broaden NRC's definition of success beyond quantitative viewership rates to include qualitative evaluations of digital influence, thought leadership within the nuclear social media discussion, and strength of relationships with prominent influencers.

Agency Response Dated  
January 14, 2014:

The Office of Public Affairs (OPA) has reviewed and adopted the quantitative and qualitative U.S. General Services Administration (GSA) standards most appropriate for an independent agency to use as indicators of successful outreach. GSA recommends customizing the standard metrics to suit the social media program for which they are used. OPA has chosen the following metrics and customized them for the NRC: breadth, depth, direct engagement, and strategic outcomes referenced at <http://www.howto.gov/social-media/using-social-media-in-government/metrics-for-federal-agencies>.

The details of the broadened 2013 analysis of the NRC's social media program using the GSA metrics appear in Section IV of the enclosed report, "Measuring the Success of the NRC Social Media Program."

Target Completion Date: The agency actions to address this recommendation have been completed.

OIG Analysis: OIG received the verification that NRC has broadened the definition of success to include the GSA standards most appropriate for an independent regulatory agency to use as indicators of successful outreach. This recommendation is therefore considered closed.

**Status:** Closed.

## Evaluation Report

### INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

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#### Status of Recommendations

Recommendation 2: Develop and implement a process to monitor user activity on NRC's social media platforms after content posts to evaluate content vitality and network distribution.

Agency Response Dated  
January 14, 2014:

Since hiring the public affairs specialist, OPA has been monitoring user activity on the agency's social media platforms on an ongoing basis using the built in analytics for each. The public affairs specialist records data on either a daily or a monthly basis depending on the platform. OPA uses the data to report on activity associated with content vitality and network distribution, such as community size and growth, reach, conversions, viewing, and engagement. Details documenting the monitoring of user activity can be found in Section IV of the enclosed report. In addition to monitoring the native analytics of each platform, OPA is negotiating a contract for a news clipping service in 2014 to include an automated social media monitoring system presented in a dashboard format. The automated system will augment the collection of social data and aid in the agency's assessment of its social media success.

Target Completion Date: June 2014

OIG Analysis: The proposed action meets the intent of the recommendation. This recommendation will be closed when OIG receives documentation showing that a process was developed and implemented to monitor user activity after the content posts to evaluate content vitality and network distribution.

**Status:** Resolved.

## Evaluation Report

### INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

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#### Status of Recommendations

Recommendation 3: Develop a baseline for performance by benchmarking NRC's social media metrics (i.e., viewership, subscriptions, shares, and influence) against activity within the digital nuclear industry community.

Agency Response Dated  
January 14, 2014:

Upon further evaluation of comparable Federal agencies, OPA has established a baseline for benchmarking its social media performance against the Federal Energy Regulatory Commission, the National Nuclear Security Agency, the Federal Trade Commission, the Federal Communications Commission, and the Securities and Exchange Commission. The public affairs specialist conducted research and reached out to the Federal Government Social Media Community of Practice managed by the GSA, Center for Excellence in Digital Government, to obtain data on community size, view rate, and engagement (metrics within the GSA developed standards). Quantitative and qualitative details on the baseline analysis can be found in Section II of the attached report, "Measuring the Success of the NRC Social Media Program."

Target Completion Date: The agency actions to address this recommendation have been completed.

OIG Analysis: OIG reviewed the report and determined that NRC developed a baseline for performance based on the nuclear industry community. This recommendation is therefore considered closed.

**Status:** Closed.

## Evaluation Report

### INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

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#### Status of Recommendations

Recommendation 4: Generate content periodically that provides unique access to nuclear facilities and nuclear resources by providing photos and information.

