

**To: DOI Department Web Council**  
**From: Katelyn Sabochik, Director of New Media, Department of the Interior**  
**Date: March 26, 2010**  
**Re: Social Media Terms of Service Agreement Guidance**

## **Background**

Over the past two years, the General Services Administration (GSA) has worked with a variety of Social Media service providers and vendors to negotiate Terms of Service (TOS) agreements that would be acceptable for government agencies. A full list of services with GSA TOS agreements can be found here: [https://apps.gov/cloud/advantage/cloud/category\\_home.do?BV\\_UseBVCookie=Yes&c=SA](https://apps.gov/cloud/advantage/cloud/category_home.do?BV_UseBVCookie=Yes&c=SA).

In general, the fine-print TOS agreements with social media websites are not acceptable for government agency use. While GSA has done most of the legwork to negotiate government agency acceptable TOS agreements, each agency must review and sign the agreements before they begin to use the social media service.

This document outlines the processes at the Department of the Interior for:

- 1.) Getting an account on Facebook, Flickr or YouTube covered by the DOI signed TOS agreement
- 2.) Requesting that DOI sign a new Terms of Service agreement for a social media tool or site.

## **Terms of Service Process for Facebook, Flickr, and YouTube**

- **Facebook**

- **If you are creating a new Facebook page:**

- Consult your bureau point of contact (see Appendix A) before opening a new Facebook account.
- Go to Facebook.com/page.
- Select "Brand, Product, or Organization" and create a "Government" page.
- When you agree to create a page, the signed agreement with Facebook supersedes the site's terms.
- Once you've created a page, it remains unpublished (not visible to the public) until you choose to publish it.
- Setup the page and add content (see guide here - <http://tinyurl.com/fbpagesetup>).
- Please remember the federal agreement requires you to include this language on the page "If you're looking for the official source of information about [Government Entity], please visit our homepage at [URL Link]."
- Be sure and add several administrators to the page.
- Email the page URL to your bureau POC who will coordinate with Katelyn Sabochik and Facebook.

- **If you have an existing Facebook Page**

- Send the URL of your Facebook page to your bureau POC. Upon approval of the page, your Bureau or Office POC will work with Katelyn Sabochik to cover the page with the Terms of Service Agreement and have the ads removed
- Be sure that you include this disclaimer language somewhere on the page: "If you're looking for the official source of information about [Government Entity], please visit our homepage at [URL Link]."

- **YouTube**

- Consult your bureau point of contact (see Appendix A) before opening a new YouTube account.
- Create a YouTube account. You must have an existing YouTube account in order to be covered by the agreement. If you find that the username you want is already taken, there are steps you can take to ask YouTube to reclaim that username, assuming that your bureau or office has a legitimate claim to that name More information can be found on the web managers forum site: [https://forum.webcontent.gov/?page=TOS\\_YTreclaimname](https://forum.webcontent.gov/?page=TOS_YTreclaimname)
- Send the name of your account to your Bureau POC. Once you have your account set up and/or have collected the names of all the existing accounts that should be covered under this agreement, send them to me by COB on July 28, 2009. On July 29, I will send a list of all of the accounts to the person at GSA who handles the YouTube agreement.
- On the fourth Friday of every month YouTube processes all of the new federal government channels. Once your channel has been processed you be notified by the New Media Director or your Bureau POC.

- **Flickr**

- Consult your bureau point of contact (see Appendix A) before opening a new Flickr account.
- Create the Flickr account. You may wish to create a FlickrPro account instead of using a free Flickr account. The TOS agreement for the FlickrPro and regular free Flickr accounts are the same, so either version will be covered.
- Send the name of the Flickr account to your Bureau POC.
- Your bureau POC will work with the New Media Director to ensure that your Flickr account is covered by the DOI TOS agreement.

### **Process for Requesting a New Terms of Service Agreement**

GSA has negotiated government Terms of Service agreements with a number of social media platforms and service providers. A full list of current social media applications with GSA Terms of Service Agreements can be found on Apps.gov here:

[https://apps.gov/cloud/advantage/cloud/category\\_home.do?BV\\_UseBVCookie=Yes&c=SA](https://apps.gov/cloud/advantage/cloud/category_home.do?BV_UseBVCookie=Yes&c=SA). Outlined below are instructions for using any of the social media services outlined on Apps.gov or other social media services not found on Apps.gov.

