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January 23, 2018

Re: FOIA No.: 820-2017-003044 (Social Media Plan)

Your Freedom of Information Act (FOIA) request, received on August 30, 2017, is processed. Our search began on September 9, 2017. The initial due date was extended by 10-business days to October 13, 2017. All agency records in creation as of September 9, 2017 are within the scope of EEOC's search for responsive records. The paragraph(s) checked below apply.

[X] Your request is granted in part and denied in part. Portions not released are withheld pursuant to the subsections of the FOIA indicated at the end of this letter. An attachment to this letter explains the use of these exemptions in more detail.

[X] You may contact the EEOC FOIA Public Liaison, Stephanie D. Garner, for further assistance or to discuss any aspect of your request. In addition, you may contact the Office of Government Information Services (OGIS) to inquire about the FOIA mediation services they offer.

The contact information for OGIS is as follows: Office of Government Information Services, National Archives and Records Administration, 8601 Adelphi Road-OGIS, College Park, Maryland 20740-6001, email at ogis@nara.gov; telephone at (202) 741-5770; toll free 1-877-684-6448; or facsimile at (202)741-5769.

The contact information for the FOIA Public Liaison: (see contact information in the above letterhead or under signature line).

[X] If you are not satisfied with the response to this request, you may administratively appeal in writing. Your appeal must be postmarked or electronically transmitted in 90 days from receipt of this letter to the Office of Legal Counsel, FOIA Programs, Equal Employment Opportunity Commission, 131 M Street, NE, 5NW02E, Washington, D.C. 20507, or by fax to (202) 653-6034, or by email to FOIA@eeoc.gov. <https://publicportalfoiappal.eeoc.gov/palMain.aspx>. Your appeal will be governed by 29 C.F.R. § 1610.11.

Re: FOIA No.: 820-2017-003044

[X] See the attached Comments page for further information.

Sincerely,

/s/Sdgarner

Stephanie D. Garner
Assistant Legal Counsel
(202) 663-4634
FOIA@eeoc.gov

Applicable Sections of the Freedom of Information Act, 5 U.S.C. § 552(b):

Exemption(s) Used:

(b)(7)(E)

Exemption (b)(7)(E) to the Freedom of Information Act (FOIA), 5 U.S.C. § 552(b)(7)(E) (2016), as amended by the FOIA Improvement Act of 2016, authorizes the Commission to withhold: law enforcement information that “ would disclose techniques and procedures for law enforcement investigations or prosecutions if such disclosure could reasonably be expected to risk circumvention of the law.”

RECORDS WITHHELD PURSUANT TO THE SEVENTH EXEMPTION TO THE FOIA

URL on pages seven and ten were withheld.

Comments

This is in response to your Freedom of Information Act (FOIA) request. You request a copy of the EEOC Social Media Plan. Your request is granted in part and denied in part.

Attached for your review is the EEOC Social Media Plan (16) pages.

For a full description of the exemption codes used please find them at the following URL:
<https://publicportalfoiapal.eeoc.gov/palMain.aspx>

This response was prepared by Tracy L. Smalls, Government Information Specialist, who may be reached at 202-663-4331.

EEOC'S GUIDE TO OFFICIAL USE OF SOCIAL MEDIA

Purpose

The EEOC's Strategic Plan called for the agency to establish a social media working group and basic strategy in FY 2012, create and implement a social media plan in FY 2013 and to assess/update the social media plan in FY2014. The policies contained in this guide set forth a framework for successfully engaging in social media on those sites/accounts created as official EEOC presence. The policy must be read and used by EEOC employees and contractors who are responsible for participating in social media interactions. This document is meant to assist employees and contractors make informed judgments when using social media tools for work while minimizing risk to the Commission. All EEOC employees should not use social media sites to conduct official work unless they are authorized to use one of the agency's official accounts. These accounts are established and maintained by the Office of Communications and Legislative Affairs (OCLA) with guidance from the Office of the Chair (OCH) and the Office of Legal Counsel (OLC).

The Commission encourages the use of a wide variety of social media tools in support of EEOC's mission and to enhance communication, collaboration, and information exchange. These can be particularly effective in facilitating the open sharing of knowledge and best practices within the Commission, with our colleagues in other Federal agencies, with our state and local agencies, and with the public we serve.

Social media provides two key benefits: 1) the ability to reach a broader audience through as many mediums as possible; and 2) access to disparate and dispersed knowledge by engaging the expertise of a broad range of participants. Social media puts information where people are looking for it.

