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<p align="center">Emergency Public Information Social Media Criteria and Review Approach Document</p>		
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1.0 PURPOSE

The mission of the U.S. Department of Energy (DOE) Office of Environment, Safety and Health Assessments (EA-30) is to assess the effectiveness of safety and emergency management systems and practices used by line and contractor organizations and to provide clear, concise, rigorous, and independent evaluation reports of performance in protecting workers, the public, and the environment from the hazards associated with DOE activities.

In addition to the general independent oversight requirements and responsibilities specified in DOE Order 227.1A, *Independent Oversight Program*, this criteria and review approach document (CRAD), in part, fulfills the responsibility assigned to EA in (reference source document) to (paraphrase responsibility or requirement).

The CRADs are available to DOE line and contractor assessment personnel to aid them in developing effective DOE oversight, contractor self-assessment, and corrective action processes. The current revision of EA's CRADs are available at <http://www.energy.gov/ea/criteria-and-review-approach-documents>.

2.0 APPLICABILITY

The following CRAD is approved for use by the Office of Emergency Management Assessments.

3.0 FEEDBACK

Comments and suggestions for improvements on this CRAD can be directed to the Director, Office of Environment, Safety and Health Assessments.

4.0 CRITERIA AND REVIEW APPROACH

The review of Emergency Public Information (EPI) use of Social Media will assess complex-wide planning to address the current state of information sharing (through social media) and its potential impact on emergency response. The review will also evaluate the effectiveness in maintaining the functionality and reliability of these safety systems. The following functional areas are designed as stand-alone sections to be used in any combination based on the need of the specific appraisal.

OBJECTIVES

EPI.1: DOE sites/facilities/activities must provide accurate, candid, and timely information to workers, the media, and the public during an emergency. (DOE O 151.1D, Attachment 3, Paragraph 12)

Criteria:

- Establish and maintain an emergency public information program consistent with the all hazards planning basis. (DOE O 151.1D, Attachment 3, Paragraph 12.a)
- Document the emergency public information program in an emergency public information plan or in the emergency management plan. This plan must include:
 - 1) identification of personnel, resources, and facilities necessary to support emergency public information activities to include identification of a Public Information Officer(s) who will interact with the media during emergencies;
 - 2) provisions for coordination of information to be released during an emergency;
 - 3) identification of public information media to be used and monitored, such as web sites, social media, news releases, and news briefings;
 - 4) identification of a location(s) for the necessary briefings and news conferences regarding the emergency;
 - 5) identification of training and drills for personnel who will interact with the media;

- 6) identification of provisions for coordination of public information activities with offsite response agencies, state, local and tribal governments, and federal emergency response plans, as appropriate;
- 7) for situations involving classified or controlled unclassified information, provisions for information review by an appropriate official before release to ensure that no classified or controlled unclassified information is contained in the announcement;
- 8) provisions for initial news releases or public statements to be approved by the Field Element official responsible for emergency public information review and dissemination; and
- 9) provisions to coordinate with the Headquarters Emergency Operations Center Public Affairs Watch Officer and/or Office of Public Affairs on information released after the initial release. This includes information released through news releases and social media. The Headquarters Public Affairs Duty Officer or Office of Public Affairs may delegate this to local level dependent on the incident.

(DOE O 151.1D, Attachment 3, Paragraph 12.b)

Plans and preparation

Headquarters and Program Secretarial Offices

- Is there an Emergency Public Information (EPI)/Social Media Policy and Strategy developed by DOE/NNSA and/or Program Secretarial Office Public Affairs and/or at the DOE complex sites?
- Has the strategy/policy been sent to the Cognizant DOE Field Public Affairs Offices?
- Does the strategy/policy address social media planning?
- With respect to social media (and similar) communications channels, do plans and procedures adequately and accurately describe the roles, responsibilities, and interfaces of DOE/NNSA Headquarters, DOE/NNSA Field Element, and contractor EPI personnel?
- Are there agreements between the headquarters offices and the sites for coordination of social media releases, including approval for releases from the site without prior concurrence from headquarters?
- Are headquarters offices prepared to respond to requests for information from international governments and agencies, such as the IAEA?
- With respect to social media platform accounts, does the Headquarters policy adequately describe how to receive DOE/NNSA Headquarters approval for social media accounts?
- With respect to social media account activity and response to media/public inquiries, does DOE/NNSA Headquarters policy address management and disposition of social media and media/public inquiry response records?
- Does the strategy/policy address the integration of social media activities with local, state, tribal, and federal government agencies?

