

MS 548 Use of Peace Corps Social Media

Effective Date: July 29, 2014

Responsible Office: Office of the Chief Information Officer (OCIO) and Office of Communications (OOC)

New Manual Section

Issuance Memo (07/29/14)

MS 548 Use of Peace Corps Social Media Procedures

1.0 Purpose

This Manual Section defines the policies for the establishment and use of official social media accounts owned or sponsored by the Peace Corps.

2.0 Authority

OMB Circular A-130 Management of Federal Information Resources; OMB Memorandum M-10-23, “Guidance for Agency Use of Third-Party Websites and Applications (June 25, 2010), http://www.whitehouse.gov/sites/default/files/omb/assets/memoranda_2010/m10-23.pdf; OMB Memorandum M-13-10, “Anti-deficiency Act Implications of Certain Online Terms of Service Agreements” (April 4, 2013), <http://www.whitehouse.gov/sites/default/files/omb/memoranda/2013/m-13-10.pdf>.

3.0 Applicability

This Manual Section applies to the establishment and official use by Peace Corps employees (including personal services contractors) and Volunteers (including Trainees) of all social media accounts owned or sponsored by the Peace Corps, subject to the following:

- (a) This Manual Section does not apply to non-Peace Corps social media accounts. However, other policies may be applicable, such as MS 647 *Staff Responsibilities and Conduct*, MS 204 *Volunteer Conduct*, and MS 543 *Use of IT Systems by Volunteers, Trainees and Returned Peace Corps Volunteers*.
- (b) This Manual Section does not apply to the viewing of social media on Peace Corps information systems, but other Peace Corps policies may be applicable (such as, MS 647 *Staff Responsibilities and Conduct*, MS 542 *Peace Corps IT Security Policy and Procedures*, etc.).
- (c) This Manual Section does not apply to the creation or management of Headquarters or post websites. See IPS 2-07 *Post Website Policies*.

4.0 Definitions

4.1 Official social media means social media that is managed by the Peace Corps and represents or speaks for the Peace Corps. Official social media is divided into:

- (a) Peace Corps-wide official social media (internal and/or public) that represents or speaks for the entire Peace Corps; and
- (b) post or office official social media that a Peace Corps post or office manages and speaks for a post or office program, initiative, or other activity or for a group of employees or Volunteers (the term also applies to official social media managed by more than one post or office).

4.2 Personally identifying information (PII) means individually identifying information about a person, including first and last name, home or physical address, contact information (such as postal address, email, IP address, telephone or fax number), social security number, date of birth, ethnicity, race, religious affiliation, and any other information that, either individually or in combination with other information, would serve to identify the person.

4.3 Social Media means third-party applications and platforms that offer flexible, enhanced capabilities for interaction with individuals, allowing participants to publish content, such as comments, photos, and videos directly on websites. These technologies include services offered by social networking sites (such as Facebook, Twitter, LinkedIn and Yammer) and platforms for live-streaming content (such as Ustream or YouTube).

4.4 Social Media Sponsor means the Peace Corps staff member who is responsible for sponsoring and managing a specific social media account.

4.5 Terms of Service (TOS) means the terms of service, end user license agreements and other agreements that govern access to and use of social media products and services.

5.0 Social Media Policies

5.1 Use of Social Media

- (a) The Peace Corps encourages the use of social media to enhance communication, collaboration, and information exchange in support of the Peace Corps mission. The Peace Corps can enhance the work we do and deliver results more effectively by openly sharing knowledge, best practices, and lessons learned, and engaging with other partners and the public where they are congregating in large numbers online.
- (b) Social media is part of the agency's communications and engagement strategy and is used to enhance other official communication channels. It should generally not be the only place in which the public can view Peace Corps information. Information posted to a third-party social media website should also be provided in another publicly available format such as the Peace Corps website, whenever possible.

