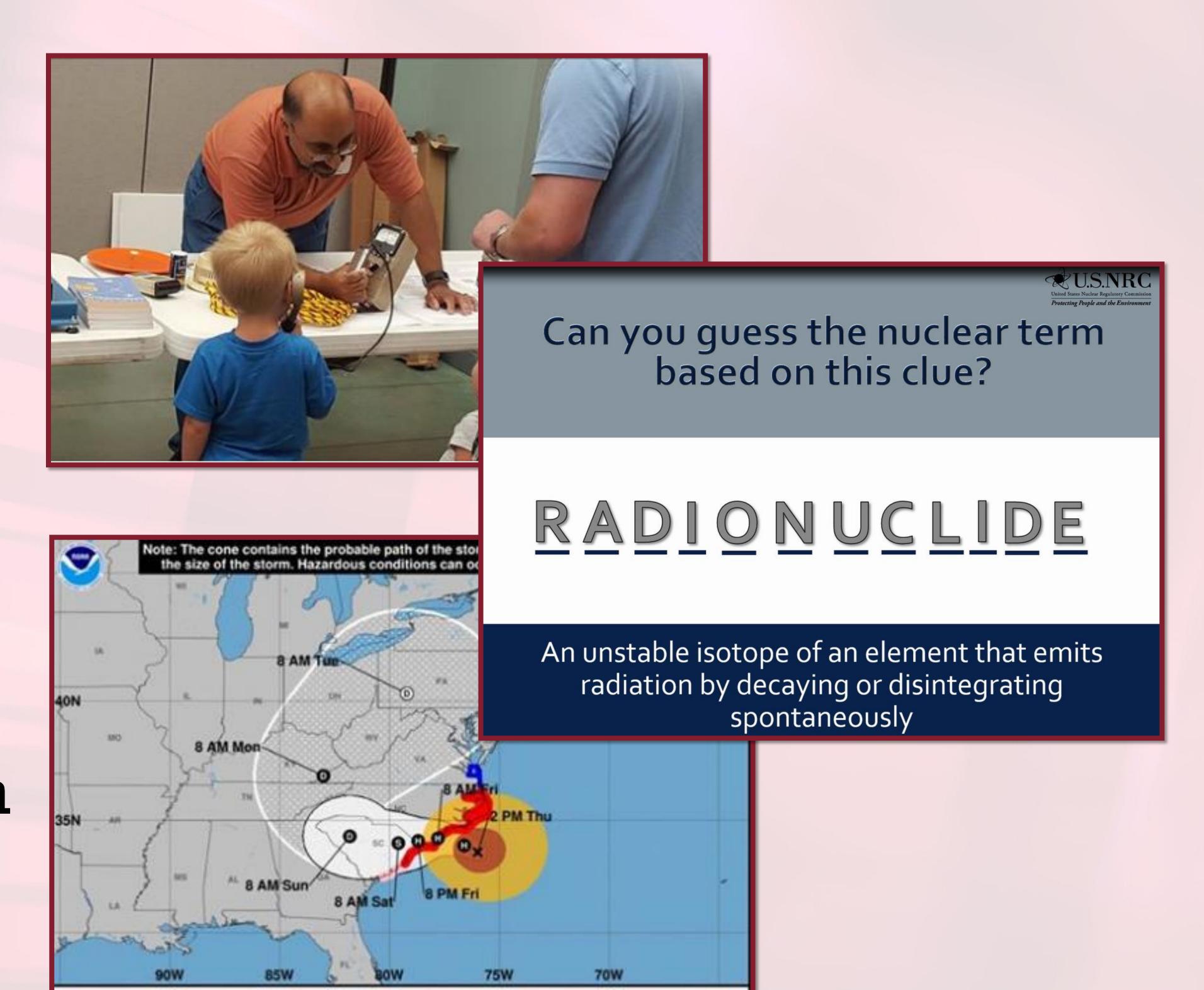




Community, Quizzes, Crisis:
Cultivating a Credible
Social Media Presence

Stephanie West,
Public Affairs Specialist
U.S. Nuclear Regulatory Commission









. . .