Sites

- Does the site have a published EPI Strategy/Policy?
- Is an EPI Plan in place to provide:
 - Identification of personnel, resources, facilities, and coordination procedures necessary to monitor EPI on social media?
 - Identification of personnel, resources, facilities, and coordination procedures necessary to provide EPI through social media?
 - A program for training, drills, and exercises of personnel who will interact on social media?

- A methodology for informing workers and the public of DOE/NNSA emergency plans and protective actions, before and during emergencies using social media?
- Coordination of social media information efforts with state, local, and tribal governments, and federal emergency response plans, as appropriate?
- With respect to social media (and similar) communications channels, do plans and procedures adequately and accurately describe the roles, responsibilities, and interfaces of DOE/NNSA Headquarters, DOE/NNSA Field Element, and contractor EPI personnel?
- Is there a Social Media Policy and Strategy developed at the DOE complex sites?
- Is there a Social Media Action Plan integrated with the site EPI Plan or in the site emergency management plan and procedures?
- Does the site EPI Strategy/Policy encompass social media and its use?
- Does the site EPI Plan identify which social media platforms to be used?
- Has the appropriate DOE HQs PAO/Safeguards & Security Office approved the use of the selected social media platforms?
- Does the site strategy/policy or plan address both routine day-to-day and expansion to EPI operational activities?
- Is there a social media committee identified to support the use and integration of the site's public affairs operations, communication, operations, training/drills, exercises, and planning?
- Does the site have a separate EPI Plan or is it incorporated into the Site Emergency Plan?
- Does the EPI Plan include the requirements and criteria of DOE Order 151.1D?
- Is the EPI Plan in draft or approved?
- Does the EPI Plan address approval for release of initial social media responses to the Cognizant DOE Field PAO or designee?
- Does the EPI Plan include the integration of offsite local, state, tribal, and federal government agencies in using social media?
- DOES EPI Plan include a training plan for JIC personnel?
- Does the EPI Plan address training with offsite local, state, tribal, and federal government agencies in using social media in preparation for emergency event?
- Does the EPI Plan include the coordination with local offsite emergency preparedness groups (i.e., LEPCs) and/or DOE-sponsored citizens groups (i.e., Citizen Advisory Boards) in the use of social media platforms during an emergency event?
- Does the EPI Plan include the integration of offsite governmental agencies, media/media outlets, and local citizens groups in workshops, coordination meetings, and training evolutions using social media?
- Are EPI positions identified specifically to monitor and respond, if necessary, to social media information postings?
- Are appropriately trained personnel available (and assigned) to fill those positions?
- Is there a formal and effective process that facilitates the timely, approved release of accurate information to the public via social media outlets?
- Prior to emergencies, are the public and site personnel informed of EPI plans; particularly with respect to the dissemination of emergency information via social media (i.e., emergency response plans and capabilities, and planned protective actions)?
- Is the EPI staff proactive in obtaining information from social media outlets?
- Are processes in place that allow timely response to and release of accurate information via social media?
- Identification of which social media platforms should be monitored?
- Coordination of which social media platforms that may be monitored with local, state, tribal public information agencies and Headquarters public affair?