Agency Response Dated  
January 14, 2014:

The NRC produced four original content videos in 2013 that offer unique access to nuclear facilities and resources, including photos and information. Those videos include both an animated video designed as a teaching tool for a school-level audience illustrating a typical day in the life of an NRC resident inspector, and a standard-audience video on the resident inspector program. The NRC also created videos on fire protection and seismic regulation. The NRC published a series of historical photographs related to the incident at Three Mile Island and several images of the Chairman and Commissioners touring U.S. nuclear plants. The NRC posted images depicting resident inspectors carrying out their missions at assigned nuclear plants, and created and posted numerous infographics illustrating nuclear facility information. Links to the above-mentioned assets are shown below:

<http://youtu.be/wS11ENchBrA>

<http://youtu.be/PP2bR1RGxCY>

<http://youtu.be/MuRwxP3Sq5A>

<http://youtu.be/UqwCPSaQ4nw>

<http://www.flickr.com/photos/nrcgov/sets/72157628998200797/>

<http://www.flickr.com/photos/nrcgov/8472265874/in/set-72157632483921261>

<http://www.flickr.com/photos/nrcgov/8424120364/in/set-72157632483921261>

<http://www.flickr.com/photos/nrcgov/8423030763/in/set-72157632483921261>

<http://www.flickr.com/photos/nrcgov/8384073204/in/set-72157632483921261>

<http://www.flickr.com/photos/nrcgov/8741287883/in/set-72157632483921261>

<http://www.flickr.com/photos/nrcgov/8741287307/in/set-72157632483921261>

<http://www.flickr.com/photos/nrcgov/9198796321/in/set-72157632483921261>

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#### Status of Recommendations

Recommendation 4 (cont.):

<http://www.flickr.com/photos/nrcgov/11068737774/in/set-72157632483921261>

<http://www.flickr.com/photos/nrcgov/sets/72157635381738032/>

**Target Completion Date:** The agency actions to address this recommendation have been completed.

OIG Analysis:

OIG reviewed the videos and determined that the agency generated content that provided unique access to nuclear facilities and nuclear resources and it includes photos and information.

**Status:**

Closed.

## Evaluation Report

### INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

#### Status of Recommendations

Recommendation 9: Develop and implement a process for the use of rich media including videos, photos, charts, interactive graphs, and infographics in social media posts.

Agency Response Dated  
January 14, 2014:

In 2013, the NRC increased its use of rich media on its social media platforms and increasingly embedded links to videos, graphics, and photographs into blogs.

The NRC stepped up production of infographics - modern graphic representations of information, data, or knowledge. These graphics creatively present complex information quickly and clearly, making them ideal for use on the NRC's social media platforms. In addition to using infographics on Web pages, factsheets, and backgrounders, OPA is including them in blog posts, videos, and tweet pics.

Below are links to examples of the NRC's use of rich media posted on Flickr and YouTube and shown here embedded into NRC blog posts:

<http://public-blog.nrc-gateway.gov/2013/12/12/reexamining-the-nrc-regulatory-framework/>

<http://public-blog.nrc-gateway.gov/2013/11/14/nuclear-fuel-facilities-prepare-for-emergencies-too/>

<http://public-blog.nrc-gateway.gov/2013/10/04/the-nrc-and-the-2013-shutdown-next-steps/>

<http://public-blog.nrc-gateway.gov/2013/09/17/adding-a-piece-to-the-seismic-puzzle/>

<http://public-blog.nrc-gateway.gov/2013/08/23/security-and-nuclear-power-plants-robust-and-significant/>

<http://public-blog.nrc-gateway.gov/2013/08/12/dealing-with-the-possibility-nuclear-power-plants-and-earthquakes/>

<http://public-blog.nrc-gateway.gov/2013/07/22/lets-chat-about-waste-confidence/>

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#### Status of Recommendations

Recommendation 9 (cont.):

<http://public-blog.nrc-gateway.gov/2013/12/02/new-op-center-makes-nrc-response-more-efficient/>

**Target Completion Date:** The agency actions to address this recommendation have been completed.

OIG Analysis:

OIG reviewed the examples of where NRC used rich media and determined that NRC is using its judgment rather than a documented process, when it needs to incorporate the rich media. This recommendation is therefore considered closed.

**Status:**

Closed.



## Evaluation Report

### INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

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#### Status of Recommendations

Recommendation 17: Engage in active outreach to bloggers and other social media followers by providing special opportunities to connect with NRC staff, such as tailored content, virtual or physical meet and greets, and discussions.

