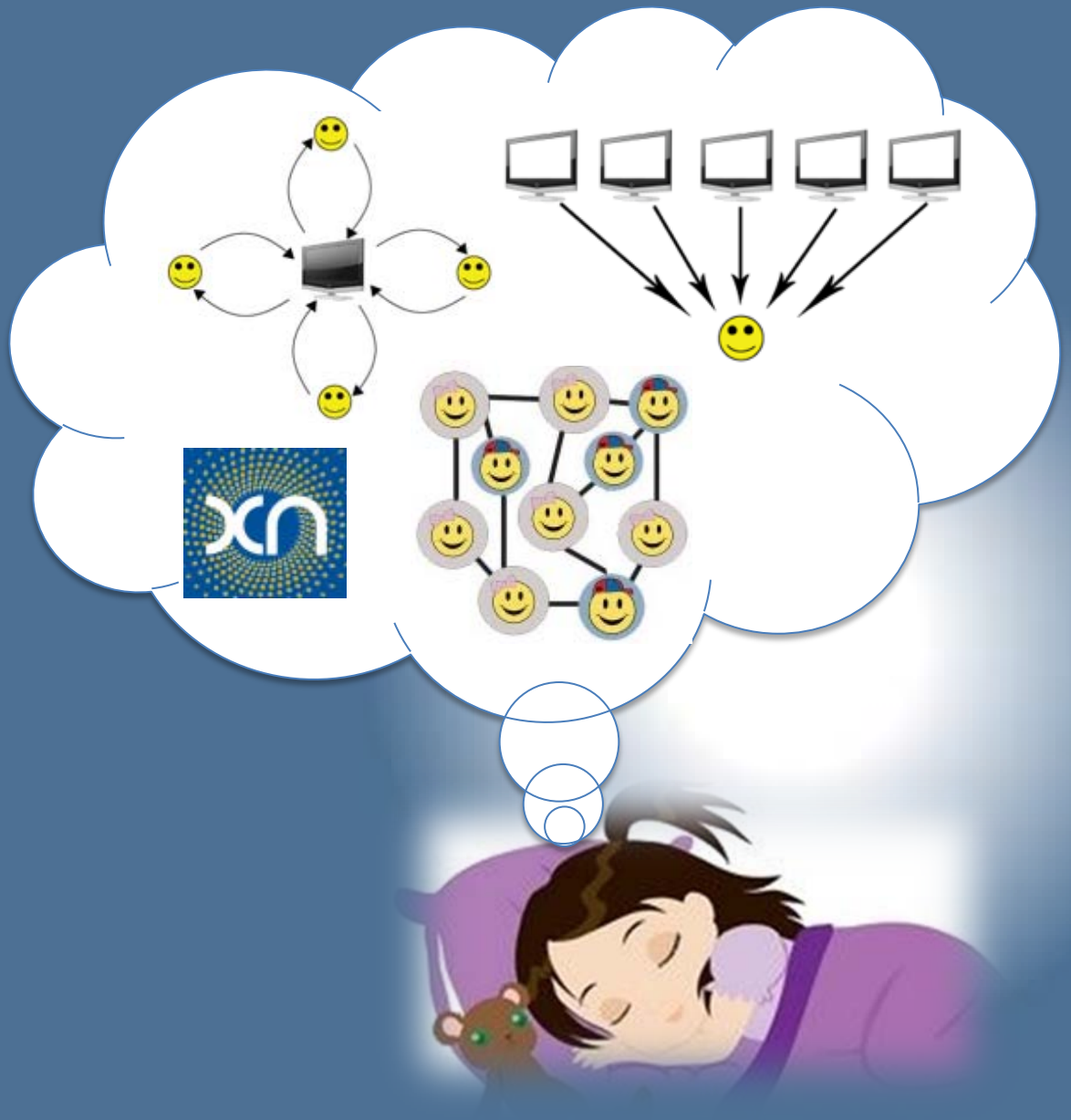
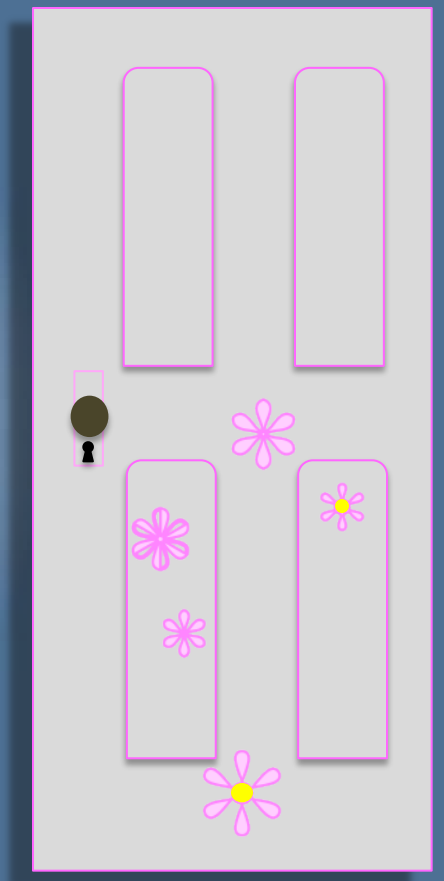
National Aeronautics and Space Administration

