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

Bernadette Buzzell
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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)

Purpose

Comradery

MARS

Real Life

Trust

Value Focus

Guidelines

Personal Use (NPD 2540.1)

Internet

Ethical Conduct Standards

Union Review

HR Review

Legal Input
Records Management

E-Mail

Official Records

Reminder at Publish

Records Manager

Guidelines
Accessibility (508)

- Tool Certified
- Mirror's Work
- Video Official / User Created
- Photos / Graphics Description
- Tested Real People
- Alternative Method
IT Security & Sensitive Information (SBU, ITAR, etc...)

Risk Assessment

IT Security Input

Reminder at Publish

Guidelines

Internal

Mirror’s Work

Link Out

Trust

Policy

IT Summit 2011
Adoption

If You Build...

2 PMs
Community Building Team
Replace & Remove

Marketing
Training
Retribution Free

Beyond Go-Live

Profiles 4 Everyone
Pre-Populate CCP
Single-Sign-On
Internet Connection

Beyond Go-Live
Control & Enforcement

Illusion
Trust
Retribution Free
Disagreement Healthy

It’s Work!
Common Sense
Help Each Other

Social Governance Council

Culture

8,000 eyes
Abuse Button
Goofing-Off & “Friending”

Culture

Lots of Ways

Surfing

Purpose/Meeting

Part of Work

Trust

Not Facebook

Following

Colleagues
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

Culture
Authority

Known Experts

Org Chart

You Decide!

Social Reputation

Group Wisdom

Not Anonymous

“Like”

Sharing

Questions / Answers
Internal Social Media at MSFC