

## Communication Plan (DRAFT) Social Media Policy Roll Out

### Background:

A Social Media Working Group, comprised of representatives from offices through the NRC, has developed a policy and roll-out plan for how the NRC will begin using social media as a strategic communication tool to enhance outreach to stakeholders, reach new audiences and increase dialogue with the public in support of its mission. This Communication Plan outlines how this policy and the actions it outlines will be communicated to employees and the public.

### Stakeholders

Internal: All NRC Employees  
All NRC Contractors  
Those staff with identified "critical" job functions

External: Media  
Congress  
Licensees  
Agreement States  
International Community  
General public  
Other federal agencies  
State, tribal and local officials

### Key Messages:

1. The NRC considers social media an important strategic communication tool that can enhance our ability to reach new audiences, share information in formats that are easier or faster for the public to use and to expand the amount of content created by the NRC for the general public. Social media can also allow us new ways to obtain feedback, engage in public discussions related to our mission and to correct errors or misconceptions about our activities.
2. The NRC will be implementing a phased roll-out strategy for social media that provides time for any additional training, analysis and policy development that is necessary.
3. The NRC will use established internal communication tools to inform employees about the new opportunities presented through the social media policy; and will use press releases to announce to the public the use of new ways to communication with the NRC.

Time Line for Blog (First phase of social media roll-out):

EDO/OPA Memo to Office Directors/Regional Administrators	Date:
OPA mention at senior leadership meeting	Date:
Ticketed deadline for submission of blogger names to OPA	Date:
Social Media Interim Guidance Published	Date:
OPA begins working with bloggers/training/idea collection	Date:
NRC Reporter Article	Date:
EDO Message	Date:
Information for office/regional newsletter articles	Date:
Posters announcing Blog kick-off	Date:
Network Announcement	Date:
Chairman Blog Post	Date:
OPA Blog Post	Date:

Communication Tools:

Internal:

NRC Reporter  
Network Announcements  
Office-director level briefings  
Training  
Posters  
Communication Council  
NRC Social Media Intranet site

External:

Press releases  
Social media page on the NRC web site

Team Members:

Social Media Working Group

Q&As

1. Why is the NRC interested in using social media?
2. What third-party sites is the NRC considering using?
3. Are employees going to be required to use social media in their jobs?
4. How is the NRC ensuring records management protocols are upheld with social media?
5. Has this policy been coordinated with the union?
6. Has the NRC considered the ramifications of social media use on employee privacy and cyber security?
7. Is the NRC opening up access to social media sites currently blocked?
8. How can the public learn about social media use by the NRC?
9. Why did it take so long for the NRC to use this communication strategy?
10. How much will it cost the NRC to implement the social media policy?
11. Can employees use NRC computers to access their own social media sites, such as their personal Facebook accounts?
12. How is the NRC negotiating user agreements with these third-party sites?
13. Is the NRC discontinuing certain long-standing communication protocols in favor of using social media?