The use of social media tools should be included as part of a larger communications and outreach strategy. In practice, social media tools present both unique opportunities and challenges. Using these tools allows EEOC to quickly engage and interact with a large and diverse audience of participants. However, we need to be prepared to handle the potentially large volume of incoming questions, comments, and suggestions that are a natural product of these open communication channels. Many other federal agencies have used social media tools with great success, but as with most technologies, there is a measure of risk that must be addressed and mitigated. The use of such tools follows the same

standards of professional practice and conduct associated with everything else we do.

Social media is different from traditional media

There are many varied definitions of social media currently in use, but the best way to define it is to break down the two words. “Media” are means of communication: add “social” to that and you end up with a social means of communication.

Think of traditional media like newspapers, television, and standard websites as one-way streets. Information is pushed out by one party and consumed by another distinct party. You can read an article in the newspaper, watch a story on the nightly news, or listen to your favorite morning show on the radio, but aside from talking to someone about what you have just read, seen, or heard, you have very limited ability to add your own thoughts on the matter.

Social media does not just provide you with information: it allows you to interact with it online. Using web-based social media can enhance interagency collaboration, increase transparency, and foster citizen participation in agency decision-making. Social media could be as simple as asking you for your comments or letting you vote on whether you liked something. Alternatively, it could be more complex like allowing you to contribute the actual content via a Wiki or photo and video sharing.

By opening the flow of information, social media allows EEOC to engage the public and reach a broader audience in real time. Sites like Twitter, Facebook, YouTube and others make it easy for anyone to reach large numbers of people without having great resources. Anyone can use the Internet to reach millions of people just by posting a blog, sharing a video, or posting a question on Twitter. With social media, anyone who can consume information can produce it too. On social media, information spreads not by broadcast, but through sharing. (That’s what makes it social.) That makes it an ideal platform for sharing information, starting conversations, and exchanging knowledge within and outside government.

Social media as a tool to get work done

Social media tools can be extremely valuable for collaboration by enabling more efficient creation, sharing, and discovery of collective knowledge. The EEOC plans to use social media tools to communicate with the public, discover their needs and ideas, deliver services more effectively, and work more efficiently across silos.

There are two key considerations in whether and how to use social media to get your work done:

1. Social media is about putting information where people are looking for it.

One of the EEOC's most important missions is to provide citizens, customers, and partners with easy access to EEOC information and services. We have many ways of doing this, but the rise of social media means we have to add new tools to our arsenal. YouTube, Twitter and Facebook aren't just where content is discovered, but where it is shared. That's why, when EEOC publishes a press release or a new publication, we get the word out through our website, but also through EEOC's Twitter account at <https://twitter.com/EEOCNews>. Social media is a way of making sure that our message is in the places where the public, employees, employers and stakeholders regularly interact, and that it reaches interested audiences we may not even know about.

2. Social media tools must be fed fresh content often if it is to thrive.

Interaction with the public is critical; it's what puts the "social" into social media. In order to reap the benefits of social media, it is necessary to post engaging content to our accounts on a regular basis. The bottom line is that we must engage because without engagement, there is no "social", and without content there is no engagement. It's often what determines whether a site/account lives or dies. It's not enough to simply respond to direct questions. You also have to monitor, and sometimes guide, the side conversations.

Examples from Other Federal Agencies

Social media Type	Example	Government Example	URL
Conversational-style Articles(blogs)	WordPress	<u>Greenversations</u>	<u>http://blog.epa.gov/blog/</u>
Short-form Messages (microblogs)	Twitter, identi.ca	<u>EEOC</u>	https://twitter.com/EEOCNews
Photo Sharing	Flickr	<u>US Coast Guard</u>	<u>http://www.flickr.com/photos/coast_guard/</u>
Document Sharing	SlideShare	<u>White House</u>	<u>http://www.slideshare.net/whitehouse</u>
Social Networking	Facebook, MySpace	<u>FBI</u>	<u>http://www.facebook.com/FBI</u>

Integrating social media into your communication strategy

Social media tools aren't a fix-all. These tools require a more thoughtful approach than more traditional outreach tools. Here are some examples of how these channels can be integrated into a cohesive communication strategy:

- Websites - The eeoc.gov home page can be used to promote events and lead potential registrants to more information.
- Twitter - The agency can establish a Twitter "hash tag" that can be used to provide event information. For example, on our official Twitter handle, we often use hashtags #eeoc, #law, #discrimination, and #HR. Tweets can promote events in advance and provide event information as it unfolds in real-time. As an example, we recently used #equalpaychat for a Tweet Up on the Equal Pay Act anniversary. Hashtags are also used to identify information that may be provided or referenced more than once.
- Facebook - The established fan base on Facebook can be leveraged to promote events and report about them in real-time. OCLA will pilot EEOC's official Facebook page in the near future.

