

Grand Canyon-Parashant National Monument Social Media Plan

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Grand Canyon-Parashant National Monument recognizes the value of the use of social media tools to communicate the park mission and messages with the public. The park will utilize social media, when appropriate, to share current park information, gather visitor input on a variety of topics, and to strengthen the relationship between visitors and the park.

What does the park plan to achieve with social media?

Grand Canyon-Parashant National Monument recognizes the value of the use of social media tools to communicate the park mission and messages with the public. The park will utilize social media, when appropriate, to achieve the following goals:

- Disseminate information through alternative means in addition to staff contact, printed materials, and the park's official website
- Provide a forum for conversation about the park
- Provide opportunities for visitors to share park experiences, stories, and photos
- Strengthen the relationship between visitors and the park
- Gather visitor input and feedback on a wide variety of topics
- Gauge feedback on park management and issues
- Increase number of visitor contacts

Social Media Creation and Approval

- a) All requests for new social media website must be reviewed and approved by the park superintendent, and chief of interpretation.
- b) The park media specialist will create the new social media website upon approval from region.

All social media use must adhere to the DOI and NPS Social Media Policies.

Social Media Contributors

Employees who will be responsible for maintaining a social media site on behalf of and/or representing the NPS must first receive authorization from the park media specialist. The park media specialist will provide contributor access to social media, and maintain a list of all approved social media contributors. Approved social media contributors may post in accordance to posting parameters defined in this document, and may moderate (delete, correct, respond to visitor postings) visitor activity in accordance with the comment policy defined in this document.

Park Media Specialist

The park media specialist, a member of the Interpretation and Education division will serve as the park social media specialist and primary point of contact. He/she is charged with managing and coordinating activities across all of the park's web presences.

Target Audience

Parashant expects to reach a variety of audiences through the use of social media including:

Gateway community members

Individuals, businesses and organizations in the surrounding communities rely on communication from the park on issues that affect them directly. Information such as road and openings and closures, special events, and current conditions are currently disseminated through the official website, news releases and phone trees. Social media provides additional outlets for quickly providing relevant information to this audience group. Members of this group are likely to be returning visitors, are often stakeholders in park projects, and vary in age.

Information Technology Users

These individuals are technically proficient and like to have the option of communicating with both fellow park visitors and park staff, and receiving and accessing information via computer and mobile devices. These individuals may be first-time or returning visitors and vary in age.

Remote Visitors

Members of this target audience mostly likely live outside of southern Utah, northwest Arizona, and southern Nevada and have not yet visited Grand Canyon-Parashant National Monument. These individuals may use park social media sites in conjunction with the official park website to plan a future trip to the park. Park social media sites will provide access to experiences, photos, and stories from other visitors; provide a forum for discussion with returning visitors; and provide easy access to the most up-to-date park information. Certain social media such as videos and photos will provide remote visitors with an opportunity to experience the park before they even arrive.

Comment Policy

All sites that allow visitors to post comments should state that comments will be moderated and include the following disclaimer. This comment policy is also listed on the social media page of the park's official website. Visitors may be blocked from posting on park social media pages if they repeatedly post inappropriate comments.

We do not discriminate against any views, but we reserve the right to delete any of the following:

- Off-topic comments
- Violent, vulgar, obscene, profane, hateful, or racist comments
- Comments that threaten or defame any person or organization
- The violation of the privacy of another individual
- Solicitations, advertisements, or endorsements of any financial, commercial, or non-governmental agency
- Comments that suggest or encourage illegal activity
- Comments promoting or opposing any person who is campaigning for election to a political office or promotion or opposing any ballot proposition
- Comments including phone numbers, e-mail addresses, residential addresses, or similar information
- Multiple, successive off-topic posts by a single user
- Repetitive posts copied and pasted by multiple users

This comment policy is subject to amendment or modification at any time to ensure that its continued use is consistent with its intended purpose as a limited forum.

Content Policy

- Contributors must know and follow NPS, DOI and Executive branch conduct guidelines, such as the Appropriate Use of the Internet, Limited Personal Use of Government Equipment, and Standards of Ethical Conduct for Employees of the Executive Branch.
- Contributors may not discuss any agency, park or program-related information that is not considered public information. The discussion of sensitive, proprietary, or classified information is strictly prohibited. Failure to comply may result in disciplinary action.
- Park staff may not engage in arguments or debates on social media websites.
- Content posted on social media sites must also be available on the official park website www.nps.gov/para.
- Videos must be closed-captioned.
- Only photos and videos that are the intellectual property of NPS may be used on social media websites.
- A photo release must be obtained and kept on file for any child included in media.
- Photographs of geocaches must be kept on file.