#### **1.) For Products and Services WITH GSA Terms of Service Agreements**

GSA has deemed all of the negotiated Terms of Service Agreements for the products and services posted on Apps.gov appropriate for Government agencies. However, each individual agency must review and sign the terms of service agreements before beginning to use the product or service. Each agency has designated a single Terms of Service point of contact.

If there is social media product on Apps.gov that you are interested in using, you must work with your Bureau POC, the Department New Media Director, and the Solicitor's office to ensure that DOI has a signed TOS agreement with that service provider. To begin this process:

- 1.) Talk with your Bureau POC about your social media idea using one of the services listed on Apps.gov.
- 2.) Write a brief (2-4 paragraphs) description of why you would like to use this tool and how you intend to use it to further the mission of your bureau or office.
- 3.) Your bureau or office POC will review and upon approval submit the request to the New Media Director at DOI.
- 4.) Your bureau POC and the DOI New Media Director will work with the Solicitor's office to review the TOS agreement and determine whether it is suitable for the Department of the Interior. At this point the TOS agreement will either be signed by DOI or further negotiations with the service provider may take place. Please be advised that this process could take several weeks to complete.

## **2.) For Products and Services WITHOUT GSA Terms of Service Agreements**

While GSA has negotiated over 30 Terms of Service agreement with social media service providers, there are still some providers that do not yet have a government approved TOS agreement. GSA has asked that government agencies interested in using a social media service provider that does not already have an approved TOS agreement to work with the service provider to negotiate an agreement that could be utilized government-wide. To begin this process:

- 1.) Talk with your Bureau POC about the service you would like to use.
- 2.) Write a brief (2-4 paragraphs) description of why you would like to use this tool and how you intend to use it to further the mission of your bureau or office.
- 3.) Upon approval of the concept your bureau POC will send the description of the project to the New Media Director.
- 4.) Your Bureau POC and New Media Director will work with the Solicitor's office and the social media service provider to attempt to negotiate a Terms of Service agreement that is acceptable for government use. Please note that there is no guarantee that the social media service provider will agree to a Terms of Service agreement that is acceptable for the government and that this process could take several weeks or even months to complete.

## Appendix A: Bureau Social Media Points of Contact

### Department Points of Contact

Bureau or Office	Contact Person	E-mail	Phone
Office of Communications	Katelyn Sabochik	<a href="mailto:Katelyn_Sabochik@ios.doi.gov">Katelyn_Sabochik@ios.doi.gov</a>	202-208-7975

### Bureau Points of Contact

Bureau or Office	Contact Person	E-mail	Phone
Department of the Interior - Office of the Secretary	Katelyn Sabochik	<a href="mailto:Katelyn_sabochik@ios.doi.gov">Katelyn_sabochik@ios.doi.gov</a>	202-208-7975
Bureau of Reclamation	Bob Gabour	<a href="mailto:rgabour@usbr.gov">rgabour@usbr.gov</a>	337-266-8891
Indian Affairs	Gary Garrison	<a href="mailto:Gary.Garrison@bia.gov">Gary.Garrison@bia.gov</a>	202-208-1327
National Park Service	Tim Cash	<a href="mailto:Tim_Cash@nps.gov">Tim_Cash@nps.gov</a>	202-641-1925
Bureau of Land Management	Celia Boddington	<a href="mailto:Celia_Boddington@blm.gov">Celia_Boddington@blm.gov</a>	202-208-6913
Minerals Management Service	Ty Hughes	<a href="mailto:Ty.Hughes@mms.gov">Ty.Hughes@mms.gov</a>	202.208.3817
Office of Surface Mining	LaShonne Williams	<a href="mailto:lwilliams@osmre.gov">lwilliams@osmre.gov</a>	202-208-7940
U.S. Fish and Wildlife Service	David Yeargin	<a href="mailto:David_Yeargin@fws.gov">David_Yeargin@fws.gov</a>	703-358-2447
U.S. Geological Survey	Karen Wood	<a href="mailto:kwood@usgs.gov">kwood@usgs.gov</a>	703-648-4447