- YouTube - Promotional videos can be created to promote events (e.g. Public Service Announcements) and videos of completed events can be published on both the agency website and on YouTube.
- Blogs - Blogs are an ideal way to promote events, and also to reflect on completed events and report lessons learned or key points raised during an event.
- RSS (Really Simple Syndication) Feeds - RSS Feeds can help you get your blog and news updates published automatically in multiple places using a standardized format.
- “Subscribe” to this page - Using this feature allows customers to get automatic email updates when a favorite page they subscribed to is updated.

The use of social media tools must be based on the agency’s communications plan and the agency’s overall mission. Such use must also take into account the commitment of resources necessary to manage and maintain the public engagement, as well as the significant resources needed to monitor the various accounts and portals. Social media sites/accounts must contain only accurate and appropriate information, and adhere to all applicable legal constraints and requirements.

What “Official Use” Means

There is an "official" you and a "personal" you. The "official" you is the person who represents and speaks on behalf of the EEOC. The "personal" you is the person who represents your own views and opinions. The difference between official use and personal use of social media is:

Personal Use: You can do anything that's not illegal.

Official Use: You can only do what you are authorized to do in your official work capacity.

This document provides guidance on the use of social media tools in an official capacity. When communicating in your official capacity using social media, your communications may typically occur in two areas:

- Communication on the EEOC's official sites (e.g., our YouTube, Facebook or Twitter accounts).
- Communication on someone else's site (e.g., responding to a posting on another web site that is not created or operated on behalf of the EEOC).

What “Official Capacity” Means

You know you are communicating in your official capacity when your supervisor assigns this activity as part of your official duties. Your supervisor should clearly explain the scope of the assignment and what social media tool or tools you can use. When you communicate in an official capacity you are communicating on behalf of the EEOC, just as if you were standing at a podium at a conference, communicating the Agency's views to everyone.

What “Personal Use” Means

Personal use means the use of social media to represent your own views and opinions. When you use your social media tools in your personal capacity, you are not speaking for the EEOC and it should not appear to others as though you are speaking for the EEOC. You should never use any personal social media accounts to post nonpublic EEOC information.

Getting started using social media

To start, you should have a discussion with your supervisor and then OCLA about your communication needs and what social media tool(s) you propose to use. This would include any proposed response to or engagement with any non-EEOC social media accounts. The choice to use a social media tool should be carefully considered. Think about the target audience and your ultimate goal, and then consider a tool that is suitable to accomplish that goal.

1. Identify your audience and ultimate goal.
2. Consider a tool that is suitable to accomplishing your goal.
3. Obtain supervisory approval.
4. Obtain OCLA’s approval (explained in detail in a later section of this document).

Step 1: Submitting a Social Media Proposal for Approval

Any employee or office that seeks to create an official social network presence first must draft a brief proposal/statement that includes:

- The purpose of the social media presence.
- A description of resources needed to properly maintain and monitor the site or engagement, including designation of site “moderators” who will be responsible for reviewing and distributing questions, concerns or comments that may be submitted to the site/account, and/or who will be responsible for posting content on the site/account.
- An explanation of the process for securing content for the site and receiving clearance of the content to be posted to the site/account.
- Whether the site/account will allow public comments to be posted and what the process will be to review and respond (when appropriate) promptly to such posts.

Your proposal must be approved by your supervisor or the relevant office director and then submitted to OCLA for approval.

Step 2: Securing OCLA Approval

OCLA will review the proposal and either approve or disapprove it within two weeks, consulting with the submitting office and other agency components as necessary, including requesting any necessary reviews from other Headquarters’ offices regarding Privacy and Security.

Also, be sure to review relevant EEOC policies on web and e-mail usage at (b)(7)(E)

Step 3: Creating and maintaining the Actual Site/Account or Engagement

If the proposal is approved, OCLA will assist the office in creating the site/account and implementing the proposed plan to maintain and monitor the account or engagement. OCLA will also assist the submitting office with graphics (such as agency logos) and manage any use of the agency seal on the site/account.

