



**NOAA**  
**FISHERIES**

# Social Media Refresher

Best Practices, Recent Updates, and  
Lessons Learned

April 17, 2018

# Agenda

- Guidelines
- Best Practices
- Photos, Images, Video
- Handling Comments
- New & Improved Tracker
- Operating Plans
- Lessons Learned
- Next Steps

# Contact Us!

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## Resources

### HQ Comms Email

[fisheries.socialmedia@noaa.gov](mailto:fisheries.socialmedia@noaa.gov)

### Social Media Listserv

[nmfs.social.media@noaa.gov](mailto:nmfs.social.media@noaa.gov)

### Inside Fisheries – Social Media Policy & More

[http://home.nmfs.noaa.gov/communications/social\\_media.html](http://home.nmfs.noaa.gov/communications/social_media.html)

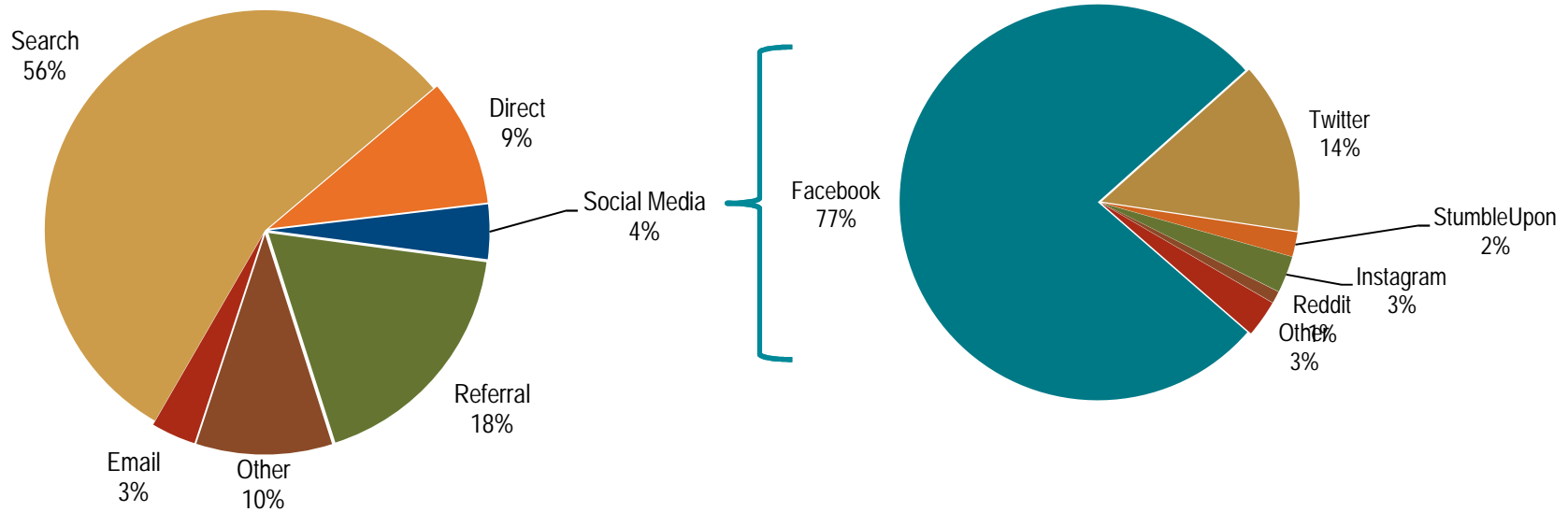
# Social Media Matters

- Public facing amplification tool
- Needs to be connected to web content
- Part of a larger effort
- BIG responsibility



# Social Media Analytics

- Latest Report



# Recent Successes

- [Force Blue](#) clips: > 2 million views!
- Women's History Month
  - Women in Science (NEFSC)
  - Women in Electronic Monitoring (S&T)
- HI monk seals status update (PIFSC)
- Faces of NARW Conservation (GARFO)
- New rec rockfish fishery off OR (WCRO)
- Sawfish research (SERO)
- CI Beluga, NP right whale videos (AK)



# General Guidelines

- POC/social media managers (op plan) should be aware of posts.
- Content posted to social media channels should also be posted on a .GOV webpage.
- Highlight core mission areas with consistent messages.
- Use good judgement with external sources—need to verify messaging aligns.
- Research hashtags first.



# General Guidelines Cont'd

- Enable 2-step authentication.
- Use noaa.gov emails.
- Change account passwords.
- List accounts in [U.S. DigitalGov Registry](#)—resource to help agencies/citizens/developers confirm official status of accounts, apps, & websites.
- Get accounts verified on FB, Twitter (blue check mark).



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# Personal Social Media Accounts

- Staff posting info about gov't-funded work to personal social media must include the social media disclaimer in account bio:

“Disclaimer: My posts are my own and do not officially represent NOAA Fisheries.”

- See updated [NOAA Social Media Handbook](#)



# Best Practices for Posts

- Link to Fisheries/NOAA websites.
- Always use visuals!
- Write in plain language.
- Establish the “who cares?” early.
- Check spelling & grammar.
- Test links/think before going public.
- Be concise—use word limits.
- Shorten links ([usa.gov](http://usa.gov)).
- Post alt text/descriptions if possible for accessibility (FB, Twitter).



# Photos, Images, Videos

- Use NOAA/other public domain images (no copyright restrictions).
- Provide full caption info & relevant links.
- Credit non-NOAA photos & follow Fisheries [Photo Style Guide](#).
- Use captioning to meet 508 requirements.
- Host videos on a .GOV webpage.
- Exercise judgement on sharing non-NOAA Fisheries videos.



# Handling Comments

- Link to [Commenting Guidelines](#).
- Don't individually reprimand users who violate guidelines or engage in arguments.
- Document violations.
- Hide or delete unacceptable comments.
- Block users who meet criteria—[3 strikes & you're out!](#)
- Be responsive to questions when appropriate.



# New & Improved DOC Social Media Tracker

<https://socmed.commerce.gov>

- Comms office will notify/work with you to get your accounts updated in new system in 2018.
- Major improvements:
  - Applications are editable.
  - Points of contact updatable.
  - Can view & search full list of Fisheries social media accounts & their status.



# Lessons Learned

- Discuss potentially sensitive or controversial topics before posting.
- Run posts by SMEs.
- Correct mistakes quickly. Be transparent.
- Share your plans/posts with Comms office so we can help broaden your reach.
- Comms office will work to alert you when promoting stories on homepage & HQ social channels.



# Goal: More Coordination in 2018

- Bi-weekly call on Tuesdays, alternating with RCC calls.
  - 1<sup>st</sup> call: April 24
- Discuss best practices/issues.
- Check in on web/social plans for regional posts.
- Review upcoming web priorities.

# Next Steps/Action Items

- 1.) Submit operating plans for accounts that don't have one.
  - Include contingency plan/security precautions.
- 2.) If account managers have changed, notify Comms office to update operating plan in DOC tracker (2 current contacts).
- 3.) Notify Comms office of inactive accounts to archive.
- 4.) List accounts in [DigitalGov Registry](#).
- 5.) Join bi-weekly coordination call (4/24).
- 6.) Contact Comms office with any questions.