Monsters in the Closet –
A Case Study of Internal Social Media Implementation at Marshall Space Flight Center

Bernadette Buzzell
August 15, 2011





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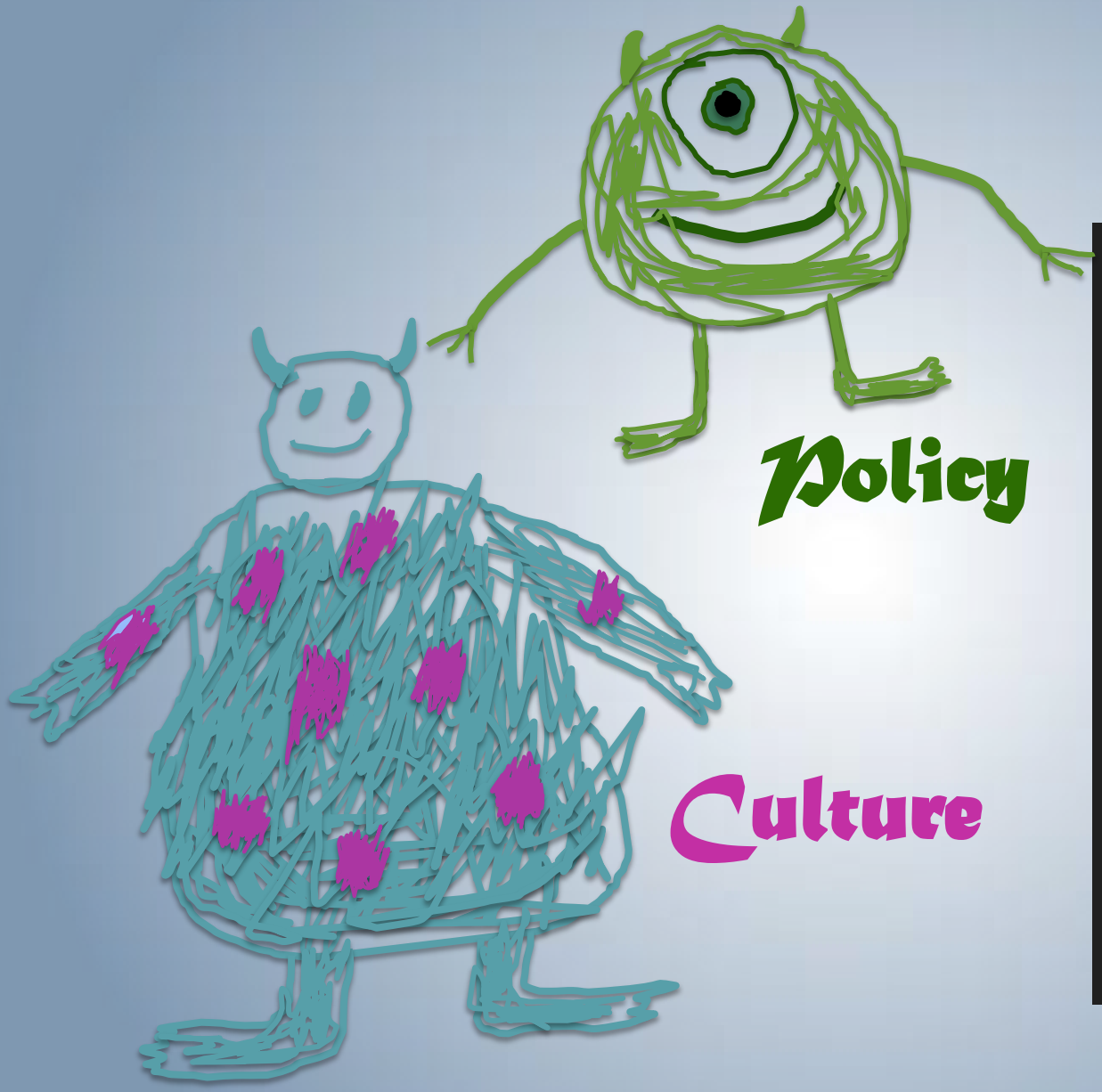
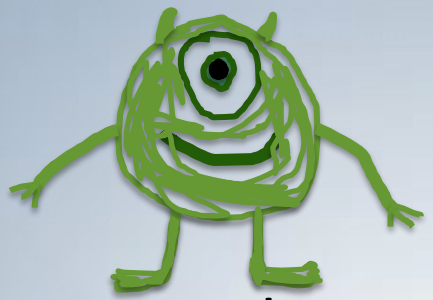
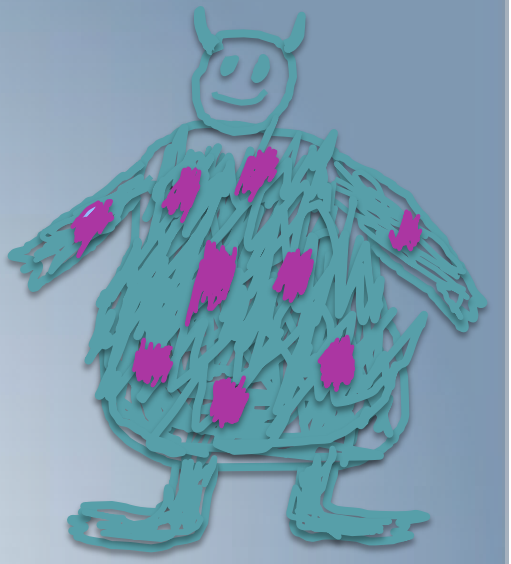

Policy
Culture

Today's Focus

- Purpose:
  - To help other government organizations considering Internal Social Media to avoid the issues Marshall faced.
    - > Focus on implementation
    - > No changes to existing policy
    - > No new policy
- Internal vs external
- Not a site demo

