

FAQ Regarding Social Media At NARA In The Event Of A Government Shutdown

This FAQ applies to social media managers in all organizations except the Federal Records Centers Program and Office of the Federal Register.

Note: Each account owner is responsible for ensuring that each of their projects is in compliance with this guidance. If you need assistance, contact socialmedia@nara.gov

Q: Can I post to my NARA social media account during a furlough?

A: No, employees must not post or upload content to their NARA social media account, or “like” or share content from their NARA social media account during a furlough. Employees must not moderate comments, respond to questions or inquiries, and all pre-loaded/automated posts must be disabled.

Q: When is the last time that I can post on my NARA social media account?

A: In the event of a shutdown, employees will have 4 hours on Tuesday October 1, 2013 to close accounts and disable posts. If an account owner/contact is out during that time, the Social Media Team will perform shutdown procedures for those accounts.

Q: Is there standard language I should use for a final post on my NARA social media account?

A: Due to the Federal Government shutdown, the National Archives (www.archives.gov) is closed. We are unable to post or participate in any of our social media channels during this closure. All National Archives facilities are closed, with the exception of the Federal Records Centers and the Federal Register until the Federal government reopens.

Q: What about Twitter?

A: Here is the language to post: “Due to the Federal Government shutdown, we will not be able to tweet. Visit <http://www.archives.gov>.”

Q: Can I continue using Hootsuite or other tools to automatically post scheduled content?

A: No, all pre-loaded posts must be disabled.

Q: How do I turn off my scheduled posts in Hootsuite?

A:

1. Log in to your account and click on the paper airplane icon in the top left corner. This is the Publisher button.
2. Click the Scheduled button.
3. Here, you can view and edit any message that you've scheduled simply by hovering over the message and clicking the Edit icon.
4. This will open up an Edit Scheduled Message window where you can make and save your changes.

Q: Do I need to turn off commenting on my projects?

A: Social Media managers are not required to turn off commenting features on social media sites; however, NARA will not be able to respond to any comments posted during shutdown. All automatic posting must be turned off prior to October 1, and no new content or posts may be uploaded. If you are responsible for a blog in which you moderate comments prior to posting, the commenting feature may be left on but no comments can be acted upon.

Q: What if my project receives a comment that violates our comment policy during the shutdown?

A: Our comment policies (link to <http://www.archives.gov/social-media/policies/>) state that “Your comments are welcome at any time. We will moderate comments between 8:30 am and 5:30 pm Monday through Friday, excluding federal holidays. We intend to moderate comments submitted at other times as soon as possible on the next business day.” For monitoring purposes, comments received during the shutdown will be treated like any other off-hours content and will be handled on the next business day that the Federal Government is open.

Q: Can I post to my National Archives social media account on a voluntary basis?

A: According to guidance in NARA’s Contingency Plan (link to <http://www.archives.gov/contingency-plan/contingency-plan.pdf>), agencies are not to accept voluntary service from employees. Employees must refrain from posting or responding to inquiries on any National Archives social media account.

Q: What are the rules and procedures for each type of NARA-owned social media account?

Tool	Procedure
Blogs	No posting, no approving comments.
Facebook	No posts or automated posting. Do not respond to comments. Do not “like” or share content.
Flickr	No uploads. Do not respond to group requests.
Google+	No posting. Do not “+1” content.
Historypin	No uploading or posting. Do not respond to comments.
Instagram	No uploading or posting. Do not respond to comments. Do not “like” content.
OurArchives Wiki	Do not add new content or moderate pages.
Pinterest	No uploading or posting. Do not “like” content. Do not respond to comments.
Tumblr	No posting, not automated posts. Do not “like” or reblog content.

Twitter	No posts or automated posting. Do not respond to @mentions. Do not favorite or retweet content.
Wikipedia/Wikimedia	No posting or uploading content.
YouTube	No video uploading. Do not respond to comments. Comments will be moderated when we return to business.