- Facebook an average of
  200 posts per year with
  6,100 page likes since launching in August 2014
- Twitter An average of more than 400 tweets per year with 10,000 followers since launching in Jun. 2011





# Having Fun



#DidYouKnow



### U.S. Nuclear Regulatory Commission - NRC

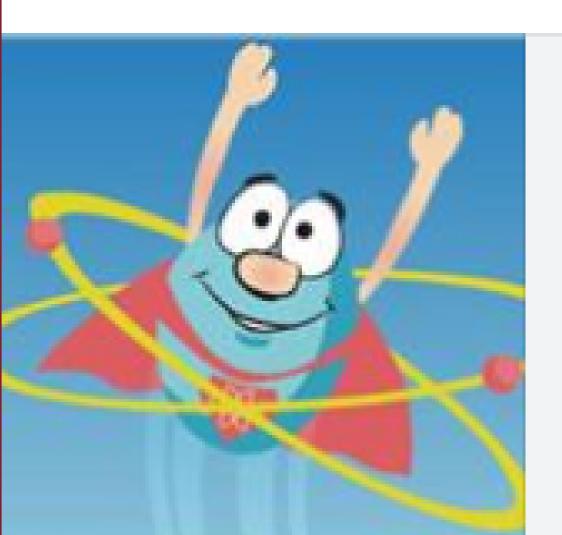
🖆 Like Page

June 7, 2017 · 3

Can you unscramble this word?

IAONRTDAI - It is the energy given off by matter. This energy is in the form of particles or electromagnetic rays or waves.

The word scramble is just one of the activities you will find at the Student Corner on our website. Check it out! https://www.nrc.gov/reading-rm/.../students/fun-and-games.html



NRC.GOV

NRC: The Student Corner: Fun & Games

The Nuclear Regulatory Commission, protecting people and the environment.