The Monsters





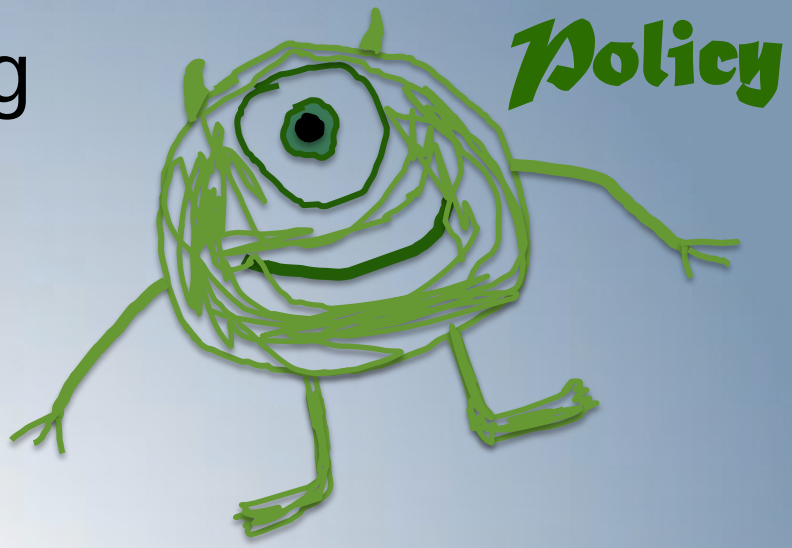
Policy

1. Socializing vs Working (Acceptable Use)
2. Records Management
3. Privacy & PII
4. Accessibility (508)
5. IT Security & Sensitive Information (SBU, ITAR, etc)

Culture

6. Adoption
7. Control & Enforcement
8. Goofing-Off & “Friending”
9. Information Overload & Yet Another Tool
10. Authority

Socializing vs Working (Acceptable Use)



Personal Use (NPD 2540.1)

Comradery

MARS

Union Review

Real Life

Trust

Internet

Purpose

HR Review

Ethical Conduct Standards

Value Focus

Legal Input

Guidelines

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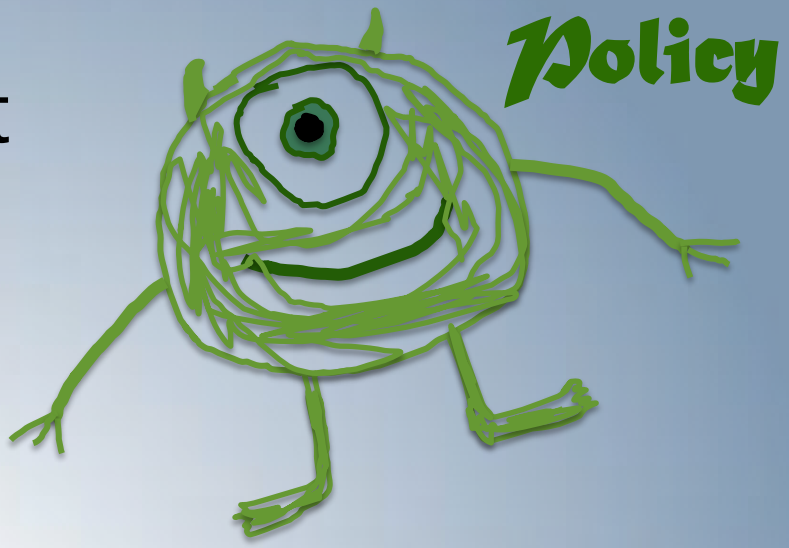
Records Management



