Social Media Approval Checklist

* Has the requestor reviewed the USDA policy on [New Media Roles, Responsibilities and Authorities](https://www.ocio.usda.gov/document/departmental-regulation-1495-001) (Departmental Regulation 1495-001)?
* Has the requestor reviewed the [Government Ethics and Use of Social Media](https://www.oge.gov/web/OGE.nsf/Resources/Government+Ethics+and+the+Use+of+Social+Media) guidance available from the U.S. Office of Government Ethics?
* Has the requestor completed a [New Media Request Form](https://www.ocio.usda.gov/document/ad-3022) (AD 3022)?
* Has the requestor submitted a communications plan for their requested account?
* Does the requesting office have the authority to communicate on behalf of Department, Agency or Program Office?
* Does the requesting office have the appropriate resources to review and approve all external social media communication? At a minimum, the resources should include one Federal communication/public affairs professional familiar with social media communication and outreach and one Federal backup with equal experience.
* If a contractor or non-federal employee is creating content for social media on behalf of an Agency or Office, has a Federal POC been established to review and approve all external communication content?
* Does the requesting office have the resources to properly monitor social media accounts for currency, frequency of posts, comment moderation and general operation?

# Social Media Baselines and Requirements

**Twitter**

* Minimum 5 posts per week
* Minimum 1 retweet per day – including reposts of USDA Agencies and partners
* Federal communications professional reviewing all social media content prior to publishing
* \*60-Day departmental evaluation period

**Instagram, Facebook, YouTube, Pinterest, Blogs, Snapchat, and other tools**

* Baselines have not been established as these accounts are not currently being considered for official approval

**\*USDA New Media Account 60-Day Evaluation**

Once a new media account has been approved by the USDA Office of Communications, the account will undergo a 60-day evaluation period in which it is required to do the following:

1. **Account Verification**

A verified social media account prevents fraud and lets the public know that an account is authentic.

* 1. For Twitter —   
     Email [gov@twitter.com](mailto:gov@twitter.com) using your government-issued email to inform the Twitter Government Support Team that you recently created a new account and would like to have the account verified.

1. **Submitting 60-Day Performance Metrics**
   1. For Twitter —   
      Go to Analytics >   
      Select “Tweets” (second tab from the top of the page) >   
      Use the dropdown menu to select a custom date range of the last 60 days (i.e., Sept.1 - Nov.30) >   
      Click Export data
   2. Email the Excel spreadsheet to [OC Social Media Team](mailto:oc-web@usda.gov?subject=Social%20Media%20Request).
2. **60-Day Performance Evaluation**
3. The OC Social Media Team will review the account’s 60-day performance metrics submitted by the agency. Based on the performance metrics, the team will analyze and compare the actual results with the initial performance goals set by OC standards as indicated in the new media request. Some items that will especially be observed are:

* Engagement rate
* Post frequency
* Post activity (i.e., what types of content and the language being shared on the approved social platform)
* Follower count