Word Scramble on Student Corner





## Community

Speaking with community members

MAY 6-12, 2018





Recognizing public service



Taking time for important causes



Videos highlighting NRC professionals





## Quizzes

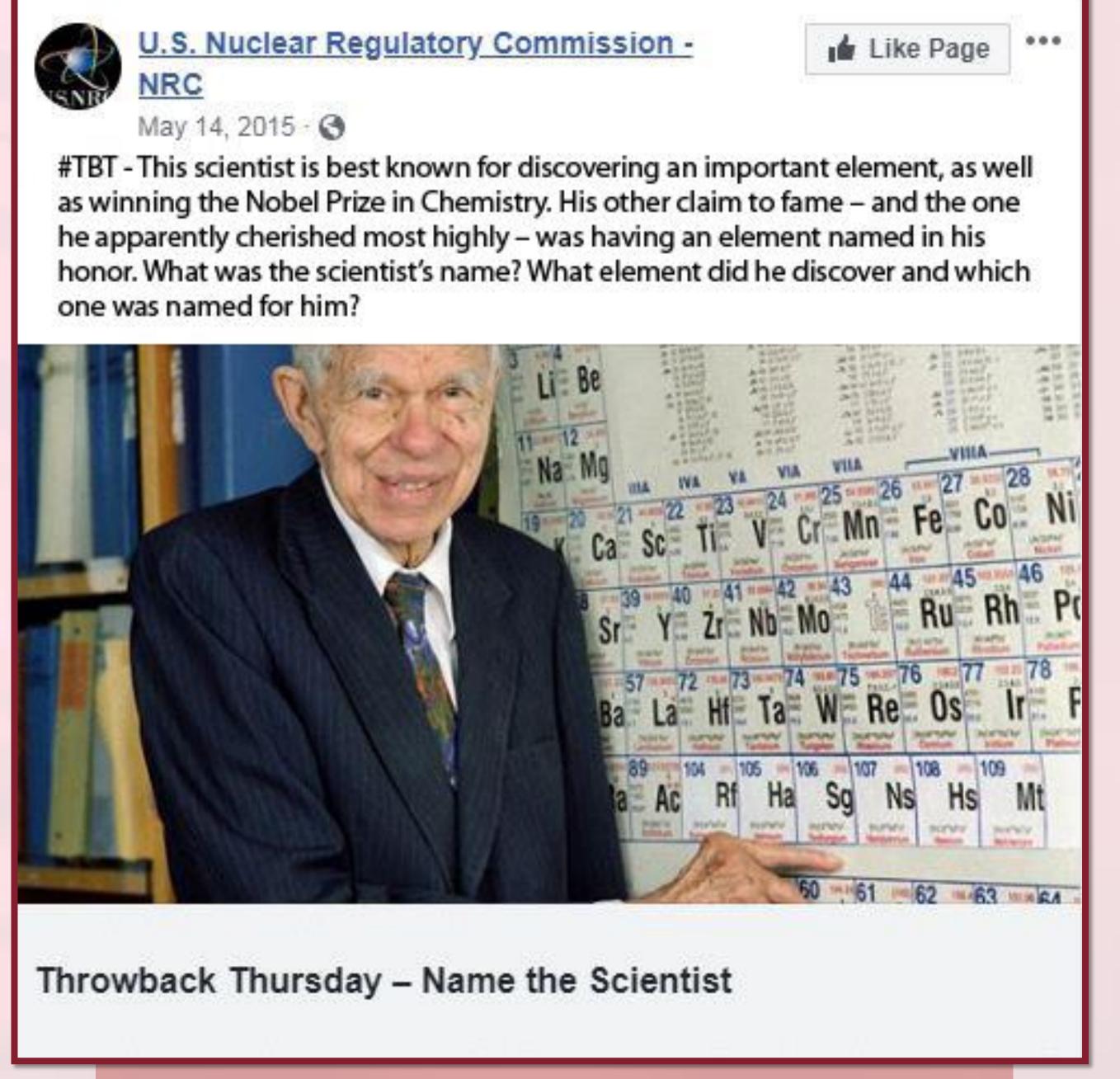


Can you guess the nuclear term based on this clue?

SCRAM

The sudden shutdown of a nuclear reactor, usually by rapid insertion of control rods, either automatically or manually by the reactor operator. Also known as a "reactor trip."

