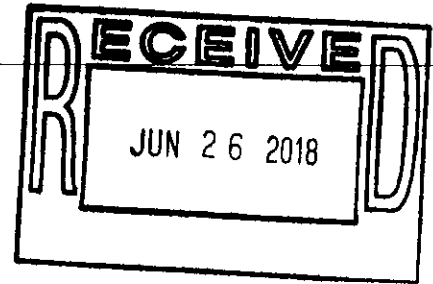


LABOR RELATIONS



June 21, 2018

Mr. Brian J. Wagner
President
National Association of Postal Supervisors
1727 King Street, Suite 400
Alexandria, VA 22314-2753

Certified Mail Tracking Number:
7016 1970 0000 3442 9515

Dear Brian:

This is in further reference to our April 26, 2017, and August 8, 2017, correspondence concerning the Postal Service's proposal to revise Administrative Support Manual (ASM), Section 363, *Social Media*.

The subject policy will be published shortly in an upcoming Postal Bulletin. For your convenience we have enclosed a final draft copy of the policy, which was included with our August 8, 2017, notice.

Additionally, we have enclosed final versions of two standup talks that will be provided to employees concerning the updated policy.

Please contact Bruce Nicholson at extension 7773 if you have questions concerning this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Alan S. Moore".

Alan S. Moore
Manager
Labor Relations Policies and Programs

Enclosures

363 Social Media Policy

363.1 Background & Policy

This policy applies to:

1. All USPS employees; and
2. All USPS contractors, consultants, agents and other Related Parties (as defined in Section 363.7 below).

Capitalized terms, unless otherwise defined herein, have the meaning set forth in Section 363.7 below. Unless otherwise specified, references to "you" and "your" in this policy refer to all Postal Service employees and Related Parties.

This Section 363 of the Administrative Support Manual (**ASM**) sets forth official policies regarding (i) the use of Social Media on Postal Service issued equipment (see Section 363.3), (ii) the creation and oversight of official Postal Service Social Media accounts (see Section 363.4), (iii) Professional and Official Use of Social Media on behalf of the Postal Service, including the creation of Official and Sponsored Content (see Section 363.5), and (iv) Personal Use of Social Media by USPS employees and Related Parties (see Section 363.6).

If you use Social Media in an Official or Professional Capacity, or if you create, obtain, share or post Official Content or Sponsored Content, you must adhere to the requirements set forth in this policy. If you use Social Media in a Personal Capacity, this policy sets forth both rules and recommended guidelines for such use.

363.2 Compliance

Compliance Measurement

Failure to follow this policy, except for the guidelines set forth in Section 363.6(1) (Recommended Guidelines), could result in corrective action up to, and including, removal from the Postal Service. Any Related Party that does not comply with the requirements of this policy may be required to post a remedial disclosure, correction or retraction at USPS's request, and/or have its USPS sponsorship and/or contract terminated.

Compliance with Legal Requirements

This Section 363 of the ASM (Social Media) replaces the former Section 363, but otherwise is not intended to and does not nullify or modify any existing Legal Requirements (as defined in Section 363.7) that apply to Postal Service employees and/or Related Parties, including, but not limited to, Postal Service policies that govern conduct, ethics, privacy, and the use of Postal Service equipment, including the requirement that no employee will be disciplined except for just cause or to promote the efficiency of the service, as applicable. Notwithstanding the foregoing, while other Postal Service policies may impose additional and/or stricter requirements regarding Social Media use, in the event of a direct conflict between the terms of this policy and the terms of another Postal Service policy regarding Official, Professional or Personal Use of Social Media, the terms of this policy shall control.

363.3 Social Media Access on Postal Service Issued Equipment

Employee use of Postal Service equipment for the purpose of participating in Social Media may subject the Postal Service to legal and information security risks. The Postal Service restricts access through certain equipment to Restricted Social Media Sites.

If you require access to one or more Restricted Social Media Sites on your Postal Service issued equipment for work-related purposes, you must submit an application through eAccess. When submitting an application, you must include:

1. a business case justification for your access that describes the work-related purpose to be served;
2. a list of the Social Media sites you intend to use or visit;
3. the average amount of time per week that you intend to use Social Media;
4. the approximate length of time during which you require Social Media access; and
5. an affirmation that you have reviewed and will comply with this Social Media Policy.

The Postal Service may, in its sole discretion, deny your request for access for any business reason, including, without limitation, if it determines that:

1. your application is incomplete;
2. your job responsibilities do not require you to have access to Social Media;
3. granting you access to Social Media is not an efficient use of Postal Service resources; or
4. the potential legal and information security risks associated with granting you access outweigh the benefits to the Postal Service of granting such access.