Step 4: Our Privacy Statement

Any social media site that EEOC maintains will include the following privacy statement.

EEOC SOCIAL MEDIA PRIVACY POLICY

EEOC's official website is www.eeoc.gov. EEOC is using this third party site to share some of the information from its official website in a different format that may be useful or interesting to users of this third party site. EEOC cannot attest to the accuracy or security of information on this site, however, or any other linked site other than EEOC's official website. Please be aware that the privacy protection provided on social media and third party sites that are not a part of the EEOC.gov domain may not be the same as the EEOC privacy policy. To protect your privacy and the privacy of others, we recommend that you do not include personally identifiable information, such as name, Social Security number, addresses, phone numbers or email addresses in the body of your comment. If personal information is included in a comment or communication, EEOC may use that information to respond to you. EEOC will not use personal information for any purpose other than to respond to you or to process cases to which the information relates. EEOC does not track or record information about individuals and their visits.

Note: An official comment policy is coming soon.

Step 5: Training Site/Account “Moderators”

Before the site/account becomes active, the staff from the requesting office that will be “moderating” the site will receive training from OCLA on agency messaging and how to speak on the record. This training will include information on which topics and content are appropriate for external dissemination and comment (and which are not).

Because federal agency sites are required to be accessible according to the 1998 amendment to Section 508 of the Rehabilitation Act of 1973, each office should ensure that their site/account moderators are trained on how to make information they post compliant.

Your posts/responses on an EEOC social media presence should be made in your official capacity. When speaking officially, you must follow the guidelines below:

1. Make sure you have the official authority to speak on behalf of the EEOC and the U.S. Government. Always coordinate your posts and responses with your managers and OCLA.
2. Ensure that all EEOC content; including information, graphics, pictures, and video; you post is accessible to people with disabilities.
3. Publish your name and official title as the author of the article, comment, or input.
4. You are responsible for any content posted in your name. Be sure any content you post is professional. Seek guidance from your supervisor and OCLA to make sure it is concise, clear, and to the point.
5. Respect copyright and fair use laws. Only quote short excerpts of another's work when necessary, and always cite to the original source. Whenever possible, link to the original document of another's work when citing or using it as part of your post or response.
6. Exercise common sense. Do not use any of the following information in social media situations: confidential information; information protected by the Privacy Act (social security numbers, dates of birth, EEOC charge information, medical records, etc.); financial information; logistics and travel itineraries of people associated with the U.S. Government; or links to EEOC internal documents or intranet sites.
7. Use photographs wisely; always get permission before posting a picture of an individual. Do not post photographs of U.S. government building security (guards, metal detectors, etc.) or individuals who come to EEOC to possibly file a charge. However, a photograph of EEOC officials at an event or at a podium should be OK.
8. Do not download items or click on links, from unknown individuals.
9. Monitor your posts/comments to determine their impact and provide any needed clarification or follow-up.
10. Ensure your social media site links to the EEOC's main website – <http://www.eeoc.gov>. Also link to any other appropriate EEOC "digital assets".

Adhere to all policies and Rules of Behavior regarding use of office IT equipment and resources. Those policies can be found on inSite at:

(b)(7)(E)

(b)(7)(E)

Step 6: Launching and Maintaining the Presence

Once the site/account is launched or activated, content should be cleared and the presence must be updated and maintained in accordance with guidelines contained in this document.

Step 7: Updating OCLA on Status

Offices must report to OCLA annually on the status of the social media site/account. This report should include an assessment of the impact, utility, and continued viability of the presence. This report also should provide any “best practices” or “lessons learned” through operation of the site/account that could be shared throughout the agency to increase the effectiveness and impact of the agency’s overall use of social media tools.

Using social media

Microblogs (such as Twitter)

Content & Tone: Twitter messages, i.e., Tweets, are limited to 140 characters, which is slightly longer than this sentence. Given the small amount of space available to have an impact, remember to use simple language, be concise, and make a point. Be conversational! The best messages are those that start a larger discussion among readers and encourage others to share or spread the message. Include a link to a web page so those who want to learn more can do so.

Appropriate Uses: Twitter is a great platform to let the public know about something new and interesting that EEOC is doing. It works well for event announcements, project launches, or linking to online resources – especially when there is a chance for the public to take some sort of “action.” Twitter is also useful in providing on-line access to live events by sending out interesting quotations from speakers and event photos (see detailed description of OK photos above).