E-Mail

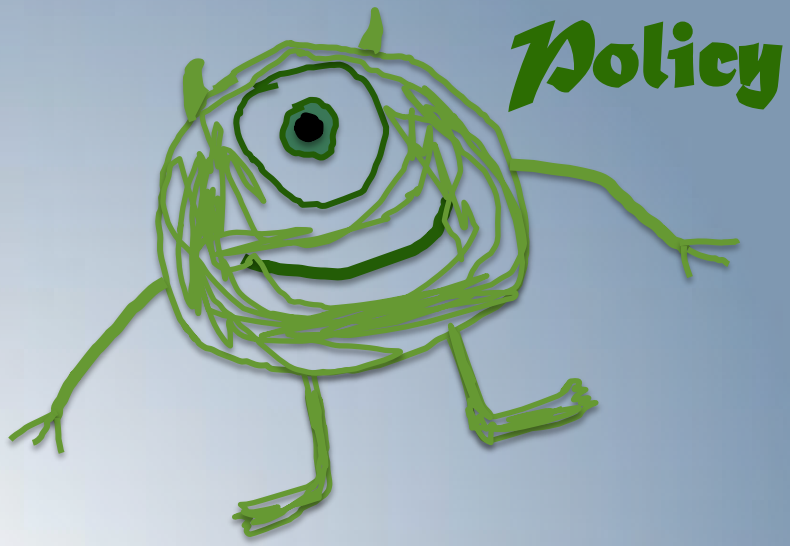
Official Records

Records Manager

Reminder at Publish

Guidelines

Privacy & PII



Profiles

Internal

Privacy Manager

Mirror's Work

Guidelines

Trust

Reminder at Publish

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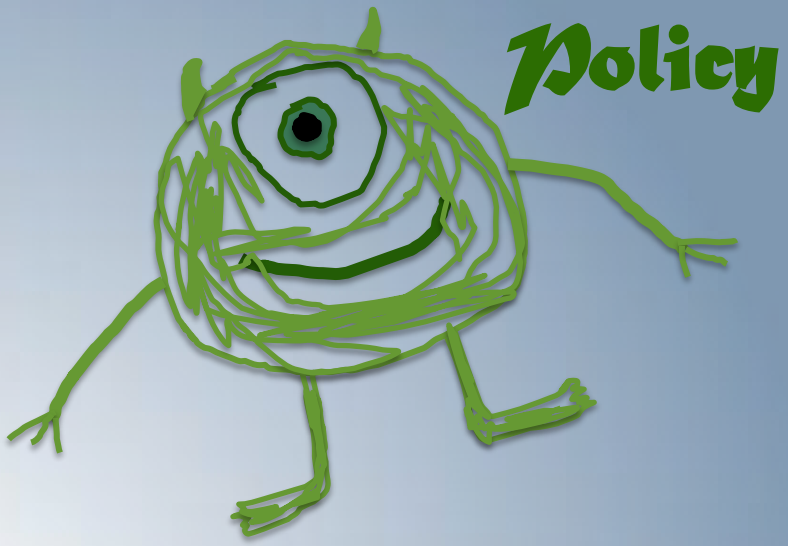
Accessibility (508)



Tool Certified

Mirror's Work

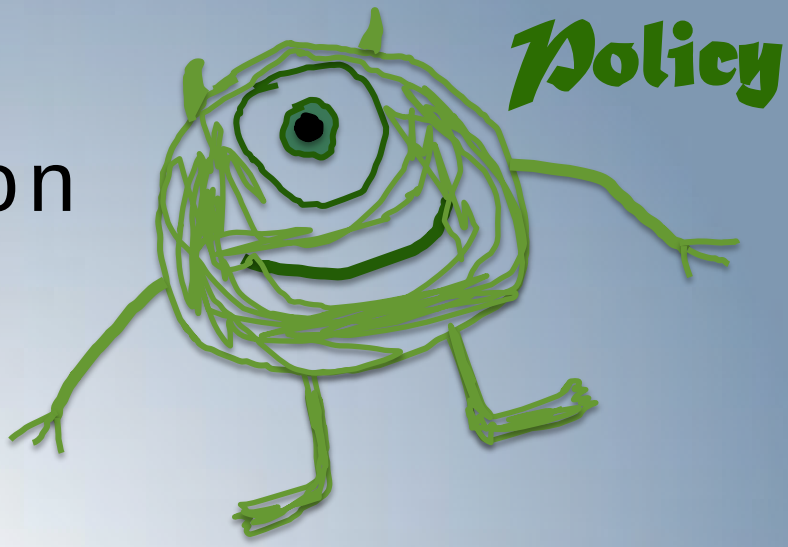
Photos / Graphics Description

Alternative Method

Video Official / User Created

Tested Real People

IT Security & Sensitive Information (SBU, ITAR, etc…)