If your request for access is granted, you should only use Postal Service equipment for accessing Restricted Social Media Sites for the purpose of fulfilling Official Duties and furthering organizational goals and objectives. The Postal Service in its sole discretion may revoke your access at any time and for any reason whatsoever.

If you are a designated eAccess approver, when you approve a request for access to Restricted Social Media Sites, you are confirming that the employee's Official Duties require that the employee have access to one or more Restricted Social Media Sites.

363.4 Social Media Account Management

1. **Account Establishment.**
 - a. Platform Terms. When you open a Social Media account for the Postal Service, you are entering into a contract on behalf of the Postal Service and subjecting the Postal Service to legal risks and responsibilities, such as indemnification obligations. Therefore, subject to the below requirements including approval of the Social Media Management Team, each official Social Media account must be established by (i) an "**Authorized Officer**" of the Postal Service, meaning someone with authority to bind the Postal Service pursuant to a written delegation of authority prepared by the Law Department and signed by the

Postmaster General, or (ii) another USPS employee to whom the Authorized Officer has re-delegated his or her authority in writing (an **Authorized Delegate**). All other individuals are prohibited from establishing accounts on behalf of the Postal Service. Before establishing a new Social Media account, an Authorized Officer (or his or her Authorized Delegate) must:

- i. establish (or ensure the existence of) Social Media Guidelines for the account,
- ii. review the platform's terms of use (the **Platform Terms**) and determine that they do not expose the Postal Service to undue risk,
- iii. obtain the written approval from a representative of the Social Media Management Team and the authorized Vice President managing USPS's social media activities, and
- iv. coordinate with the Law Department and the Privacy and Records Office in order to minimize risks and ensure compliance with laws.

The Social Media Management Team and/or the authorized Vice President, at their discretion, may deny a request to open a new Social Media account for any business reason. All decisions made regarding a request to open a new Social Media account are final. The Social Media Management Team will maintain a list of the Postal Service's official Social Media accounts. Each Authorized Officer (or his or her Authorized Delegate) shall maintain a list of all Social Media accounts that he or she has established on behalf of the Postal Service, as well as the user names, passwords and Account Administrators (defined below) for each account, and shall be responsible for safeguarding such information (such as by storing it in a locked drawer or in an encrypted file that is password-protected). In addition, the Authorized Officer (or his or her Authorized Delegate) shall provide to the Social Media Management Team upon request the password and user name for any account established by such Authorized Officer. The Authorized Officer for an account is responsible for registering that account with the Social Media Registry at <https://www.digitalgov.gov/services/u-s-digital-registry/>.

- b. Appointment and Oversight of Account Administrators. When seeking to open a new official account, the Authorized Officer must select one or more Postal Service employees, or, subject to the requirements specified below, Related Parties, to administer and monitor the account (the **Account Administrators**). The Social Media Management Team along with the Authorized Officer is responsible for supervising the Account Administrators to ensure that they perform their responsibilities under this policy. Related Parties may be designated as Account Administrators by the Authorized Officer only with the approval of the Social Media Management Team and under the supervision of both the Authorized Officer and the Social Media Management Team. Contractors, consultants, or agents would operate under the authority of the Social Media Management Team and Authorized Officer as well as possess agreements in their contracts with Supply Management that cover this area of business.

- c. Community Guidelines and Account Notices. Before a new official account is established, the Account Administrators must coordinate with the Law Department to ensure that Community Guidelines, a statement of purpose, a link to the Postal Service's Privacy Policy, and other important information will be displayed on the account or made clearly available through a link on the account (collectively, **Account Notices**). The Account Notices are intended to protect the Postal Service by governing the activity of individuals who visit official Postal Service accounts.
- d. Grandfathered Official Accounts. The requirements set forth in Section 363.4(1) shall not apply to Social Media accounts that were established by USPS Headquarters employees (including, without limitation, members of the U.S. Postal Inspection Service) for the purpose of conducting official USPS business prior to the adoption of these requirements (collectively, **Grandfathered Official Accounts**). The USPS employee responsible for administering the Grandfathered Official Accounts (which are subject to review by the Social Media Management Team), pursuant to his or her Official Duties, shall be deemed to be the Account Administrator for such accounts for purposes of this policy. The employee is required to display Account Notices on, and adopt Social Media Guidelines for, the Grandfathered Official Accounts that he or she oversees to ensure compliance with all USPS social media policies. Additionally, the Account Administrators for each Grandfathered Official Account must submit to the Social Media Management Team (i) the url for the account, (ii) the name and contact information of each Account Administrator, and (iii) such other information related to the account as the Social Media Management Team shall request.