What to expect: Microblogs derive their popularity and usefulness from the fact that they enable the near real-time transfer of information. As a result, we should

expect to receive almost instantaneous questions and comments about our posts, and be prepared to respond within 24 hours.

Blogs

Starting an (internal or external) blog shouldn't be taken lightly, and offices who wish to do so internally must make arrangements to make sure that the necessary resources are in place to support the blog beyond its initial launch period. OCLA can provide training in the use of the blog platform and support services for offices who wish to use blogs. Offices will be responsible for providing ongoing content that has been cleared for publication. Consulting OCLA for approved agency messages and talking points will help avoid getting you or the agency in hot water.

Content and Tone: Careful consideration should be given to ensure that the content and tone of blog postings matches the audience they are meant to reach. Public blogs should use plain language that highlights the impact of EEOC's programs and services. Internal blogs should present information that is meant to drive discussion and encourage interaction among employees and contractors.

Appropriate Uses: Blog posts are an ideal way to tell the story of the impact of EEOC's work with the public, as well as to share success stories and innovative ideas within the EEOC community. Blogs should be informative, insightful and provide an opportunity for further discussion. Blogs can be used throughout a project to keep the audience informed and collect useful feedback.

What to Expect: The most effective blogs are those that provide fresh and interesting content. It is very easy to have readers lose interest and stop visiting the blog if content is not kept up to date on a regular basis.

Helpful Hints:

- Write from and provide a unique perspective
- Use photos/graphics when appropriate
- Include links to additional resources

Media Sharing (Flickr, YouTube, etc.)

Media sharing sites allow for EEOC to post and categorize photos and videos in a number of ways that make them more accessible to the general public. Offices are encouraged to provide photo and video content for the EEOC's media sharing sites. High quality photos must include a written description of the event as well

as relevant captions. Videos must be captioned or transcribed to ensure compliance with Section 508. OCLA (the Web Team) and OIT may be able to provide assistance with captioning videos, subject to resources available. Any videos intended for YouTube must be sent to OCLA and follow the guidelines below:

YouTube Video Guidelines

EEOC's YouTube channel can be found at www.youtube.com/theeeoc. OCLA maintains and monitors the channel. Please contact OCLA for further information or to discuss postings.

The purpose of the channel is to feature important EEOC information to our stakeholders and the general public.

Our videos should be:

- Useful, relevant, and/or interesting
- Easy to understand
- In plain language

When sharing video content, most of the following should be answered with a resounding "YES." Is the content something that:

- Someone can apply to improve their lives right now?
- Will help someone make an informed decision?
- You would share with your own friends and family?
- Is relevant to a wide audience (it is a public service and is useful for the everyday person)?

To provide helpful content with a neutral tone:

- Messaging must contain public service information and should relate to our audience.
- Messaging must be consistent with Commission policy.
- Videos should aim for powerful, non-political messages that run no longer than 10 minutes.
- When putting together long videos, break them up into distinct sections to keep viewers' attention.

Technical requirements:

- Must be in English or Spanish, or in other EEOC languages determined on a case-by-case basis.
- Captions must be in English or Spanish and synchronized with the audio.

Accessibility Requirements for Producing Videos

The videos on our channels must conform to Section 508 and accessibility best practices. In short, agencies:

- Must provide synchronized captions in the language spoken in the video;
- Must publish a transcript written in the language spoken in the video;
- Should include audio description tracks, if required by Section 508 guidelines; and,
- Must provide a link to the video on an accessible platform (such as an agency website for example).

Social Networking Sites (such as Facebook)

At this time, the EEOC does not have an official agency Facebook page. If and when one is established, offices will be encouraged to provide content for these pages as a part of their ongoing communications and outreach strategies. Content must be cleared for publishing by the office director or designated individual.

Content & Tone: Like tweets, Facebook content is best when concise. Remember to use simple language, be concise, and make a point. Be conversational. The best messages are those that start a larger discussion among readers and encourage others to share or spread the message. Include a link to a web page so those who want to learn more can do so.

Appropriate Uses: Facebook is a great platform to let the public know about something new and interesting that your office is doing in a variety of ways including short notes or updates, photos, links to online content, and event announcements. Like Twitter, it works well for event announcements, project launches, or linking to online resources – especially when there is a chance for the public to take some sort of “action” and is also useful in providing online access to live events by sending out interesting quotations from speakers and event photos.

