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# **The CIA & Social Media: An Introduction**

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**Expanding CIA's communications  
capabilities in a Web 2.0 world**

*21 September 2010*



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## What is Social Media?

- The landscape of the Internet is rapidly changing. Gone are the days where:
    - People solely “browse” the Internet.
    - Organizations and agencies solely manage an Internet site – they’re managing “brands” on several platforms.
  - Social media – also referred to as Web 2.0 – defines the various platforms/tools that integrate technology, content creation, and social interaction.
  - Traditionally, through social media, organizations can create Web content, organize content, edit or comment on content, combine content, and share content.
  - Social media provides opportunities to engage the public through information sharing – *going to where the people are.*
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## What is Social Media?

- Social media refers to online services, including:
    - Facebook
    - YouTube
    - Flickr
    - LinkedIn
    - Twitter
    - RSS Feeds
    - Webinars
    - Wikis, blogs, and podcasts
  
  - CIA launched RSS feeds in July 2008.
    - The popularity of the feeds has grown each month since their launch. In December 2009, more than 220,000 page views to CIA.gov were attributable to our RSS feeds.
    - As a “testing the waters” of social media, CIA RSS has proved very successful.
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# The Changing Landscape

- 2000 (Then)
  - 46% of adults use Internet
  - 5% with broadband at home
  - 50% own a cell phone
  - <5% are content creators
  - 0% connect wirelessly
  - <10% use cloud\*
- For users, this equals:  
slow, stationary  
connections built around  
*my* computer
- 2008 (Now)
  - 75% of adults use Internet
  - 57% with broadband at home
  - 82% own a cell phone
  - ~40% are content creators
  - 62% connect wirelessly
  - >53% use cloud\*
- For users, this equals:  
fast, mobile connections built  
around outside servers and  
social engagement

*-Pew Internet & American Life Project*

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\*"Cloud" refers to extended storage for personal users



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## Why Social Media?

- **Mission**
    - By working in tandem with current outreach methods (CIA.gov, job fairs, advertisements, news articles), adding a CIA presence to social media platforms is a *guaranteed way* to expand how CIA's messaging is ***pushed*** to the general public.
    - The messages published on social media platforms is without media filter – *it's directly from the Agency*.
    - Use social media platforms as an extension of CIA.gov:
      - Push messages pre-approved for CIA.gov or repurpose content on CIA.gov
      - Limit interaction wherever possible
  
  - **CIA.gov averages 5 million visits/month**
    - Facebook has **400 million** active users (2010)
    - YouTube has **100 million daily** views (2009)
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## Why Social Media?

- *By going where the people are, CIA can:*
    - Educate and inform a large group of people who may not be visiting CIA.gov.
    - Reach a greater pool of prospective employees.
  
  - Using these platforms is cost – and time – effective:
    - Adding certain social media tools to CIA.gov is “free.” Most social media companies do not charge customers to use their tools.
    - The social media tools will not reside on the CIA's internal AIN network. There will be no cost incurred for internal network engineering, design, or O&M.
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## Why Social Media?

- In January 2009, President Obama called on the federal government to be open, transparent, participatory, and collaborative. As part of President Obama's call for openness, in June 2009, Federal CIO Vivek Kundra said the "federal government must tap the dynamic functionality of Web 2.0."\*
- Several government agencies are embracing social media. A few examples:
  - White House (Facebook, Twitter, Flickr, MySpace, YouTube, iTunes, RSS)
  - FBI (Facebook, YouTube, Twitter, RSS)
  - State Department (blogs, Facebook, Twitter, Flickr, YouTube, RSS)
  - Defense Department (RSS, podcasts, blogs, widgets, Facebook, Flickr, Twitter, UStream, YouTube)
  - Department of Homeland Security (Twitter, RSS, blogs, YouTube)

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\* "Kundra: Government must tap into Web 2.0's potential," *Government Computer News*, June 1, 2009.  
<http://www.fcw.com/Articles/2009/06/01/Web-Kundra-pushes-Web-2.0-adoption.aspx>.



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## What's Good for Us?

- Every social media platform is *not* for CIA. And using these platforms conventionally is *not* for CIA either. But by adapting these tools – focusing on **pushing** content to the audience – CIA can still reap the rewards garnered by using social media. CIA should consider using:
    - Flickr
    - YouTube
    - Facebook
    - Twitter
  
  - On these platforms, CIA needs to develop a strategy to determine:
    - *What* content should be posted to these sites
      - Repurposed approved content on or created for CIA.gov
    - *How* Agency-specific social media platforms should behave
      - Use these sites as an extension of CIA.gov – tools to **push** content
    - *Why* it is beneficial to the Agency to begin utilizing some social media platforms
      - Go where the people are
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## What's Good for Us?