2. **Account Administration.**

- a. Legal Compliance. The Account Administrators, supervised by the Social Media Management Team, for a particular account are responsible for:
 - i. ensuring that the account and all Official Content for that account comply with (A) all Legal Requirements, (B) the Account Notices, (C) the Social Media Guidelines, and (D) the Platform Terms;
 - ii. maintaining the look and feel of the USPS account branding; and,
 - iii. coordinating with the Law Department to ensure that the Account Notices are up-to-date and the current version is on file or posted.

If the Social Media Management Team and the Authorized Officer (or designee) have a disagreement on account activity, the Social Media Advisory Panel will have the opportunity to review and issue a final decision.

The Account Administrators shall periodically (and promptly upon receipt of any notice from the platform that the Platform Terms have changed) review the Platform Terms. In addition, the USPS Account Administrators are required to monitor the use of that account and to notify the Law Department if the account

becomes a major entry point for usps.com. If you are not sure whether an Official Account is a major entry point for usps.com, consult the Law Department.

- b. Content and Comments. Except as otherwise provided in this clause (b) of Section 363.4(2), only the Account Administrators for an account may post Official Content to that account on behalf of the Postal Service. Before adding any Official Content to an account (or instructing another employee or Related Party to do so), the Account Administrators must ensure that all approvals and clearances required hereunder have been obtained. Notwithstanding the foregoing, another USPS employee or a Related Party may post Official Content to an Official Account if an Account Administrator has approved that Content in writing and specifically instructed the employee or Related Party to post that Content to that account. However, in order for a Related Party or another USPS employee to post Official Content to an Official Account, he or she must first be properly trained through the official Social Media Training Program as defined in the Learning Management System (LMS) and receive written permission from a member of the Social Media Management Team. In addition, employees and Related Parties may respond to user comments on Official Accounts in accordance with Section 363.5 below. The Account Administrators and/or the Social Media Management Team must monitor user posts and comments and endeavor to hide comments that include infringing materials, disclose Personally Identifiable Information (PII), or otherwise violate the Community Guidelines.

363.5 Official and Professional Use of Social Media; Official Content; Sponsored Content

The following rules apply to USPS Account Administrators and all other Postal Service employees and Related Parties when using Social Media in an Official or Professional Capacity, and when creating, obtaining, sharing or posting Official Content or Sponsored Content.

Except as otherwise specifically provided in this policy, Related Parties and other third parties are prohibited from (i) establishing or maintaining Official Accounts or posting Official Content on behalf of the Postal Service, or (ii) representing, or communicating on behalf of or for, the Postal Service through Social Media. Related Parties may (i) post Official Content in accordance with clause (b) of Section 363.4(2), (ii) serve as Account Administrators in accordance with Section 363.4(1), and (iii) monitor and/or respond to user comments, create or obtain Official Content, and create or post Sponsored Content, on behalf of the Postal Service, if expressly authorized pursuant to a supply-management or other agreement with USPS and if such action is approved by the Social Media Management Team. Related Parties must comply with all official instructions, guidelines, contract terms, scripts and training materials provided by the Postal Service with respect to such conduct in addition to the terms of this policy.

Except as provided in Section 363.4, USPS employees are prohibited from establishing or maintaining Official Accounts. Furthermore, USPS employees (i) must obtain prior authorization from an Account Administrator, an Authorized Officer or the Social Media Management Team, as applicable, before using Social Media in an Official or Professional Capacity, creating, obtaining, sharing or posting Official Content or Sponsored Content, or authorizing other employees or Related Parties to do so, and (ii) must comply with all official instructions, guidelines, scripts and training materials provided by the Authorized Officer, Account

Administrator or the Social Media Management Team, as applicable, with respect to such conduct in addition to the terms of this policy.

The rules under this Section 363.5 do not apply to, and do not restrict, your Personal Use of Social Media (for rules and guidelines that apply to employees' Personal Use of Social Media, see Section 363.6 below).

