

# 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 meeting 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)

A screenshot of a Netvibes dashboard. At the top is a USGS banner with the slogan "science for a changing world". Below the banner are several widgets:
 

- Welcome:** A text widget with a link to the USGS website.
- Check it out!:** A widget titled "We've launched the USGS Social Media page!" with a link to the social media page.
- USGS MS + Earthquakes:** A list of recent earthquake events with details like magnitude, location, and time ago.
- USGS Landslides Hazard Alerts:** A list of hazard alerts for Southern California Burned Areas.
- USGS Newsroom:** A widget with a video thumbnail titled "Studies Reveal Why Drinking Water Wells are Vulnerable to Contamination".
- USGS CoreCast:** A widget with a video thumbnail titled "Why Some Public-Supply Wells are More Vulnerable to Contamination".

A screenshot of a Pageflakes dashboard. At the top is a USGS banner. Below the banner are several widgets:
 

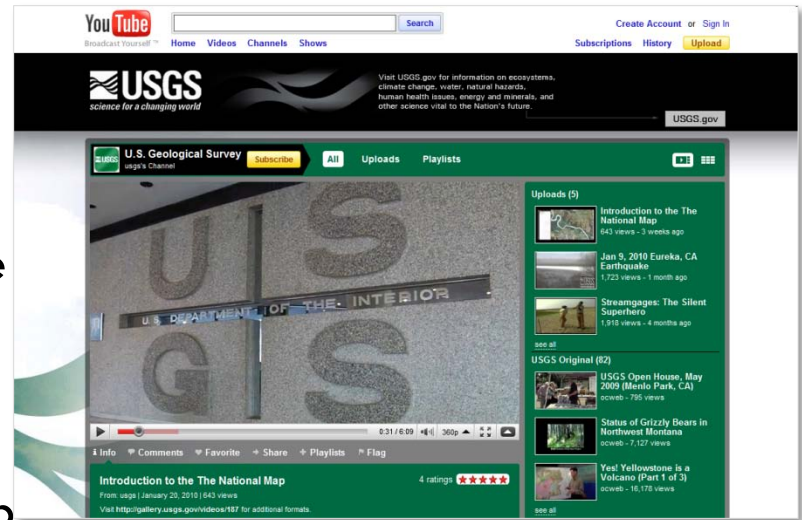
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- USGS CoreCast:** A widget with a video thumbnail titled "Why Some Public-Supply Wells are More Vulnerable to Contamination".
- USGS Landslides Hazard Alerts:** A list of hazard alerts.
- Recent Volcano Observatory Activity Reports:** A list of recent volcanic activity reports.

A screenshot of the USGS CoreCast website. The header includes the USGS logo and navigation links. The main content area features:
 

- USGS CoreCast:** A section with a "Subscribe" button and a "Next page" link.
- Why Some Public-Supply Wells are More Vulnerable to Contamination:** A featured article with a video player and a "Download audio" button.
- Aftershock Hazards in Haiti:** A featured article with a "Download audio" button.
- The Haitian Earthquake - A Week Later:** A featured article with a "Download audio" button.

# 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

# Take Aways

- 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