

BPA Policy 472-1

Use of Social Media and Web 2.0 Tools

Information Technology

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472-1.1 Purpose & Background

To establish requirements, assign responsibilities, and provide delegation from the CIO to Bonneville Power Administration's Chief Public Affairs Officer (CPAO) to issue guidance on the use of Social Media and Web 2.0 Technologies to deliver information and to engage our customers and the general public in active, two-way discussions of issues important to BPA and its stakeholders.

BPA uses Social Media/Web 2.0 (SM/W2.0) technologies to enhance public communications and information exchange in support of BPA's mission. These tools are evolving rapidly and are shaping how we work with our customers, business partners, other government agencies, and the public. The guidelines established in this document are designed to ensure that authorized BPA Social Media accounts present accurate, credible information and that personal opinions are not allowed to be portrayed as official BPA positions.

472-1.2 Policy Owner

The BPA Chief Information Officer (CIO) is the owner of this policy.

472-1.3 Applicability

All organizations and staff within BPA are required to adhere to this policy.

472-1.4 Terms & Definitions

- A. **Authorized Use:** Use of Social Media / Web 2.0 technologies by a person or persons approved by the CPAO (or delegate) to provide information and engage the public on behalf of BPA.
- B. **Social Media (SM):** Social Media is an umbrella term that defines the various Internet platforms that integrate technology, social interaction, and content creation. Social Media use the "wisdom of crowds" to connect information in a collaborative manner online. Through Social Media, individuals or collaborations of individuals create Web content, organize content, edit or comment on content, combine content, and share content. Examples include blogs, Facebook and MySpace pages, and YouTube accounts.
- C. **W2.0 Technologies:** Technologies enabling Social Media, including RSS (Really Simple Syndication) and other syndicated Web feeds, blogs, wikis, photo-sharing, video-sharing, podcasts, mashups, widgets, virtual worlds, micro-blogs, and other methods of digital interaction with the public.
- D. **Unauthorized Use:** Use of Social Media / Web 2.0 technologies by a person or persons not approved by the CPAO to provide information and engage the public on behalf of BPA. Unauthorized use includes on or off-duty use by a non-approved person to speak on behalf of BPA.

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- E. **Inappropriate Use:** Use of Social Media / Web 2.0 technologies by any employee or contractor in violation of BPA policies, including Information Technology Policies, Policy for Business Use of BPA Information Technology, and BPA’s Harassment Free Workplace Policy.

472-1.5 Policy

BPA Public Affairs will create and maintain on behalf of BPA Social Media sites for authorized use for communications between BPA and its customers and the general public. Any organization within BPA wishing to use Social Media for official purposes must receive initial approval by the CPAO. Requesting organizations must submit a strategic communications plan and commit the resources necessary to manage and maintain the Social Media engagement.

Authorized BPA Social Media sites, communication, and content must clearly identify ownership or sponsorship through the use of BPA branding. The planned BPA branding strategy must be included in initial requests for CPAO approval. Due to the nature of Social Media tools and the free exchange of information and ideas, BPA will indicate in all SM/W2.0 accounts possible that “For official BPA information go to www.bpa.gov.”

All existing BPA policies, such as the Harassment-Free Workplace Policy, apply to use of SM/W2.0 technologies, as well as all applicable policies and guidance from the OCIO regarding selection and approval of specific software for use within the BPA IT computing environment. Furthermore, Authorized use of SM/W2.0 technologies must adhere to all applicable statutes, regulations, and directives governing official government use of information and information technology. These statutes and regulations include, but are not limited to, the Federal Records Act, the Freedom of Information Act, the Privacy Act, the Federal Advisory Committee Act (FACA), the Paperwork Reduction Act (PRA), and the Americans with Disabilities Act. BPA federal and contract employees may not use or post materials protected under intellectual property laws (copyright, patents, etc.) without written permission from the intellectual property owner.

The following behaviors are expected to be observed in relation to social media sites:

1. A manager requesting CPAO approval for Social Media use must specify whether interaction / engagement with the public is desired.
2. For Social Media sites allowing public interaction, BPA will post a notice encouraging users to stay focused, be respectful, and avoid offensive posts. BPA will be bound by the terms of service for the particular Social Media provider and will notify the provider of inappropriate posts. BPA will not put in place additional content restrictions.
3. Individuals commenting in their authorized capacity on any Social Media platform must identify their relationship to BPA.