Guess the Nuclear Term



#ThrowbackThursday Challenge

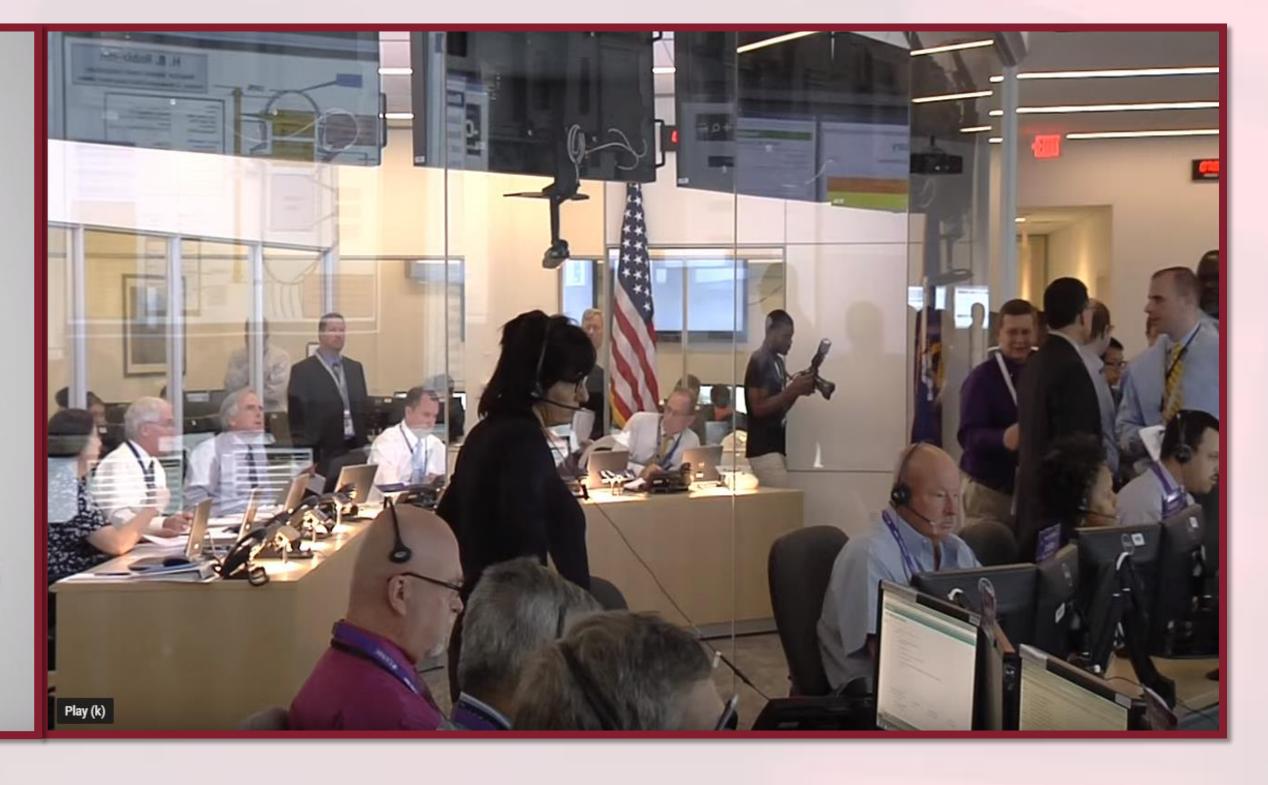




### Crisis Communication – Preparedness



This is a Drill:
How the NRC Tests Its
Emergency Response





#### U.S. Nuclear Regulatory Commission - NRC

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April 18, 2018 · 3

They say practice makes perfect. Because we need to be ready to respond to a #nuclear power plant emergency, several times a year we practice what we'd do. For example, staff recently played in an exercise at the #PeachBottom nuclear power plant. We sent a site team to participate alongside plant responders, and state and local response agencies at the various emergency facilities. We also staffed our own incident response center in the Region I Office in King of Prussia, Pa... See More