What to expect: Social networking allows for very open communication from a

very diverse audience willing to provide feedback – both positive and negative. As a result, offices should expect to receive almost immediate questions and comments about their posts, and be prepared to respond within 24 hours, unless it is a weekend or holiday.

Recap--Who Does What?

The Office of Communications and Legislative Affairs (OCLA) is responsible for the implementation and maintenance of social media at EEOC. In this capacity, OCLA will:

1. Manage the agency's official presence on Twitter and YouTube, and others, in the future;
2. Assist EEOC's offices (headquarters and field) in promoting their initiatives and programs via approved social media channels;
3. Monitor all EEOC social media activities (headquarters and field) to ensure adherence to the EEOC's Social Media Handbook for appropriate use, consistency with EEOC's mission, and the establishment and maintenance of effective internal controls;
4. Convene a Content Communications Committee -- C3 -- to communicate and share agency information and generate content for social media tools and www.eeoc.gov. The C3 will be made up of staff from headquarters and field offices;
5. Revise and update the social media policy based on input and feedback from stakeholders on an as needed basis to keep a "living" document.

Each office that proposes to use social media should assign a **social media coordinator** as the main point of contact for OCLA who is responsible for:

1. Providing accurate content to be published using social media tools;
2. Monitoring the timeliness and quality of the content submissions;
3. Identifying strategies for incorporating the use of approved social media

tools into EEOC communications, outreach, and project plans;

4. Monitoring the effectiveness of the use of social media within their office;
5. Identifying and seeking OCLA approval for the use of new social media tools for potential future use.

Best Practices

DON'T:

- Use work e-mail to sign up for a blog or receive information through a blog for personal reasons. Even if you are acting in an official capacity, to avoid spam or unwanted e-mail it may be a good idea to create a private e-mail account for this, such as through Gmail, yahoo, or hotmail. Consult OCLA if you are unsure whether to create or use an official EEOC e-mail account for your particular social media interaction.
- Engage in discussions on policy decisions or speak to a topic that you don't personally deal with or work on. If you aren't authorized to speak about it at work, don't write about it anywhere online.
- Talk about pre-decisional agency information or speculate on how something related to the job may get resolved.
- Remember, unless you have been authorized by EEOC to comment on behalf of the agency, you should not make reference to your position or work at EEOC when commenting or writing on social media platforms about anything related to EEOC. We advise against posting any nonpublic or otherwise sensitive information anywhere online, even if you don't identify yourself as an EEOC employee.

DO:

- Be a good citizen. If you're entering social media, know that it is a series of conversations that constantly evolve. Be a part of them, but only provide accurate information and constructive feedback.
- Know your audience, and think about what you write before posting it. Leave the knee-jerk posts in draft and come back once you have cooled off to see if it still makes a good point. Remember, online data is almost always

retrievable later and even something you think has been deleted most likely still exists somewhere in cyberspace!

- Reach out to others you trust for guidance and coordinate responses and postings with OCLA. If you have a blog that gets inundated with EEOC-specific information, ask OCLA for assistance with managing messaging. You might be able to set up a “Top 5 Questions” that you can refer people to rather than retyping the same answers over and over.
- Be transparent. You want people to know who you are. Falsifying information or playing games could hurt not only your credibility, but also the agency’s.
- Keep it brief when responding to comments. Brevity with referring links is even better. If you come across a blog that reflects incorrect information about your job or the agency, you can correct the misinformation, preferably by linking to an online reference (on eeoc.gov) that has already been approved by OCLA.

Records Management – Records keeping policy guidance for social media that is in compliance with NARA standards is being developed by OCLA. In the interim, social media users have a responsibility to capture the complete record of anything posted on behalf of the agency – both content & metadata (e.g., for Twitter, you need to capture thread of responses, not just initial tweet). Some effective means of archiving information include archiving e-mail related to social media accounts, taking screenshots of social interactions and copying and pasting posted content into a text file or word document. *OCLA will update this section as soon as possible with more specific instructions.*

How to handle media inquiries – Your contributions to social media and the online community on behalf of EEOC programs may help advance dialogue, solve problems, create awareness, and attract media attention. If a member of the media contacts you, you must refrain from responding and contact OCLA instead. A member of OCLA staff will determine the best way to handle the inquiry.

Final thoughts – OCLA may develop and/or coordinate delivery of social media training for EEOC employees and contractors upon request and depending on resources. OIT will serve as consultant and provide input on OCLA’s training content, particularly regarding technology security.

###