



## Social Media and the NRC: What We're Doing, Why We're Doing it and What Else We Might Do



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## Why is the NRC using social media?

- Everyone else is doing it!
- It's new and fun and different!



No, really:

- It's a new communication tool that augments our traditional tools
- It meets Open Government mandates
- It may reach new audiences
- It's vital for crisis communication

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## The NRC Blog

- Created to meet needs for public interaction as required by Open Government and to create a new avenue for dialogue with the public
- Bloggers come from all offices and speak "first person" and plain language (most of the time)
- Went "live" on Jan. 31, 2011
- Stats through Dec. 2013:
  - 300 posts
  - 3,200 posted comments
  - 470,090 views
  - M-F daily averages 300-500

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### Important Posts:

- Hurricane Sandy updates
- SONGs updates
- Ft. Calhoun updates
- North Anna earthquake updates
- Japan posts based on public feedback
- Explanations ranging from hardened vents to salps to behavioral observation program
- NRC Science 101

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### Future Steps:

- No changes anticipated – concept of diversified bloggers works well.
- Continuing to work to create new content and quick turnaround in responding to comments
- Ongoing need to communicate in (and model) plain language
- Incorporating blog into COOP/crisis planning

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### Let's Chat:

- Chat was a live discussion platform for real-time dialogue between the public and NRC staff
- Six-month pilot launched in April 2013
- Two a month on high-interest topics such as hurricane preparedness, seismic studies and Fukushima lessons learned
- All Chats are archived
- Short text answers inherently problematic and we are now looking at a video version instead

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## twitter

- Began using in August 2011
- Consistent graphic “look and feel” with blog and web
- The main Twitter account is an “announcement” vehicle. All press releases, blog posts and YouTube videos get a tweet
- Through Dec. 2013: 1,300 tweets; 4500 followers
- Tweets driving traffic to the blog – we know because we see the spike after the tweet
- Consistent re-tweeting expands reach

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## YouTube

- Channel went live in September 2011 with videos related to 9/11
- Content includes pre-existing videos (edited); parts of Commission meetings; and new content
- Through Dec. 2013: 96 videos/audio clips posted with 44,000 views
- Resources limit full use of the platform
- Must be 508 compliant

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## Social Media and Crisis Com

- Social media an important part of Crisis Communication
- Tested during exercises and small events (Hurricane Sandy)
- Blog comments inform public affairs products
- Pre-prepared YouTube PSAs
- Arrangement with FEMA to monitor social media and post to a “Rumor Page”

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### **Next Steps/Challenges**

- **Continuing to create unique, interesting content**
- **Increasing internal understanding (and usage) of these tools**
- **Raising awareness of the sites with the public**
- **Assessing additional sites**
- **Facebook – it's coming!**

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