- Are EPI personnel trained to monitor, detect, and identify rumors and misinformation on social media and report it to the appropriate Public Information Officer?
- Are procedures and processes in place to identify and correct rumors and misinformation detected, on social media?
- Is accurate information disclaiming rumors and correcting misinformation incorporated in social media releases, as necessary?
- In situations involving classified or unclassified controlled information, does the contractor provide sufficient publicly releasable information to explain the emergency response and protective actions required for the health and safety of workers and the public?
- Is an EPI communications system established among Headquarters, Cognizant Field Element, and on-scene locations?
- With respect to social media account activity and response to media/public inquiries, does the DOE site policy address management and disposition of social media and media/public inquiry response records?
- Are EPI social media activities coordinated with and directed by the Cognizant Field Element Manager or the appropriate Federal Public Affairs Manager, or designee?
- Is the process to coordinate EPI social media activities with the Cognizant Field Element Manager or the appropriate Federal Public Affairs Manager, or designee documented, reviewed, and updated periodically?
- Does the EPI Plan address training of assigned JIC personnel, to include onsite ERO training, offsite web-based JIC and social media training, and offsite classroom social media training?
- Do scheduled training drills and exercise incorporate EPI and social media activities?
- Do these drills and exercise scenarios tax the social media personnel to the limit of assigned personnel?
- Are the number of personnel assigned to the JIC adequate to respond to the increased social media activity during an emergency event?
- Does the EPI Plan address the management and disposition of social media activity documents and electronic records?
- Does the EPI Plan include procedures and checklists for JIC personnel?
- Does the EPI Plan include procedure(s) and checklist(s) for social media activity and response?

Readiness Assurance

- Are specific emergency public information requirements related to administrative responsibilities and emergency public information management activity (i.e., planning, preparedness, readiness assurance) parameters/constraints monitored for compliance?
- Has the site established an improvement program that provides assurances that appropriate and timely improvements are made in the emergency public information program in response to needs identified through coordinated emergency planning, resource allocation, program assistance activities, evaluations, training, drills, and exercises?
- Does the contractor conduct an annual self-assessment of their emergency public information program?
- Is a self-assessment schedule established and implemented at the site?
- Are assessment activities sufficiently performance-based, including an appropriate focus on observation of work, inspection of field conditions, review of evidence of compliant and effective performance, and effectiveness of corrective actions for previously identified deficient conditions?
- Is there evidence that performance indicators have been used to identify and implement necessary improvements to the program?
- Are needed and appropriate actions to address performance issues identified and taken?

- Are issues appropriately identified, categorized, validated, documented, communicated, classified, evaluated, tracked and resolved?
- Are appropriate, timely improvements made in response to needs identified through coordinated and comprehensive emergency public information planning; resource allocation; training, drills, and exercises; and evaluations?
- Are corrective actions addressing revision of procedures or training of personnel completed before the next annual self-assessment of the program? Next annual exercise?
- Does the evaluation program assure that the emergency public information plan, implementing procedures, and resources are adequate and sufficiently maintained, exercised, and evaluated?
- Have adequate guidance and support tools; such as checklists, templates, and databases, been provided?
- Has the contractor defined adequate requirements for experience, knowledge, skills and abilities for personnel implementing emergency public information assessment and performance measurement activities?
- Is the self-assessment schedule adequately integrated with the drill and exercise programs?
- Are program evaluations (including appraisals and assessments) based on specific standards and criteria issued by the site Director, Public Affairs Office?
- Are records maintained of readiness assurance self-evaluations (e.g., program or exercise self-assessments) and any related findings?
- Are best practices and/or lessons learned derived from program and exercise evaluations published by other organizations external to the site reviewed, acknowledged, and included in corresponding corrective action plans?

Best Practices

- Did the site define EPI critical task completion times and how the results are used by other members of the JIC?
- Did the site develop a functional flowchart which defines emergency public information flow across internal and external organizational boundaries and social media platforms for the first hour of an event?
- Did the site develop a matrix with responsibilities defined for key event information such as: dedicated social media manager responsible for reviewing all inaccurate/misinformation social media activity and developing social media responses, dedicated social media platform monitors responsible strictly for assigned social media platforms, social media information specialist responsible for gathering, categorizing, and managing social media documents and electronic records for historical files and disposition, etc.?
- Did the site establish an improvement program to ensure that relevant lessons learned (i.e., complex-wide; other non-DOE sources) are received at the site, are reviewed for applicability, and incorporated in the emergency public information program as appropriate?