Risk Assessment

IT Security Input

Internal

Reminder at Publish

Guidelines

Mirror's Work

Link Out

Trust

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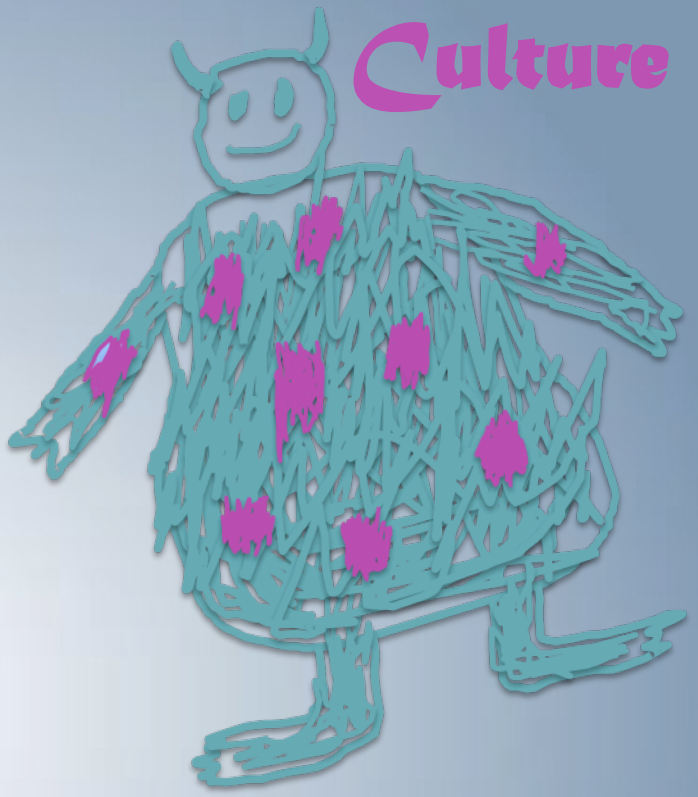
Adoption



If You Build…

2 PMs

Community Building Team

Replace & Remove

Marketing

Training

Retribution Free

Profiles 4 Everyone

Pre-Populate CCP

Single-Sign-On

Internet Connection

Beyond Go-Live

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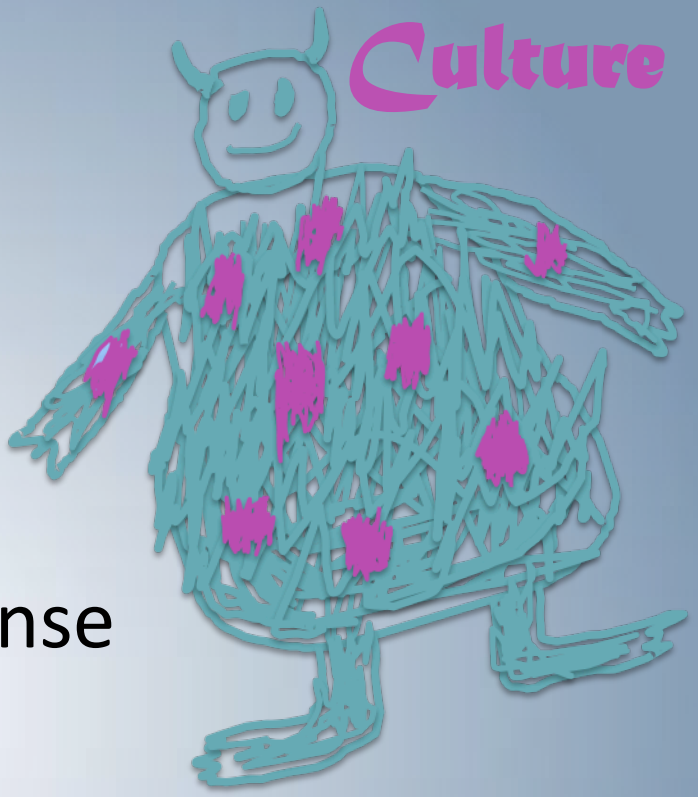
Control & Enforcement



Illusion

It's Work!