Agency Response Dated  
January 14, 2014:

In April 2013, the NRC launched a pilot live-discussion platform known as NRC Chat. The pilot lasted 6 months and included 8 discussions on topics such as seismic studies, small modular reactors, severe weather preparedness, and the history of the NRC. OPA designed the platform as an active outreach tool to encourage real-time, two-way dialogue with the public on topics of high interest. Evaluation of the pilot indicates a sufficient interest in venue; however, the limitations of the platform and difficulties with the text-based, heavy moderation format of the discussions leads OPA to consider evolving NRC Chat to a video format using a tool such as Google Hangouts offered through Google+. OPA is conducting further research for 2014.

<http://chat.nrc-gateway.gov/>

The NRC is on track for launching an official Facebook page in the spring 2014 that offers an additional opportunity for active outreach to social media followers. OPA has evaluated the platform, drafted a strategy, and secured support from the Chairman. OPA is currently working with the Office of Information Services (OIS), the Office of Administration (ADM), and the Office of the General Counsel (OGC) on implementation.

**Target Completion Date:** June 2014

OIG Analysis: The proposed action meets the intent of the recommendation. This recommendation will be closed when OIG receives verification that this active outreach was conducted and determines that more than one live discussion is planned.

**Status:** Resolved.

## Evaluation Report

### INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

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#### Status of Recommendations

Recommendation 20: Periodically host a blogger's roundtable where NRC invites prominent nuclear bloggers to opine on key issues. This can be done either in person or virtually through forums such as Google Communities.

Agency Response Dated  
January 14, 2014:

As noted in the agency response dated March 1, 2013, the NRC did launch a pilot chat platform in 2013, conducting eight live discussions, and held various regional webinars on specific issues. Links to announcements for webinars appear below. However, a blogger's roundtable did not fit into the communication strategy for 2013. The NRC will consider a blogger's roundtable in 2014.

<http://www.nrc.gov/reading-rm/doc-collections/news/2013/13-041.i.pdf>  
<http://www.nrc.gov/reading-rm/doc-collections/news/2013/13-042.iii.pdf>  
<http://pbadupws.nrc.gov/docs/ML1313/ML13136A333.pdf>

**Target Completion Date:** Under consideration for completion in December 2014.

OIG Analysis:

The proposed action meets the intent of the recommendation. This recommendation will be closed when OIG receives verification that a bloggers roundtable was held and determines that that there is a schedule for future roundtables to be held.

**Status:**

Resolved.

## Evaluation Report

### INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

#### Status of Recommendations

Recommendation 25:

Update the agency's information management and security policies to include social media.

- A) Include social media policy guidance in the revised MD 3.2, *Privacy Act* in accordance with guidance provided in OMB Memorandum 10-23, *Guidance for Agency Use of Third Party Web Sites and Applications*.
- B) Revise MD 3.53, *Records and Document Management Program* and include social media in accordance with the guidance provided in NARA Bulletin 2011-02, *Guidance on Managing Records in Web2.0/Social Media Platforms*.
- C) Revise the existing PII Breach Notification Policy and Computer Security Incident Response Policy to include the following statement: *All of the information contained in this policy applies to the use of social media.*

Agency Response Dated  
January 14, 2014:

- A) OIS is currently in the process of updating MD 3.2. The revision will include the social media guidance provided in the OMB memorandum.
- B) OIS is currently updating MD 3.53. The revision will include the social media Guidance included in the NARA bulletin.
- C) OIS is currently updating the PII Breach Notification Policy and Computer Security Incident Response Policy to include the requested statement.

Target Completion Date:

- A) April 2014
- B) March 2015
- C) April 2014

OIG Analysis:

The proposed action meets the intent of the recommendation. This recommendation will be closed when the agency provides verification that MD 3.2, MD 3.53, and the PII Breach Notification

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### INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

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#### Status of Recommendations

Recommendation 25 (cont.):

Policy and Computer Security Incident Response Policy have been updated and OIG determines that the social media updates have been incorporated.