- If CIA doesn't make its own presence on these platforms, someone else will likely pose as CIA.
  
- OPA is planning to roll out its social media initiative in two phases:
  - **Immediate/Phase 1** (calendar year 2010)\*
    - YouTube
    - Flickr
  - **Future/Phase 2** (calendar year 2011)
    - Facebook
    - Twitter

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\*OPA has worked with various internal stakeholders to determine the best platforms to launch initially. [redacted]

(b)(2)  
(b)(3)



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## What's Good for Us?

- **Flickr**
    - Flickr is one of the world's best photo-sharing forums.
    - Since almost every image posted on CIA.gov is government-owned, and therefore copyright free, posting images to Flickr would be a great service to the general public.
      - The Library of Congress, White House, and State Department all use Flickr exceptionally well and could be a model for a CIA Flickr Photostream.
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# Flickr (privacy/comment example)

flickr from YAHOO! [Sign In](#) [etlicamele](#) [\(1 new\)](#) [Help](#) [Sign Out](#)  
Home You Organize & Create Contacts Groups Explore Search

## Your account / Default privacy

Any time you publish something on Flickr, it will inherit the default level of privacy you set here. This setting applies to things you [upload to Flickr](#) as well.

(You can alter privacy later if you need to).

Note: If you add something to a group pool, that group's members will be able to view and add notes, comments or tags, regardless of privacy settings.

### Who can see your photostream?

Only You (Private)

Your Friends and/or Family

Anyone (Public)

### Who can comment?

Only You

Your Friends and/or Family

Your Contacts

Any Flickr User (Recommended)

### Who can add notes, tags, and people?

Only You

Your Friends and/or Family

Your Contacts (Recommended)

Any Flickr User

[SAVE SETTINGS](#)

[Or, return to your account page.](#)

DSC\_1014



[click here to add a description](#)

Only you can see this photo (edit)

Uploaded on May 19, 2010 | [Delete](#)

[0 comments](#)

The example above illustrates the settings on a personal Flickr photostream (etlicamele). Although anyone from the general public can view the stream, only the admin (etlicamele) can actually comment on the images. Since administrators can only restrict *who* comments on a feature (but do not have the ability to actually turn the comments feature off), "0 comments" is shown in the actual photostream.



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## What's Good for Us?

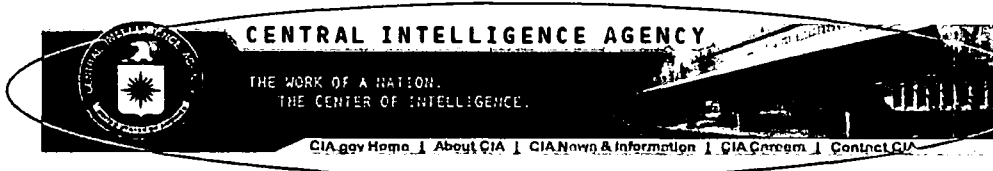
### ■ YouTube

- In early 2009, CIA embarked on reserving a YouTube channel ([www.youtube.com/ciagov](http://www.youtube.com/ciagov)) through the federal agreement with YouTube.
    - OGC OK'd the agreement in March 2009; D/CIA Contracts signed the agreement on May 14, 2009.
  - The channel is currently under development; it is "private" and not available to the public at this time. The channel is branded similarly to CIA.gov and provides links back to CIA.gov.
  - By using YouTube, CIA can reach millions.
  - By using YouTube to host the video, CIA can save millions of dollars. (There is no need for internal infrastructure or technological support for internal video servers, etc.) Videos can be posted within minutes.
  - CIA can use its YouTube channel to post:
    - Speeches/interviews from D/CIA
    - A CIA Overview video
    - Historical CIA-related, declassified videos (e.g., U2 videos)
    - CIA Museum videos (e.g., Charlie the Fish, the Dragonfly)
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# YouTube Channel (under development)

www.youtube.com/ciagov



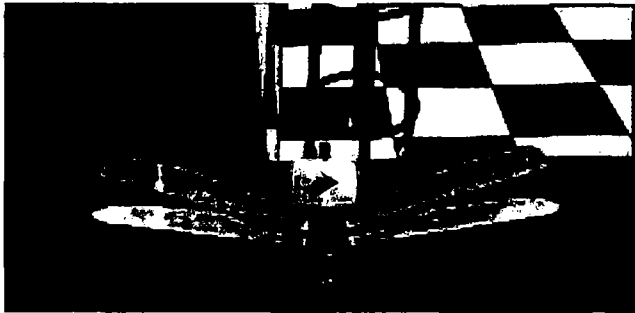
Branding & Links to CIA.gov

Central Intelligence Agency  
ciagov's Channel

Subscribe



All Uploads Favorites Playlists



Uploads (0)

see all

arrange

Favorites (2)



