

U.S. NRC

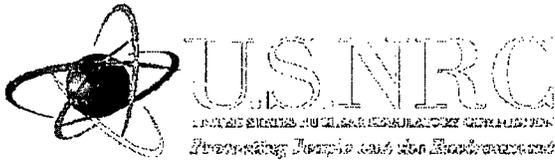
UNITED STATES NUCLEAR REGULATORY COMMISSION

Protecting People and the Environment

B/16

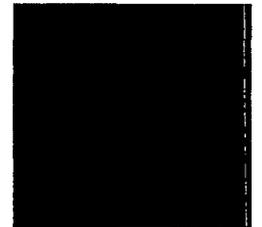
**Social Media and the NRC:
What We're Doing,
Why We're Doing It, and
What Else We Might Do**





What is social media?

- “Computer-mediated communication” that
 - Creates an additional opportunity for public input
 - Creates an opportunity for “shared community”
 - Creates an opportunity for online conversation/exchange
 - Reaches a different audience/demographic than other communication we do



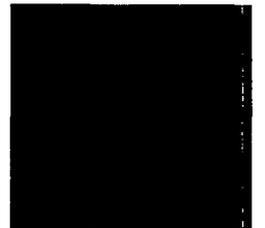


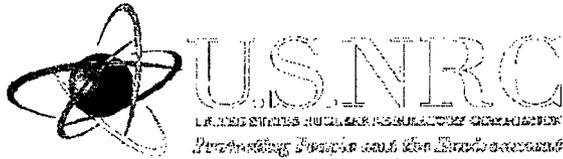
Why is the NRC using social media?

- Everyone else is doing it!
- It's new and fun and different!

No, really:

- It's a new communication tool that augments our traditional tools
- It meets Open Government mandates
- It's the right thing to do

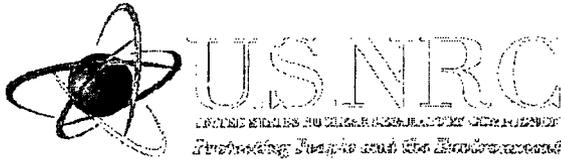




The NRC Blog:

- NRC Blog was created to meet needs for public interaction as required by Open Government and to create a new avenue for dialogue with the public
- Bloggers come from all offices and speak “first person”
- Went “live” on WordPress on Jan. 31, 2011, with Chairman’s Welcome
- To date:
 - 202 posts
 - 1,125 posted comments
 - 212,000 views
 - M-F daily averages 300-500

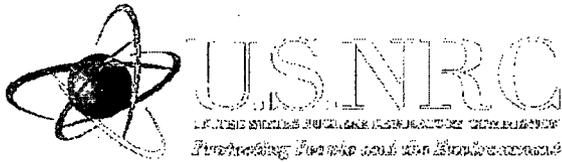




NRC Blog Lessons Learned:

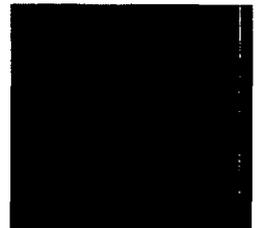
- Needed an “Open Forum” for off-topic comments
- Vast majority of comments meet the guidelines.
- Commenters engage each other, not just us.
- Criticism is part of the process
- Outstanding crisis communication tool, used extensively during Japan response.
- Far exceeded initial expectations for viewership.

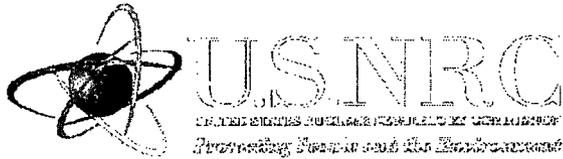




Important Posts:

- Chairman's Resignation Statement
- SONGs updates
- Ft. Calhoun updates
- North Anna earthquake updates
- Japan posts based on questions asked in comments
- Explanations of things ranging from hardened vents to salps to behavioral observation program.

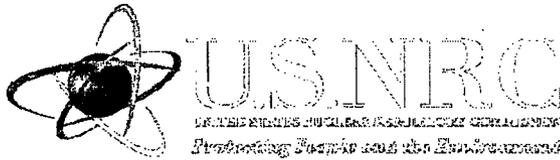




NRC Blog Future Steps:

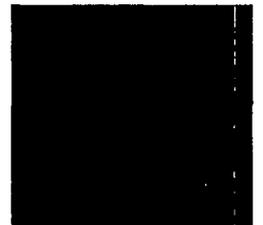
- No major changes anticipated – concept of diversified bloggers works great!
- Continuing to work with bloggers to create ongoing flow of content and quick turnaround in answering questions raised in comments.
- Ongoing need to communicate in plain language.
- Expect increased viewership as other social media tools begin driving traffic to the blog.
- Incorporating blog into COOP/crisis planning





Twitter

- Began using in August 2011.
- Consistent graphics “look and feel” with blog and web.
- The main Twitter account is an “announcement” vehicle managed by OPA. All press releases, blog posts and YouTube videos get a tweet.
- To date: 465 tweets; 2,000 followers
- Tweets driving traffic to the blog – we know because we see the spike after the tweet

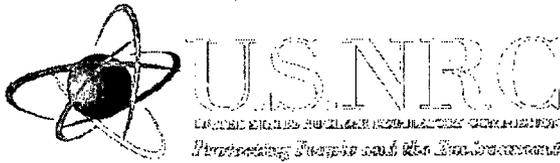




Twitter – How You Can Use It

- Offices can request a tweet with a simple email to holly.harrington@nrc.gov.
- Tweets can announce:
 - FRNs
 - meeting notices
 - new reports
 - updated Web content
 - comment period reminders





YouTube

- Live in September 2011 with videos related to 9/11
- Content includes pre-existing videos (edited); parts of Commission meetings; and new content.
- Total of 46 videos/audio clips posted with 14,000 visits and 150 regular subscribers
- Comments go to special section on the blog.
- Must be 508 compliant
- Goal (met) is two videos posted per month
- New, ongoing “series” includes “Three Minutes With” and “Moments in NRC History”





Flickr

- Replaces online photo gallery
- Went live in January 2012
- Comments go to blog
- Photos from the home page link to Flickr; Flickr captions link to web or blog as appropriate
- 800+ photos posted to date
- 42,000+ views





Next Steps/Challenges

- Continuing to create unique, interesting content and generating dialogue with the public within workload and staffing restrictions
- Increasing internal understanding (and usage) of these tools for outreach, com plans, etc.
- Cross-pollination with links between Web, blog, YouTube and Twitter should increase “traffic”
- Continue to tout sites to the public during meetings and other occasions via marketing materials
- Assess additional sites, but none in the immediate future





How Can YOU Support Social Media?

- Look for blog topics – What do you find exciting to talk about? What do you do that's interesting? What questions do you get from friends, family, neighbors? What needs to be explained?
- Use Twitter to remind the public outside of traditional methods of FRN, press release, etc.
- Include social media tools in your com plans
- Think video – “Three Minutes With” is a particularly good vehicle
- Visit the NRC social media sites!
- Spread the news at public meetings.