**Status:** Resolved.

## Evaluation Report

### INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

#### Status of Recommendations

Recommendation 26: Conduct annual security and vulnerability assessments of NRC's social media channels. CSO should outline the requirements to perform the assessments and facilitate the process.

Agency Response Dated  
January 14, 2014:

The first of the annual security and vulnerability assessments of NRC's social media channels was conducted by the NRC and the testing was completed in October 2013. The requirements on performance of the annual assessments are now specified in the agencywide social engineering testing which is issued/implemented every quarter and was last performed in November 2013. The staff considers all actions to fully address this recommendation have been completed.

Target Completion Date: The agency actions to address this recommendation have been completed.

OIG Analysis:

OIG received verification from the point of contact that the security and vulnerability assessments were conducted and determined that these assessments will be performed on an annual basis. This recommendation is therefore considered closed.

**Status:**

Closed.

## Evaluation Report

### INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

#### Status of Recommendations

Recommendation 29: Disseminate electronic agencywide Yellow Announcements on a periodic basis regarding social media security, NRC-approved social media sites and the responsibilities of employees to safeguard PII, sensitive agency data, and proprietary information when using social media sites inside and outside of the NRC network.

Agency Response Dated  
January 14, 2014:

The CSO has increased user awareness of social media security by giving presentations to the Information System Security Officer (ISSO) Forum, focusing on the topic during the NRC's annual security awareness day, providing newsletters (<http://www.internal.nrc.gov/CSO/training.html>) that focus on the dangers of providing too much information when communicating via social media sites, and incorporating social media security into our new employee briefings. All of these activities have helped increase user awareness and made users more knowledgeable about what they need to do to protect themselves from threats in social media.

The U.S. Department of Defense (DOD) just released its annual cyber security awareness course in December 2013 and the Office of the Chief Human Capital Officer is working to get this course incorporated into iLearn. Once the course is available in iLearn, the CSO will distribute a yellow announcement that addresses social media security, notifies the users of the availability of the annual cyber security awareness course, and provides a course completion requirement of August 1, 2014.

Target Completion Date: April 2014

OIG Analysis:

The proposed actions meet the intent of the recommendation. OIG understands that multiple avenues have already been used to disseminate the information regarding social media security rather than just yellow announcements. This recommendation will be closed when OIG receives verification of the reminder and determines that it states to be aware of social media security.

**Status:**

Resolved.

## Evaluation Report

### INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

#### Status of Recommendations

- Recommendation 30: Revise warning messages for network users:
- A) Revise warning message for users that attempt to access approved social media sites to indicate that any postings they make must comply with Federal and NRC social media policies and that they are responsible for safeguarding the personally identifiable information of themselves, fellow employees and members of the public.
  - B) Revise the warning message to users and visitors who attempt to access approved social media sites via the NRC Intranet site and public facing website to indicate that activity on NRC social media sites is monitored by the Agency and subject to NRC policies.

Agency Response Dated  
January 14, 2014:

OIS has begun updating the warning messages to reflect the recommended language. OIS plans to resolve emerging technical implementation issues by May 2014.

Target Completion Date: May 2014

OIG Analysis:

The proposed actions meet the intent of the recommendation. This recommendation will be closed when OIG receives verification of the revisions and determines that the revisions have incorporated the changes as detailed above in A and B.

**Status:**

Resolved.

## Evaluation Report

### INDEPENDENT EVALUATION OF NRC'S USE AND SECURITY OF SOCIAL MEDIA

OIG-13-A-08

#### Status of Recommendations

Recommendation 31: Revise the Problem Report to include a link to the Interim Guidance on the Use of Social Media.

Agency Response Dated  
January 14, 2014: OIS will update the report to include a link.

Target Completion Date: January 2014

OIG Analysis: The proposed actions meet the intent of the recommendation. This recommendation will be closed when OIG receives verification that the problem report has been revised and determines that the revision includes a link to the interim guidance.

**Status:** Resolved.