### Crisis Communication – Response

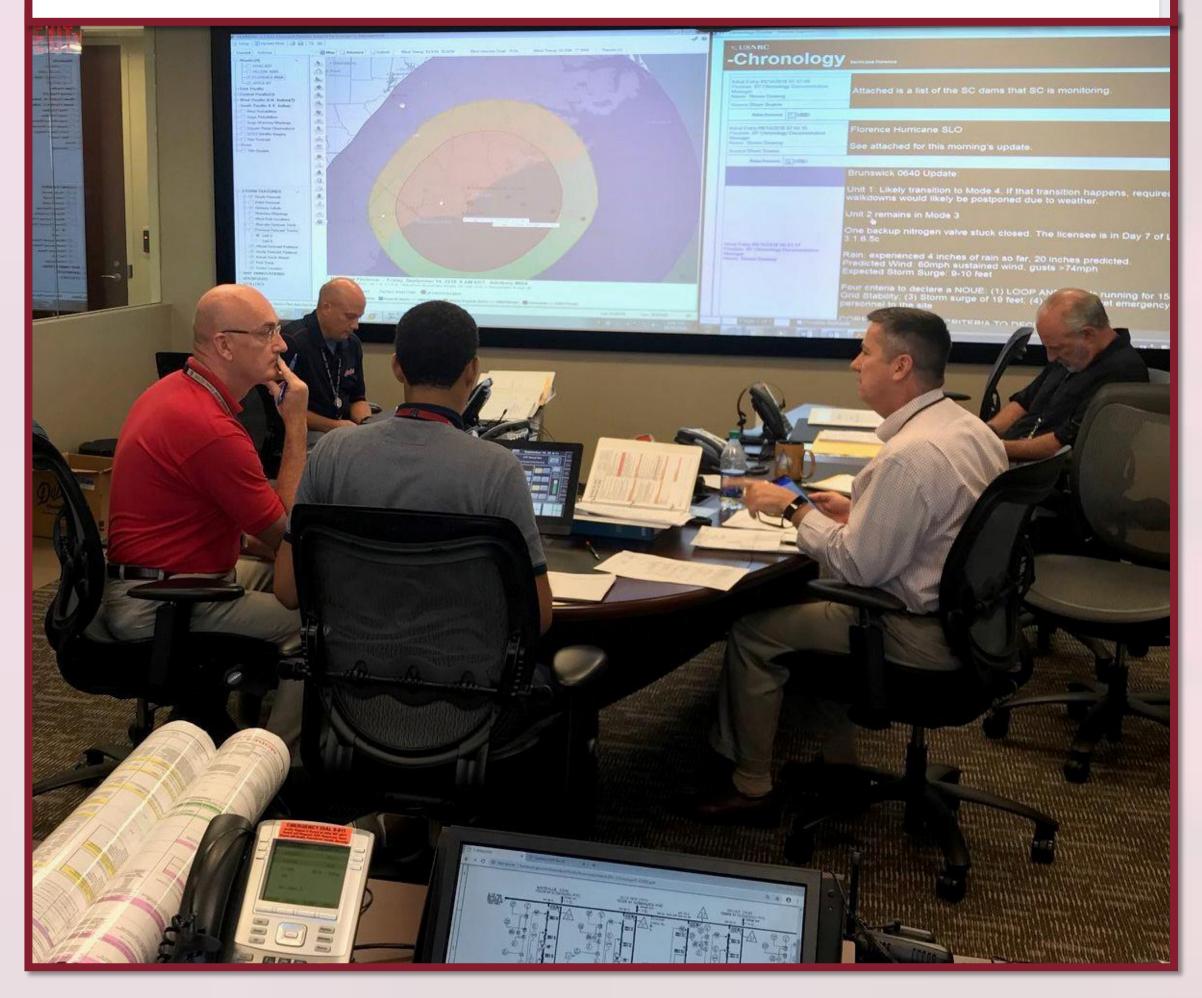


#### U.S. Nuclear Regulatory Commission -

Like Page \*\*\*\*

September 14, 2018 · 🚱

Our Region II Incident Response Center staffed up Thursday evening as the agency began around-the-clock monitoring of #HurricaneFlorence. The two NRC-licensed facilities near the eye of the slow-moving high Category 1 storm – the #Brunswick #nuclear plant and Global Nuclear Fuels – have shut down operations. #NRC inspectors are at Brunswick 24/7, and the IRC maintains contact with all affected sites and will remain staffed as long as conditions require.





#### NRC @ @NRCgov · 14 Sep 2018

The #Brunswick #nuclear plant and Global Nuclear Fuels have shut down operations. #NRC inspectors are at Brunswick 24/7 and staff in our Incident Response Center in Atlanta is maintaining contact sites affected by #HurricaneFlorence.

#### Google Alerts

#### Nuclear Regulatory Commission

As-it-happens update - September 15, 2018

NEWS

#### Florence kills five in North Carolina, heads into South Carolina

The Albany Herald

... A nuclear power plant in Brunswick, N.C., shut down operations because of the storm, the U.S. Nuclear Regulatory Commission said on Twitter.







Flag as irrelevant





## Thank You