Trust

Common Sense

Retribution Free

Disagreement Healthy

8,000 eyes

Help Each Other

Abuse Button

Social Governance Council

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Goofing-Off & "Friending"

Lots of Ways

Surfing

Purpose/Meeting

Part of Work

Trust

Not Facebook

Following

Colleagues

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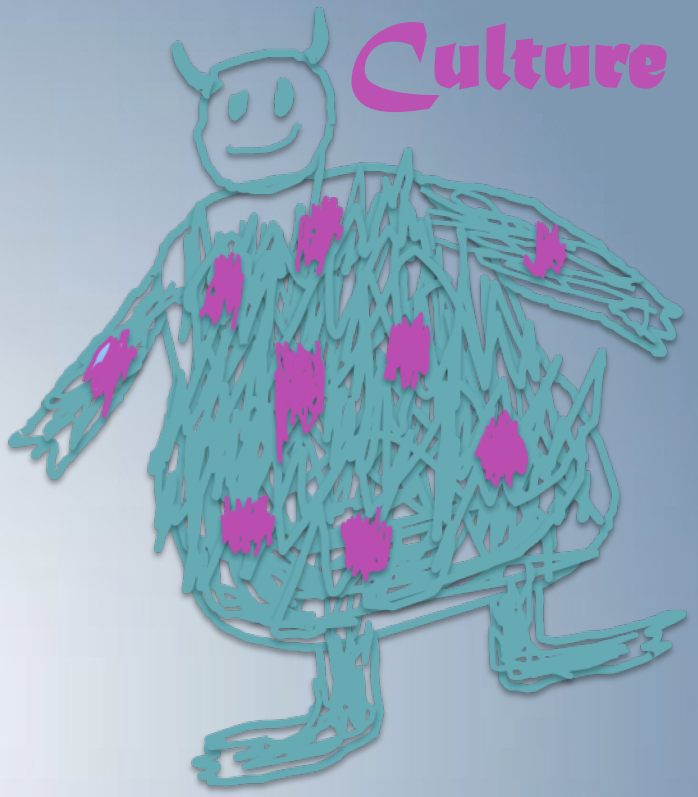
Information Overload & Yet Another Tool



Info Comes to You

Email | RSS

Follow PCTG

Personalized Home Page

Incorporate Into Work

Tags & Search

New Collaboration

Future Business Tool

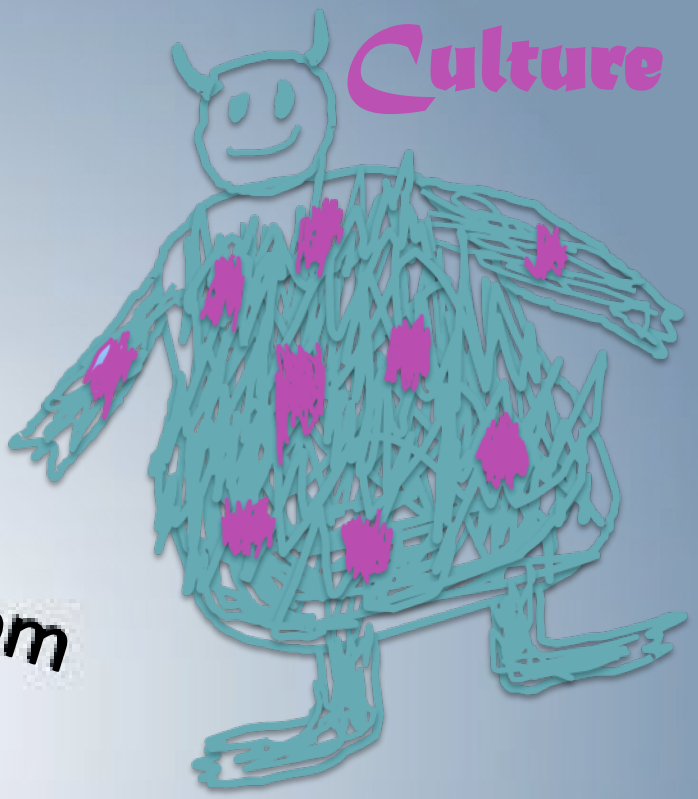
Authority

Org Chart

Known Experts

Social Reputation

Group Wisdom



Not Anonymous

"Like"

Sharing

Questions / Answers

You Decide!

Twitter @BBBuzzell

bernadette.buzzell@nasa.gov