

U.S. NRC

UNITED STATES NUCLEAR REGULATORY COMMISSION

Protecting People and the Environment

B/19

**Social Media, the NRC and
Crisis Com:
Where We Are and Where
We're Going**





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



Social Media Statistics:

- 450 million active English-language blogs worldwide in 2011
- 140 million tweets a day; 200 million users
- 800+ million Facebook accounts
- 60 percent of U.S. adult Internet users use at least one social network
- YouTube has 300 million worldwide users looking at 5.6 billion online videos





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

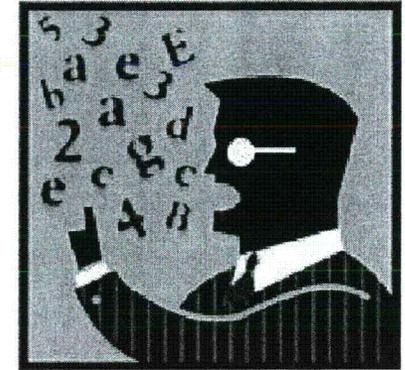
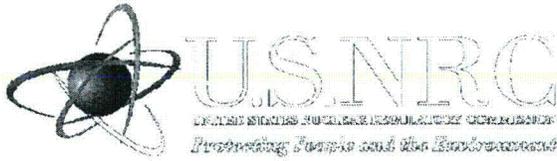




The NRC Blog:

- Meets need for public interaction as required by Open Government and creates a new avenue for outreach and dialogue
- Bloggers come from all offices and speak “first person”
- Went “live” on WordPress on Jan. 31 2011
- To date:
 - 222 posts
 - 1,250 posted comments
 - 232,000 views





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.
- Far exceeded initial expectations for viewership.
- Outstanding crisis communication tool, used extensively during Japan response.





The blog and Japan response

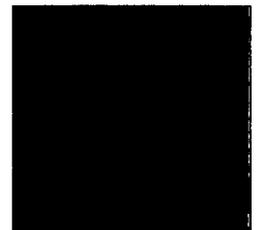
- Viewership soared from 500 to 5,000 a day
- All press releases “blogified” to reach different audience than NRC website
- Comments informed public affairs materials – What were people worried about? What did they want to know? But could not be individually addressed
- Place to put information that didn’t meet press release criteria i.e. other federal resources
- Burden for staff but well worth the effort





Other Important Posts:

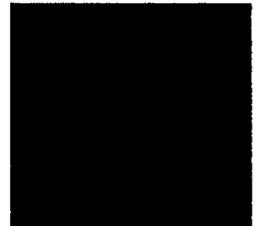
- Chairman's Resignation Statement
- SONGs updates
- Ft. Calhoun updates
- North Anna earthquake updates
- Explanations of things ranging from hardened vents to salps (what???) to behavioral observation program
- Posts that augment/duplicate/announce YouTube videos

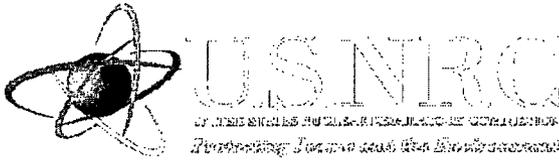




NRC Blog Future Steps:

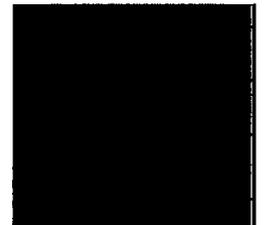
- No major changes anticipated
- Continuing to work with bloggers to create ongoing flow of content and quick turnaround in answering questions raised in comments.
- Ongoing need to communicate in plain language
- Expect increased viewership when other social media tools begin driving traffic to the blog
- Incorporating blog into COOP planning
- Ways to increase comments?





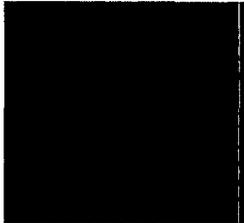
Twitter

- Began using in August 2011
- Consistent “look and feel” with blog and web.
- The main Twitter account is an “announcement” vehicle managed by OPA. All press releases, YouTube videos and blog posts get a tweet.
- Offices can also request a tweet to announce FRNs, meeting notices, new reports, etc.
- Tweets driving traffic to the blog – we know because we see the spike after the tweet
- To date: 545 tweets; 2281 followers





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 50 videos/audio clips posted with 16,000 visits and 150+ regular subscribers
- Comments go to the blog
- Must be 508 compliant
- Average is two videos per month
- Ongoing series includes “Three Minutes With” 



Flickr



- Online photo gallery; public domain images for use by the media, public
- 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

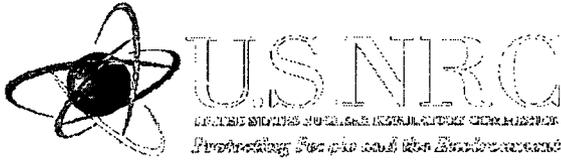




Three 'Maxims of Crisis Com' helped by social media:

- ✓ Communicate Early
- ✓ Communicate Often
- ✓ Communicate Clearly





Next Steps/Challenges

- Continuing to create unique, interesting content and generating dialogue with the public within workload restrictions and no additional staff
- 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 market sites to the public during meetings and other occasions via marketing materials
- Assessing utility of additional sites. Facebook