Park Approved Social Media Platforms

Facebook iTunesU
YouTube Instagram
Twitter Tumblr
Flickr

Approved Content

Park social media websites will be used primarily to share current information about the park. References will be provided for more in-depth information available on the park website, or through a contact. Social media websites will not be used for answering visitor's specific questions (this does not include questions regarding park postings). To provide visitors with fast, assured service, visitors will be directed to contact the park visitor center by phone or email. The park will use social media to encourage visitor discussion by asking questions, and intervening to remove or correct inaccuracies.

Current information

- Road conditions
- Trail conditions
- Fire information
- Wildflower activity
- News releases
- Special events
- Wildlife sightings
- Project information
- Breaking news
- Rumor control
- Safety messages

Interpretive Questions

Open-ended questions to create opportunities for emotional and intellectual connections. E.g. "How has climate change impacted your visit to Parashant?"

Parashant Service First coordination with Bureau of Land Management

Information applicable to Parashant that is posted on BLM social media may be linked to Parashant social media when appropriate. This may include social media platforms used by the BLM including: Facebook, iTunesU, YouTube, Instagram, Twitter, Flickr and Tumblr.

Emergency Management

Social Media may be used for emergency management as directed by the protection division.

Park Projects

Information on park projects may be provided. A social media form is available for project managers to provide relevant information to the park media specialist for publication on the park's social media sites and official webpage. Social media will be for notification and informal discussion only. Planning, Environment & Public Comment (PEPC) will continue to serve as the official format for public comment.

Digital Media

Certain media will be provided on social media platforms such as Facebook, YouTube and Flickr, to provide access to park created digital media. This includes park videos, photos, videocasts, and podcasts. Media may include audio and/or video of interpretive programs, special events, scientific research, and interpretive products.

Sensitive Issues

Information on sensitive issues including incidents and tragedies will be provided on an as needed basis and will originate from the park Public Information Officer (PIO), superintendent secretary or the park superintendent. Contributors may not post or engage in discussion on the subjects. Visitor postings deemed inappropriate, incendiary,

etc. will be promptly removed, and related postings will be monitored carefully for personal information by the social media specialist and contributors.

Rules of Engagement

These official guidelines have been developed to assist social media contributors with official activity on Parashant's social media websites. It is expected that all social media contributors are trained and understand and follow these guidelines.

Hours of engagement - Contributors should engage in official activity only during work hours unless approved by their supervisor.

Frequency – Contributions should be frequent enough to keep audiences engaged without overloading them. Current conditions, breaking news and important safety message should be posted as soon as possible. Responses should be posted within a reasonable amount of time (within 1-2 days). It is important to note that the park's use of social media is not intended to replace information services provided by visitor center staff. If questions become frequent or details, refer visitors to the visitor center for the best service.

Accountability – To ensure accountability by individual contributors, each contributor will add their initial to posts when possible. E.g. "Kiabab Squirrel foraging on Mt. Trumbull. (AF)" as a posting by Amber Franklin. Non NPS or BLM media provided to Parashant by the public will be accredited to the creator of the media. (Media ex.: Photo, video, audio, etc.) (Posting ex.: " Video provided by John Doe").

Corrections - If a mistake has been made, attempt to correct the error by editing the post or post a follow-up correction. If a post was made within the last minute, you may immediately delete the posting. Notify the park media specialist immediately, even if a correction has been made.

Precedence – The official park website (www.nps.gov/para) takes precedence above all social media content. Information should be posted to the park website before it is posted on any social media site. When posting on social media sites, provide a link to the related information on the park website when possible.

Criticizing policies and administration – The purpose of social media is to inform and engage visitors, and to facilitate a connection between the public and the resource. It is not a forum to publically criticize NPS, DOI, Parashant, or other parks, entities, or personnel.

Questionable language - Do not post any material that is questionable in any manner (obscene, defamatory, profane, libelous, threatening, abusive, hateful, or embarrassing). Be cautious of language that may offend diverse populations. If you are unsure, check with the park media specialist. Remove any posting containing questionable language in accordance with the park comment policy.