- (c) Social media accounts must be established in a manner consistent with the social media policies established by the Office of Management and Budget and the General Services Administration (GSA) and other federal policies.
- (d) Social media used on behalf of the Peace Corps must be executed in a responsible manner and follow the same standards of professional practice and conduct applicable to other Peace Corps forms of communication (MS 320 *Peace Corps Publicity in the United States and Overseas* and MS 647 *Staff Responsibilities and Conduct*). Use of official social media accounts must be in accordance with all the applicable Federal law and regulations and Peace Corps policies.

5.2 Free and Fee-Based Social Media Accounts

- (a) The agreements for free social media are not government contracts or procurements under the Federal Acquisition Regulation (FAR). Staff and Volunteers can enter into agreements for free social media accounts in accordance with this Manual Section.
- (b) Fee-based accounts are approved and managed in accordance with this Manual Section. In addition, fee-based social media accounts are procurements and only Contracting Officers or other employees authorized to enter into contracts or other procurement actions obligating Peace Corps funds may enter into agreements for fee-based accounts.

5.3 Approving Social Media Activities

- (a) Country Directors are authorized to be Social Media Sponsors for official social media for their areas of responsibility. "A" Delegates in MS 114 *Delegation of Authority* are authorized to be Social Media Sponsors for official social media for their areas of responsibility. For Peace Corps-wide social media accounts, the Social Media Sponsor will be the Office of Communications. The 'A' Delegate may delegate the responsibilities of the Social Media Sponsor to a designee (see Attachment A for a delegation template).
- (b) Existing and new official social media accounts must have the approval of a Social Media Sponsor and the Office of Communications to ensure that:
 - (1) The social media account will support the Peace Corps mission or improve the effectiveness of its work.
 - (2) There is no undue overlap or duplication, and the efforts across the agency are coordinated.
 - (3) Information is, when appropriate, delivered with unified branding, themes and messages.
 - (4) Social media accounts meet all the applicable Federal policies, including but not limited to the requirements for TOS, privacy impact assessments (PIAs), and system of records notices.

- (c) When initiating a social media site the Office of Inspector General (OIG) will consult and coordinate with Office of Communications to ensure the purposes of this policy are being met. OIG social media communications will not be subject to approval by the Office of Communications.
- (d) Employees and Volunteers with official social media accounts existing before the effective date of this Manual Section must submit them for approval to a Social Media Sponsor and the Office of Communications within 90 days of the effective date of this Manual Section or terminate the account.
- (e) Social Media Sponsors are responsible for terminating social media accounts once the need for termination has been determined and authorized by the Office of Communications.

5.4 Terms of Service (TOS)

The TOS of all existing and new social media accounts must be reviewed as follows:

- (a) The Office of Communications must refer to the GSA list of approved social media to ascertain if an existing GSA approved social media TOS will meet Peace Corps needs. (GSA approved accounts: <http://www.howto.gov/social-media/terms-of-service-agreements/negotiated-terms-of-service-agreements>.)
- (b) The Office of Communications, in consultation with OCIO and OGC, must review the TOS of current and proposed accounts to evaluate the risks and determine whether the social media account would be appropriate for use by the Peace Corps. This review must include such matters as the third party's privacy policy, and indemnification, damages and choice of law provisions.
- (c) If the TOS includes an open-ended indemnification clause, the Peace Corps must, in coordination with GSA, renegotiate the TOS with the provider or obtain another social media product with a TOS that does not include the open-ended indemnification clause.

Any official social media account that has not complied with the process outlined in this Manual Section will be reviewed and may be subject to termination.

5.5 Inventory of Official Social Media Accounts

The GSA maintains and publishes an online inventory of approved official social media accounts. Social Media Sponsors are responsible for notifying the Office of Communications of any social media accounts that have been discontinued.

5.6 Peace Corps Branding

To the extent practicable, the Social Media Sponsor should add the Peace Corps logo to the Peace Corps' profile page on a social media website to indicate that it is an official Peace Corps presence. Use of the Peace Corps logo must be consistent with the guidance set out in the Procedures.

