

From: [Picavet, Alexandra](#)
To: [NPS MWR PIO](#)
Subject: Social Media Guidance and phone call at 10:30 AM CT TODAY
Date: Wednesday, January 25, 2017 8:35:51 AM

Good morning. There will be a call **today** with all PIOs and social media managers in the Midwest Region to answer any questions. Please be sure to have at least one representative from your park on this call. A calendar invite will go out with call-in information to the MWR PIO list and social media list. If someone else needs to be invited please give me a call or send me their name so I can invite them.

Please send to Social Media Managers for your park.

I want to call your attention to guidance issued by the Department of the Interior Communications office this weekend regarding social media use. Please note that posting on social media accounts **should continue** on items of public safety and park information, with the exception of content related to national policy issues. If you have questions about any content, please contact me at 402-960-0688 (mobile)

Thanks.

Alex

Below is a message from Regional Director Sholly that went out to all superintendents this morning.

As you know, yesterday afternoon a former seasonal employee from Badlands was able to log into Twitter and post several tweets remotely, without knowledge or authorization from the park.

Irrespective of what was posted, the fact that this was able to happen reiterates the need for us to ensure our park and regional accounts are secure, and that you're aware of who has access, and more importantly, who is designated/authorized to post information on those pages.

- Make sure your account(s) passwords have been changed;
- Make sure you know who has access to post information on your park accounts;
- Ensure you have the right oversight in place regarding what content is posted;
- Make sure information posted relates to park operations and public safety information (e.g., road closures, etc);
- If you have a questions about what can be posted, call Alex Picavet or Chris Powell;
- More detailed guidance will come down from WASO through communications [See Alex's message above]

Otherwise, keep doing the tremendous job you're doing and thanks.

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