Appropriate language – Although social media is often very casual, official posts must adhere to Park Service communication standards. With the exception of Twitter, postings must utilize correct punctuation, grammar, and capitalization. You may wish to draft postings in Word and run spell check before posting to a social media site. Avoid slang, acronyms and overly officious words. Write at a seventh grade level or below. When posting on Twitter, use complete words whenever possible.

Images of minors - When possible, refrain from using images of identifiable minors on social media websites. If an image of a minor is required, verify that the signed photo release form is on file.

Encourage conversation – Social media provides the unique ability to engage in two-way discussion with the public. Encourage conversation by asking open-ended questions, and responding to questions when possible. Encourage comments and participation whenever possible.

Responding to Concerns - If a visitor expresses a concern on a park social media site, first determine if the concern is serious and requires assistance with someone with specialized knowledge such as law enforcement or natural resources. If the concern is pressing or time-sensitive, respond as quickly as possible or refer the visitor to the visitor center who can then transfer the visitor to an appropriate person. Do not hesitate to refer the visitor to the superintendent for sensitive or park management issues.

Responding to Visitor Complaints – While it is not always necessary to respond to visitor complaints, it provides an excellent opportunity to spark discussion, or to receive feedback from visitors. Remove any complaint that names a specific individual (in accordance with park and NPS comment policies) and refer visitors to the park's comment policies listed on the park webpage if necessary.

Correct inaccuracies – The park would like to encourage visitors to visitor discussions, however contributors should correct inaccuracies posted by the public. Take care to be polite about corrections when possible, and do not disparage the opinion of visitors – correct only inaccurate information. Take advantage of interpretive opportunities when providing clarification or corrections.

Controversial Posts – If a visitor post may be considered controversial, review the park comment policy and remove the post if necessary. Be sure to monitor the thread for follow-up postings, and remove the thread if necessary. If the post is questionable, contact the park media specialist immediately for special consideration.

Employee Personal Use of Social Media

Parashant has elected to employ social media platforms such as Facebook, YouTube, Twitter, flickr and iTunesU to communicate the park mission and messages with the public through an increasingly popular medium. Park management is in the process to create a social media policy and strategy which will provide policies and procedures to manage the park's social media sites. Until the policy and strategy are in place, we ask that you refrain from posting to the park's social media sites in any official capacity.

Once the social media policy and strategy are in place, selected contributors will maintain the park's social media sites. If you are not an official contributor, the park encourages you to participate in the park's social media sites in a nonofficial capacity. You are welcome to post on any of the park's social media sites from your personal account. Please do not identify yourself as park staff, but feel free to share any pertinent information as if you were a visitor.

In regards to personal use of social media sites, is recommended that you refrain from identifying yourself as an NPS employee. If you choose to identify yourself as an NPS employee on any social media site, ensure that your profile and related content is consistent with how you should present yourself as a NPS professional, appropriate with the public trust associated with your position, and conform to existing standards, such as Standard of Ethical Conduct for Employees of the Executive Branch. In other words, when you identify yourself as an NPS employee, you are essentially "wearing your uniform," and are responsible for representing the park or NPS in a professional manner.

Employees are encouraged to notify any social media user's supervisor if a posting seems inappropriate. The social media's supervisor will determine whether posting is a personal conduct issue.

Maintenance Plan

Each social media platform will be reviewed quarterly by the park media specialist to ensure accuracy, adjust for seasonal changes, and implement improvements. Sites will be monitored constantly, and may be reviewed for relevancy or reprioritization.

Evaluation Process

The park will use statistics provided by park's official website, and each social media platform to track, (when available): usage, visitor activity, followers, views, and referrals. Statistics will be recorded monthly, when appropriate, to track usage trends. Data will be recorded and monitored by the park media specialist. A continuous decline in usage will signal for a review of the park's usage of that social media platform. A notable, continuous increase in usage will signal for a review, and possible reprioritization of that platform.

Facebook	Statistics will be recorded monthly including number of active users, number of wall posts or comments, and number of visitors
Twitter	Number of followers will be recorded monthly
Flickr	Number of views will be monitored
YouTube	Number of views per video will be monitored
iTunes U	Number of views will be monitored
Website	Referrals to social media platforms from the park's official website will be recorded monthly

This social media plan for Grand Canyon-Parashant National Monument has been reviewed and approved by:

Rosie Pepito, Superintendent
Grand Canyon-Parashant National Monument

Date