Lessons Learned

- Is there evidence the site participated in the DOE/NNSA Corporate Lessons Learned Program by reviewing and implementing EPI lessons learned from other site published lessons learned (such as the Argonne National Laboratory Study of the Hanford incident)?
- Is there evidence the site incorporated and tracked EPI lessons learned from site training, drills, or actual responses (for example, completed actions based on feedback from a drill or actual response)?
- Does the EPI improvement program include a system for incorporating and tracking lessons learned from training, drills, actual responses, and a site-wide lessons learned program?

- Does an established EPI improvement program ensure that relevant lessons learned (i.e., complex-wide; other non-DOE sources) are received at the site, are reviewed for applicability, and incorporated in the emergency management program as appropriate?

Coordination

Internal

- Do processes support timely coordination of social media information releases with DOE/NNSA and Program Secretarial Offices?
- Is there a process or policy in place that delegates/allows the Cognizant Field Element Public Affairs Manager to respond to initial social media platform activities until appropriate notifications channels are established with DOE/NNSA Director of Public Affairs and Headquarters Emergency Manager?
- The DOE/NNSA (as appropriate) Director of Public Affairs and the Headquarters Emergency Manager must be informed of all DOE/NNSA EPI actions. Are these notifications made as soon as practicable?
- Are initial news releases or public statements approved by the Cognizant Field Element official responsible for EPI review and dissemination?
- Following initial news releases and public statements, are provisions made to coordinate social media releases with the DOE/NNSA (as appropriate) Director of Public Affairs and the Headquarters Emergency Manager (and maintain a timely release process)?

External

- In coordination with state and local governments, is information disseminated periodically to the public regarding, for example, how they will be alerted and notified of an emergency, what their actions should be in the event of an emergency, and points of contact for additional information?
- Does this information dissemination include social media platforms in required annual notification media and publications, LEPCs, and at periodic Citizen Advisory Board Meetings?
- Do processes support timely coordination of social media information releases with other federal, state, tribal and local response organizations, as appropriate?
- Following initial news releases and public statements, are provisions made to coordinate social media releases with other federal, state, tribal and local response organizations, as appropriate?
- Following the initial news release, are provisions made to coordinate social media releases with local media and media outlets?
- Is there a site website established to direct local media, media outlets, the public, and other federal, state, tribal, and local government agencies for linking with the social media platforms?

Training, drills, and exercises

- What are the training requirements for JIC personnel manning social media management, social media monitoring, and social media response writing positions?
- Do drills and exercises regularly cover all aspects of social media monitoring, response, dissemination, and management/disposition?
- Are social media response activities practiced/demonstrated in drills and tested/evaluated in exercises?
- Is feedback solicited on the effectiveness of social media responses from those receiving public information or social media responses (i.e., accuracy, timeliness, clarity) during drills and exercises?
- Does the EPI Plan include offsite social media training using web-based training and/or attendance to classroom training from FEMA, DHS, Argonne, or similar training venues?

- Does the EPI Plan include social media training and drills/exercises with offsite media, media outlets, and/or local, state, tribal, and other federal government agencies on a routine basis?
- Does the EPI Plan include workshops, meetings, and/or training sessions for the integration of social media platforms with offsite media, media outlets, and/or local, state, tribal, and other federal government agencies (e.g., LEPCs, Citizen Advisory Boards, and Emergency Management PIOs)?

REVIEW APPROACH

Record Review:

- Review of documentation, such as the EPI plans and implementing procedures, supporting the assessment topical areas.
- Review of recent site drill and exercise reports involving EPI activities.
- Review of recent operational emergency reports which would include EPI response activities.
- LEPC, Citizen Advisory Group, and Offsite Liaison quarterly meeting report/minutes.

Interviews:

- Interviews of responsible DOE and contractor personnel; including managers, staff, and subject matter experts.
- Local, state, and tribal emergency management agency PIOs, as available.

Observations:

- Training, drills, and exercises, as available.
- LEPC meetings and /or Citizen Advisory Group Quarterly Meetings/Workshops, as available.