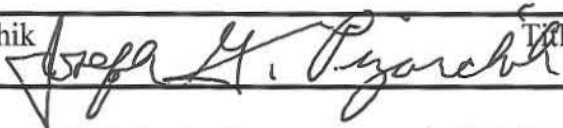
	U.S. DEPARTMENT OF THE INTERIOR OFFICE OF SURFACE MINING RECLAMATION AND ENFORCEMENT DIRECTIVES SYSTEM	Subject Code: IT-3
		Transmittal Number: 975
		Date: DEC 10 2012
Subject: OSM Social Media Policy		
Approval: Joseph G. Pizarchik		Title: Director



1. **Purpose.** This directive sets forth the implementation and administration of a Social Media Policy, which will outline when, where, and how OSM offices and employees may use the various new media available via the internet. The directive and its associated Social Media Guidance, and the overarching Department of the Interior Social Media Policy, identifies responsibilities and actions required of OSM personnel to establish social media accounts, and the responsibilities of those who access, use, administer, and contribute to those accounts.

2. **Summary of Changes.** This is a new directive.

3. **Definitions.**
Social Media – An umbrella term used to describe websites and other online means of electronic communication through which users create online “communities” to share information. Through social media, individuals or groups of individuals create, organize, edit, comment on, combine, and share content. These strategies can be used to connect people to the government and to share information (e.g., providing information, promoting discussion about the agency, soliciting responses from the public, recruiting personnel, and providing collaborative space).

4. **Policy.**
 a. OSM employees and contractors must adhere to this directive and associated OSM Social Media Guidance when creating, managing or otherwise using social media. OSM's policy is to manage the use of social media and to ensure that appropriate editorial and policy-related controls are applied before publication. At the same time, OSM strives to present the most transparent portals of information to the public, via web posts, images, audio, and video delivered via the same social media sites.

b. **Scope.** The OSM Social Media Policy will apply to all OSM personnel, and will apply to any OSM social media releases or posts regardless of where they might originate, either via government-owned personal computer, privately owned personal computer, or government or private mobile information device, such as a cell phone.

c. **Organization.** The OSM Social Media Policy function is established as a shared responsibility of the Office of Communications and the Information Resources Office. Primary management and oversight of the policy will fall under the Chief, Office of Communications.

5. **Responsibilities.**

a. **Chief of the Office of Communications** (OC) is directed to implement this Policy. The OC will consider requests for specific applications of a social media site on a case-by-case basis. The Department of Interior Office of Communication (DOI OCO) is the final authority for approving social media requests.

b. **Assistant Director of Information Resources** has responsibility to ensure the use of social media will not hinder any information-related operations needed to carry out OSM's officially mandated duties.

c. **Regional Directors/Assistant Directors** will approve any social media request from his/her area and forward the approved request to OC for action.

d. **Social Media Administrators** will do the actual posting of social media content in concert with the OSM office that has requested the site. This responsibility will constitute a collateral duty.

e. **All users** of approved OSM social media sites and accounts must follow this policy and the associated Social Media Guidance.

f. **Supervisors** of approved OSM social media sites and accounts should be aware of and monitor social media activities (see the Social Media Guidance).

g. **All employees** (including temporary, seasonal, and contractors) are directed to comply with the Social Media Guidance associated with this directive.

6. **Procedures.** The Office of Communications has developed the Social Media Guidance and related mechanisms to allow use of social media, and provide it to employees.

7. **Reporting Requirements.** All reporting requirements are outlined in the Social Media Guidance provided by the Office of Communications.

8. **Effect on Other Documents.** This directive has no effect on any other documents.

9. **References.** OSM Social Media Guidance

10. **Effective Date.** Upon issuance.

11. **Distribution.** By electronic format.

12. **Appendices.** DOI Social Media Policy
DOI Social Media Guidebook
Ethics Guide for DOI Employees

Contact: Chief, OSM Office of Communications, 202-208-2566
Assistant Director of Information Resources Office, 202-208-2810