Social Media Policy – The Balancing Act
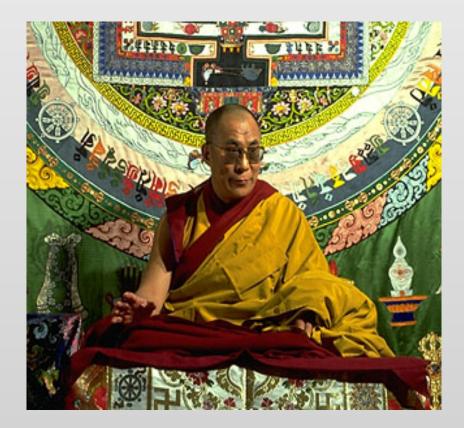
Lovisa Williams
Department of State
May 28, 2009
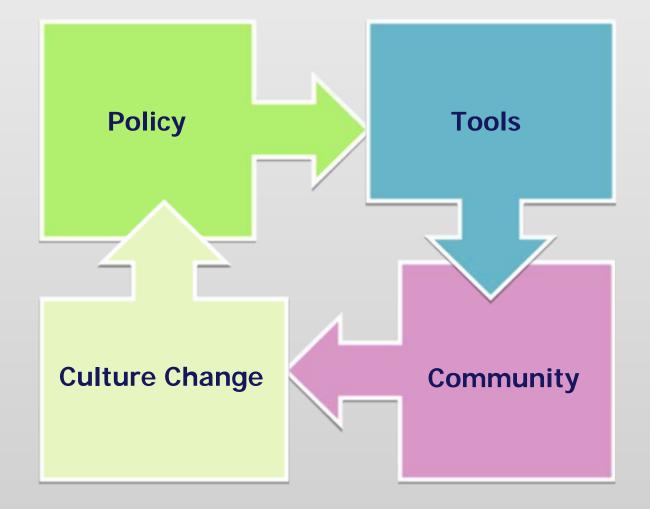
New Frontier…

Public Diplomacy

- Building relationships with people around the world; creating mutual understanding

Internet Steering Committee (ISC)

- Department wide committee
  - Developing policy and guidance
  - Maintains Department's Website Inventory
- Policy Blog
- Social Media Policy Working Group
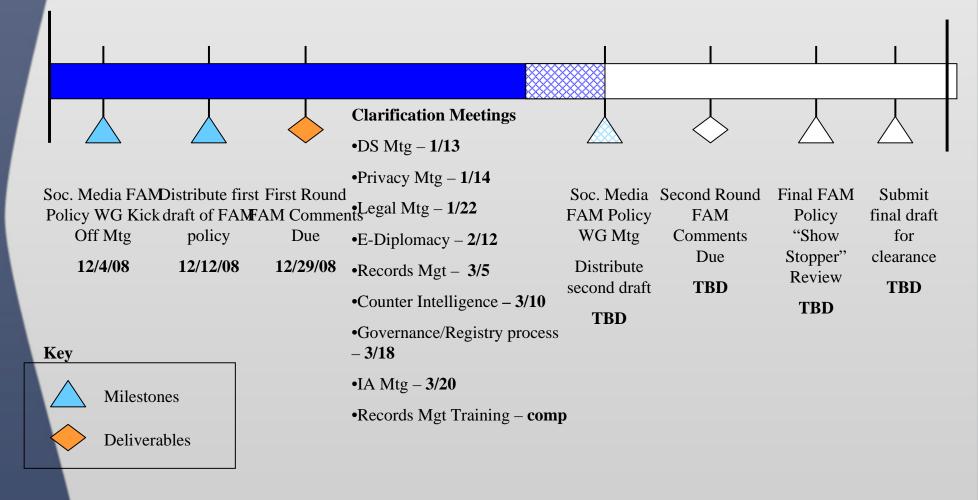- Represents the Department on the Federal Web Managers Council Sub Council on Social Media

Accomplishments

- Social Media Guidance Published
- ECA's ExchangesConnect
- ALDAC & Department Notice Issued
- Social Media Policy Working Group
  - Social Media PIA
  - No C&A
  - Social Media Registry Process
  - Commitment to education – community managers & stakeholder areas

Social Media Policy Milestones & Deliverables

Soc. Media FAM Policy WG Kick Off Mtg

12/4/08

Distribute first draft of FAM policy

12/12/08

First Round FAM Comments Due

12/29/08

Clarification Meetings

•DS Mtg – **1/13**

•Privacy Mtg – **1/14**

•Legal Mtg – **1/22**

•E-Diplomacy – **2/12**

•Records Mgt – **3/5**

•Counter Intelligence – **3/10**

•Governance/Registry process – **3/18**

•IA Mtg – **3/20**

•Records Mgt Training – **comp**

Soc. Media FAM Policy WG Mtg

Distribute second draft

TBD

Second Round FAM Comments Due

TBD

Final FAM Policy "Show Stopper" Review

TBD

Submit final draft for clearance

TBD

Key

Milestones

Deliverables

As of May 20, 2009

Discussions Underway!

- Records Management
- Ethics – Personal Vs. Professional Self
- Social Media Field Guide
- Education
- Resources

Challenges

- Worldwide presence
  - Multiple linguistic support
  - "boutique sites"
  - International laws
- Technology Evolution Cycle
- Development of government voice(s)

So What for Public Diplomacy?

- Implications
  - Faster
  - Flexible
  - Unpredictable

- PD has to go where they are
  - That is where the conversations are
  - That is where the communities are
  - They are out there; we have to be there

Policy Prototype- ExchangesConnect

- Types of Content
  - o User Generated Content (UGC) v. Government Generated Content (GGC)
  - o Forum/Blog Discussions
  - o Multimedia and text
- Tool Capabilities – archiving, deleting etc.
- Community Management & Monitoring
- Policy Steering Committee
- Education & Resources
  - o All Hands Townhalls
  - o Social Media Orientation Sessions
  - o Employee Handbook