Dragonfly Insecto-robot  
ciagov · 4 views



CIA's Robot Fish "Charlie"  
ciagov · 13 views

see all

arrange

0:00 / 1:26

Info Comments Favorite Share Playlists Flag

## Dragonfly Insecto-robot

From: ciagov | January 26, 2010 | 4 views

Developed by CIA's Office of Research and Development in the 1970s, this micro UAV was the first flight of a vehicle (insecto-robot). It was intended to prove the concept of such miniaturized platforms for intelligence.

Insecto-robot had a miniature engine to move the wings up and down. A small amount of gas was used to

View comments, related videos, and more

Ratings disabled ☆☆☆☆☆

Ratings & Comments turned off

Comments have been disabled for this video.



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## What's Good for Us?

### ■ Facebook

- By establishing an official presence on Facebook, CIA can be accessible to its more than 400 million active users.
- CIA can post general information about the Agency and provide visitors "a look inside" CIA by linking to CIA.gov featured stories, virtual tours, etc.
- Thousands of Facebook users could potentially become fans of the official CIA Facebook page – which will allow CIA to present our messaging (informational and educational) *our way*.
- Establishing an official page will prevent a repeat of rogue, unofficial CIA pages. Two serious "imposters" have been discovered: February 2009 (removed from Facebook) and January 2010 (action is pending).
- Facebook facts:
  - 86 percent of Facebook users are 18 years old and older\*
  - 73 percent of adults 18 years old and older who use social media have a Facebook profile\*\*
  - The average Facebook user logs into his/her account 24 times a month\*

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\*Facebook internal data, November 2009

\*\*Pew Internet & American Life Project, "Social Media and Young Adults," February 2010.



# Facebook (living example)

This page – as would the CIA page – is set up to look like a news stream.

Unsolicited comments turned off. Visitors cannot "post" a random thought to the wall.

Comments and Likes are permitted as replies to official comments.

Descriptor promotes site as "official", links back to official government website.

Visit [www.fairfaxcounty.gov](http://www.fairfaxcounty.gov) for more details about.

FY2011 Budget Information

Celebrate VCC

Local Formations

Are Your Windows Kid Safe?

Add to My Page's Favorites  
Suggest to Friends  
Subscribe via SMS

Official Facebook Page for Fairfax County Government; visit [www.fairfaxcounty.gov](http://www.fairfaxcounty.gov) for more information.

Information  
Location:  
12000 Government Center Parkway  
Fairfax, VA, 22035

Fairfax County Government Don't forget the Lyme Disease Town Hall Forum tomorrow, May 15. Learn about Lyme disease and how to protect yourself: <http://go.usa.gov/Ad> on Friday

Wall Info News YouTube Search fair... Census 2010 >>

Fairfax County Government + Others Fairfax County Government Just Others

Fairfax County Government View presentations from Saturday's Lyme Disease town hall meeting to learn how you can protect yourself and to understand more about the disease and its growth in Fairfax County in the last few years.

Fairfax County's Presentations on SlideShare [www.slideshare.net/content](http://www.slideshare.net/content)

Yesterday at 6:04pm · Comment · Like · Share

3 people like this.

Kathleen Carew Smith Composed with Lyme from my own backyard because the deer think my yard is theirs! Fairfax has done NOTHING to control the deer in my neighborhood. And interestingly they are not allowed by the State to use deer birth control but we can give it to teenage girls????  
10 hours ago · Flag

Write a comment...

Fairfax County Government Are you concerned about the serious dangers of underage, binge drinking? Attend a movie screening and panel discussion of a documentary entitled "Haze" on Wednesday, May 26. It's a must-see film for all parents and their college-bound teens, as well as all others who are concerned about this issue.

Binge Drinking: Are Your Teens at Risk? - Fairfax County, Virginia  
[www.fairfaxcounty.gov](http://www.fairfaxcounty.gov)  
Official News Release from Fairfax County Police Department (FCPD)

Yesterday at 5:23pm · Comment · Like · Share

Thomas Sammutu likes this.