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4. BPA staff engaged in their authorized use should follow the same rules of behavior they would when participating in a public meeting or serving as an official BPA spokesperson
5. BPA staff engaged in authorized use are expected to fact check communications and, whenever feasible, to correct inaccurate information about BPA.

For purposes of this policy, the responsibilities for authorizing, approving or reviewing could be delegated one level from the authorizing position.

Unauthorized or inappropriate use could result in discipline up to and including removal from federal service.

472-1.6 Policy Exceptions

There are no exceptions to this policy.

472-1.7 Responsibilities

A. BPA Chief Information Officer (CIO)

Sponsors and owns this policy, overseeing periodic review of the policy, consistent with BPA strategic and operational plans and all statutory, regulatory, administrative, and OMB requirements. Reports any critical violations of this policy, or the standards and operations procedures referenced in this policy, to the BPA Executive Governance Body.

B. CPAO

BPA’s CPAO must review and approve all initial requests for authorized use of SM/W2.0 technologies, including but not limited to blogs, Twitter, YouTube, Facebook and MySpace. In addition, BPA’s CPAO is responsible for BPA’s coordinated and integrated corporate branding.

C. Information Technology (IT) Organization

IT will assist, when appropriate, to make these technologies available on the external BPA Web site and accessible on BPA equipment for those with “official and authorized” communication responsibilities.

D. BPA Business Units and Organizations

All organizations must seek approval from the CPAO for authorized use of SW/W2.0 technologies. The planned BPA branding strategy must be included in initial requests for use of the SM/W2.0 technologies.

Continued review and approval for specific uses will be the responsibility of the requesting organizational head, with periodic review by the CPAO.

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E. BPA Staff

All BPA staff must obtain approval from their direct management or field inspector before seeking approval from the CPAO for authorized use of SW/W2.0 technologies. This includes approval to incorporate BPA identifiers in their profile or user name (i.e., William@bpa).

472-1.8 Standards & Procedures

Applicable standards for BPA IT Equipment and software are located or referenced within the Bonneville Information Technology Architecture (BITA) published on the Chief Technical Officer (CTO) SharePoint site.

Include whenever possible the following standard Comment Policy Statement for all SM/W2.0 postings seeking public interaction:

Comment Policy:

BPA welcomes you to share your comments, ideas and concerns. However, please respect other readers and contributors by following these general rules of civil discourse.

- **Stay focused.** All viewpoints are welcome, but comments should remain relevant to the Bonneville Power Administration or BPA-related topics. Please keep your comments on topic.
- **Be respectful.** Personal attacks, profanity, aggressive behavior or unsupported accusations are not only harmful to the conversations, they may be in violation of the rules of this forum.
- **Add value.** Comments should be relevant. The best way to be interesting and garner attention is to write about what you know. If you have a deep understanding of something, talk about the benefits, challenges and issues around it. Try not to rant about things you don't understand, as you're more likely to get embarrassed by a real expert.
- **No spam.** Repeated posting of identical or very similar content or promoting products or services is counterproductive and may be in violation of the rules of this forum.

Users are responsible for any and all comments that they submit. All posted comments are in the public domain.

BPA does not guarantee or warrant that any information posted by individuals on this Web site is correct and disclaims any liability for any loss or damage resulting from reliance on any such information. BPA assumes no liability for anything posted on this Web site. **For official BPA information visit www.bpa.gov .**

Reporters are asked to send questions to the BPA media office through their normal channels and refrain from submitting questions in this forum.

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BPA reserves the right to modify this policy at any time.

472-1.9 Performance & Monitoring

Continuing review and approval of specific uses will be the responsibility of the requesting organizational head, with periodic review by the CPAO. For example, after initial approval for use in recruitment, the Chief Human Capital Officer will have responsibility for continuing review and approval of recruitment-related uses.

Any exceptions to this policy or critical violations shall be reported to the BPA Executive Governance Body.

472-1.10 Authorities & References

- A. DOE O 200.1A, Information Technology Management
- B. Clinger-Cohen Act of 1996
- C. BPA Policy 473-2 Information Technology Policies

472-1.11 Review

This policy shall be reviewed by the policy owner at least every five years for relevant purpose, content, currency, effectiveness, and metrics.

472-1.12 Revision History

Version	Issue Date	Description of Change
1.0	3/25/2015	Initial creation by Mike Harris from BPAM Chapter 1140 doc.

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