SOCIAL MEDIA USE AT THE
U.S. GEOLOGICAL SURVEY

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Quick History

- Social Media efforts started March 2007 with the release of the internal USGS CoreCast. Went public that August.
- Quickly expanded internal efforts with primarily blogs and podcasts.
- External efforts expanded using podcasts, then YouTube, Flickr, Facebook, Twitter, etc.
Quick History

- Revisiting our strategies for expanding into these areas. Some had partial plans, some had full plans, some had no plans at all. The question is: “Are these tools meetings our goals?”

- We’re working to improve knowledge of social media tools, policies, best practices, strategy and resource management issues with USGS employees.

It will take time.
Hoping to teach others so they can teach others.
Internal SocMed Efforts

- Implemented WordPress blog for “Director’s Message” and renamed it “USGS Leaders’ Blog.”
  The goal is to allow all Executive and Regional Executive leaders to share thoughts, topics, and more with employees and allow employees to respond. Employees wanted to have better two-way communication with Leadership.

- This has encouraged employee feedback; Executives amazed with the responses (including the “passionate” ones); encourages Leaders to actively respond in their own voice.
Internal SocMed Efforts

- We saw great success with Leaders’ Blog that we converted other areas/features to use WordPress software.
- Content is now easier to manage by several people. Employees can actively engage in conversations on USGS news, podcasts, Leaders’ posts, web development, and more.
Internal SocMed Efforts

- Current list of internal efforts:
  - USGS Leaders’ Blog
  - USGS News
  - Podcasts
  - Director’s Mailbag
  - USGS Web Development
  - Barbara’s Blog (Communications Director)
  - Need to Know
  - RSS Feeds
  - Planning to implement “social voting” tools.
Public SocMed Efforts

- Started with the USGS CoreCast
- Slowly expanding podcast efforts with other USGS offices across the landscape.
- Started presences in other “Web 2.0” and SocMed sites (Netvibes, Pageflakes)
Public SocMed Efforts

- Implemented USGS YouTube Channel
- Moved into the Twitter with @USGS, @USGSNews, and @USGSPodcasts
- Started “usgeologicalsurvey” Flickr page

Today, more and more groups are setting up Twitter accounts, YouTube Channels, and other social media accounts.

Note: There is an approval process for all offices/accounts for anything publicly available.
Public SocMed Efforts

- Current list of internal efforts:
  - Twitter accounts
  - YouTube channels
  - Flickr
  - Facebook
  - Netvibes and Pageflakes
  - Blogs (Arctic Chronicles and soon Science Features)
  - Podcasts
  - RSS feeds
Important to have a plan. Ask “what” are our goals/mission. Then determine which tools can help meet those goals. Measure your performance (not a science). Teach others to do the same in your organization.

Mission. Tools. Metrics. Teach

-Jeffrey Levy, EPA
Take Aways

- @USGS (http://twitter.com/usgs)
- Official USGS Twitter accounts (http://twitter.com/USGS/usgsofficialaccounts)
- USGS YouTube Channel (http://youtube.com/usgs)

Visit USGS Social Media (http://usgs.gov/socialmedia) for these and more.
Demo of WordPress