Write a comment...

Create an Ad

DC Exquisite Handbags

The Top 5 Washington DC spots for Handbags are here on HomeRun in special one-day-only offers of 50-90% off. Reserve now!

Like

1-Hour Facial, only \$19

Special one day offers. 1-hour facials for only \$19.

Like

Request a Consultation

Children's National Medical Center

"Your child has a problem with his heart." That's so scary thing for any parent to hear. Children's National has the resources to help.

The federal TOS with Facebook prohibits ads; however, there is no such TOS with local government.



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## What's Good for Us?

### ■ Twitter

- Twitter is the social media platform that became famous for sending messages at 140 characters or less.
    - It reaches over 25 million U.S. subscribers a month.
  - CIA can utilize Twitter in two ways:
    - Publicly
      - CIA can repurpose its RSS feeds and push this content to a different, broader audience via Twitter.
      - Tweets – the individual messages sent via Twitter – would consist of press releases, D/CIA statements, featured stories, updates for *The World Factbook*, etc. The tweets would link back to full content on CIA.gov.
      - Although many people send numerous Tweets daily, CIA would not have to go to those lengths. Having a presence on Twitter itself is a positive move and is likely to gain a large group of followers.
    - Privately (Protected Account)
      - CIA can use Twitter similar to several DoD offices: on a subscribers-only basis.
      - Subscribers would have to have an @ucia.gov e-mail account (or other CIA-approved subscribers); the Twitter account admin would be the only one to accept subscribers.
      - Tweets would be sent for COOP, emergency, and general employee communications. (Yammer is another possibility for these communications, as it can be loaded onto our own network; however, in the event of internal server outages, Twitter is still a solid alternative.)
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## What Are the Risks?

- The decision to move forward with social media is not without risks. In fact, the Federal CIO Council chartered a Web 2.0 Security Working Group specifically designed to assess “information security issues surrounding Web 2.0 technologies in the federal government and recommending solutions to mitigate identified risks.”
  - According to “Guidelines for Secure Use of Social Media by Federal Departments and Agencies” (Federal CIO Council, September 2009)\*: “The goal ... should not be to say ‘No’ to social media websites and block them completely, but to say ‘Yes, following security guidance,’ with effective and appropriate information assurance security and privacy controls.”

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\* “Guidelines for Secure Use of Social Media by Federal Departments and Agencies,” September 2009. Federal CIO Council: Information Security and Identity Management Committee, Network and Infrastructure Security Subcommittee, Web 2.0 Security Working Group.



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## How Do We Mitigate the Risks?

- Although there are risks using social media platforms, there are ways to minimize risk. The safe use of social media “is fundamentally a behavioral issue, not a technology issue.”\*
- CIA will inherently have minimal risk since platforms – to the extent possible – will be *pushing* content, with limited interaction.
- The best way to mitigate risk on social media sites is with our behavior when accessing and distributing information:
  - Focus on information confidentiality, integrity, and availability.
  - OPA will be the administrators of each social media account, ensuring only relevant and approved content be disseminated via these mediums.
  - Avoid posting anything “personal” in nature that would open CIA to “social engineering.”
    - CIA will not post: résumés, employment information, phone numbers, e-mail addresses, private information; when this information is added to profiles, it’s information our adversaries have (that they may not have had before).
    - For contact information, point users to CIA.gov, providing an extra layer of protection.

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\* “Guidelines for Secure Use of Social Media by Federal Departments and Agencies,” September 2009. Federal CIO Council: Information Security and Identity Management Committee, Network and Infrastructure Security Subcommittee, Web 2.0 Security Working Group.



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## How Do We Mitigate the Risks?

- ❑ Select social media sites that consider security best practices.
  - ❑ Partner with social media providers to create a site that works well for the Agency.
  - ❑ Create strong communications between internal teammates (OPA, Security, CIO) and the security teams at each social media provider.
  - ❑ Educate users and teammates throughout the Agency on the *who, what, where, when, why* and *how* of the social media platform(s) of choice.
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## What's Next?

- Consumers want authentic content. They join social media sites to get content directly from the source ... without having to look for it.
  - By embracing social media, CIA can:
    - Spread *our message our way* on platforms that reach the widest possible audience.
    - Have a competitive advantage (particularly in terms of reaching prospective employees).
    - Reach wide segments of the population – social media platforms are not just for teenagers and 20-somethings.
  - The conversations are happening even if we aren't active participants. So, it's important to become active, create an official presence, and lead the conversation with an official voice when it comes to CIA-related matters.
-