5.7 Information Collection

The Peace Corps will only collect information through the use of social media consistent with the Paperwork Reduction Act.

5.8 Personally Identifiable Information (PII)

If PII is collected, the Peace Corps will collect only the minimum necessary to accomplish a purpose required by statute, regulation, or executive order. The Social Media Sponsor must prepare a PIA with the FOIA Office whenever Peace Corps uses social media that makes PII available to the Peace Corps. See OMB Memorandum M-10-23, "Guidance for Agency Use of Third-Party Websites and Applications".

5.9 Training

Peace Corps staff and Volunteers who are given permission to establish social media accounts or use official social media on behalf of the Peace Corps will be given training by the Office of Communications relating to the appropriate and best practices in the use of social media.

6.0 Roles and Responsibilities

6.1 Office of Communications (OOC)

The Office of Communications is responsible for coordinating Peace Corps communications strategy. It has general responsibility for oversight of all official social media and social media policy. Responsibilities include:

- (a) Serving as the Social Media Sponsor for all Peace Corps-wide official social media.
- (b) Serving as the Agency Point of Contact (POC) to the GSA for federal-compatible TOS.
- (c) Approving the TOS for official social media pursuant to the provisions of this Manual Section.
- (d) Approving the establishment of any official social media account if the Office of Communications determines that the standards in this Manual Section and the Procedures are satisfied.
- (e) Coordinating with posts and offices in developing content for official social media.
- (f) Reviewing, approving, and terminating official social media accounts.
- (g) Maintaining an inventory of all public official social media accounts, retaining copies of the TOS, providing training and strategy for running social media accounts not managed by the Office of Communications.
- (h) Negotiating, with the support of OGC, TOS for social media accounts.

- (i) Providing training for Peace Corps staff and Volunteers who are given permission to establish social media accounts or use official social media on behalf of the Peace Corps.

6.2 Office of the Chief Information Officer (OCIO)

OCIO has overall responsibility for the management and oversight for the acquisition, management and security of the information technology resources at the Peace Corps. In the area of social media, OCIO is responsible for the following:

- (a) Ensuring that appropriate standards are in place to address security issues relating to official social media.
- (b) Providing advice on hosting, information technology security and tools for content development and management.
- (c) Advising the Office of Communications on information that should be included in the training for Peace Corps staff and Volunteers who are given permission to establish social media accounts or use official social media on behalf of the Peace Corps.

6.3 Social Media Sponsor

A Social Media Sponsor has the following responsibilities:

- (a) Sponsoring official social media accounts for the Social Media Sponsor's area of responsibility. In considering whether to sponsor a social media account, Social Media Sponsors are required to carefully consider how the social media account will support the Peace Corps mission or improve the effectiveness of its work
- (b) Recommending to the Office of Communications the approval of the establishment of official public social media accounts based on a determination that the standards in this Manual Section and the Procedures are satisfied, and that the social media account will support the Peace Corps mission or improve the effectiveness of its work.
- (c) Managing the Social Media Sponsor's social media accounts, including approving the content of material that represents the Peace Corps.
- (d) Overseeing the content of other postings made to the Social Media Sponsor's social media accounts.

6.4 Office of the General Counsel (OGC)

OGC is responsible for advising offices on compliance with statutory and regulatory standards and is responsible for:

- (a) Consulting with offices on legal issues relating to TOS of social media accounts.
- (b) Advising Peace Corps offices with respect to obligations under federal social media policies.

(c) Supporting the Office of Communications in the negotiation of TOS.

7.0 Implementing Procedures

The Procedures implementing this Manual Section provide further guidance on establishment and use of social media accounts. The Procedures implementing this Manual Section must be approved by the Office of Communications, OCIO, Office of Global Operations and OGC.

8.0 Effective Date

The effective date is the date of issuance.