1. **Goals.** Official Accounts are to be used to promote the Postal Service's brand, products, and services; to create a community of Postal Service customers and fans; to further the Postal Service's mission of providing efficient, reliable, and universal postal products and services; to provide useful notices and information to the public in accordance with the Postal Service's governmental authority; and for law enforcement purposes by the U.S. Postal Inspection Service. Use of an Official Account for any other purpose is prohibited, unless permitted by the Social Media Management Team and the Law Department expressly in writing.
2. **Protect the Postal Service and your reputation.** The web is not anonymous. Generally, everything that you post is accessible to anyone with a browser. Assume that everything you post can be traced back to the Postal Service and to you personally. Avoid any statement or comment that might harm the Postal Service's reputation or brand. When using Social Media in a Professional Capacity, be transparent about your role at the Postal Service and disclose that your views are your own and do not necessarily represent the views of the Postal Service.
3. **Refer any media inquiries to Corporate Communications.** If your official blog or other Official Account receives a media inquiry about the Postal Service or its products, services, or employees, you must call Corporate Communications at (202) 268-2155. Do not respond to any inquiries from the media.
4. **Intellectual Property.** Comply with intellectual property laws. Before you post, share, display, or otherwise make publicly available any Content that contains any logo, slogan, name, likeness, stamp image, design, idea, art, photo, video, application, sound, music, software, functionality, or other intellectual property, submit the Content to the Ad Review Team at KN8ZD0@usa.dce.usps.gov, unless (i) such use is allowed by U.S. law for criminal law enforcement purposes or (ii) the Ad Review Team has advised that such Content need not be reviewed. **Do not assume that materials used in other USPS publications, online channels, events, or other communications venues are available for use on Social Media; the Postal Service may not have permission to use those materials elsewhere.**
5. **Accessibility.** Section 508 of the Rehabilitation Act of 1973 requires that electronic and information technologies purchased, maintained, or used by the Federal Government meet certain accessibility standards. If you are responsible for creating, procuring, or posting any Official Content, you should endeavor to ensure that such content satisfies the requirements set forth in Section 508. For multimedia content, use the following checklist to ensure it is accessible: <http://www.hhs.gov/web/508/accessiblefiles/checklistmulti.html>
6. **Sponsored Content (such as testimonials, celebrity or tastemaker blogs and tweets, and brand ambassador posts).** If you are a celebrity, blogger, tastemaker, brand ambassador, or other party preparing, posting, or contributing to any Sponsored Content at the direction or for the benefit of the Postal Service or pursuant to a Postal Service sponsored initiative, you must:

- a. Prominently disclose in each post any Material Connection that you have with USPS, such as an employment or contractual relationship or any consideration you have received directly or indirectly from USPS or a Related Party acting on USPS's behalf;
- b. Currently use any product or service discussed in any Sponsored Content;
- c. Ensure that all Sponsored Content is truthful and based on your actual experience, does not contain any misleading or unsubstantiated claims about USPS products or services or those of any USPS competitor, and does not make any claims about achieving untypical results;
- d. Disclose that the Content constitutes your own views and opinions and not those of the Postal Service; and
- e. Fully comply with all the terms of this policy and any releases, contracts, instructions or guidelines governing such Content or initiative.

If you work with third-party bloggers, celebrities, tastemakers, brand ambassadors or others on Sponsored Content initiatives as part of your Official Duties, you must (i) require such third parties who prepare, contribute to, and/or post Sponsored Content to fully comply with the terms of this policy, (ii) review their Sponsored Content to ensure compliance, and (iii) ensure that the Sponsored Content is submitted to the Ad Review Team at KN8ZD0@usa.dce.usps.gov before it is posted, unless the Ad Review Team has advised that such Content need not be reviewed. For instance, if you are working on an initiative that involves sending free merchandise to bloggers as an incentive to get them to blog about USPS, require the bloggers to disclose that they have a Material Connection with USPS and monitor their blog for compliance. Consult with the Law Department before initiating or engaging in a Sponsored Content initiative.

7. **Promotional Content.**

- a. Claims. All claims about the Postal Service and the Postal Service's services, products, brand, customers, and competitors must be:
 - i. truthful and not misleading;
 - ii. substantiated by reliable evidence; and
 - iii. not likely to cause harm to consumers.

Before you post any Content that includes such a claim, submit such Content to the Ad Review Team at KN8ZD0@usa.dce.usps.gov, unless the Ad Review Team has advised that such Content need not be reviewed.

- b. Endorsements by the Postal Service. Do not post any Official Content or share any other information that could give the impression that the Postal Service endorses any product, service, private interest, or enterprise unless the Content has been reviewed by the Ad Review Team and the Ethics Office. See also Section 333.6 of the Administrative Services Manual (ASM), "Endorsement of Nonpostal Products, Services or Businesses."
- c. Surveys, Contests, Sweepstakes, Chain Letters, and Promotions. Do not use Social Media to conduct any survey, contest, sweepstakes, chain letter, or promotion unless it has been approved by the Law Department, Labor Relations and the Privacy and Records Office. Notwithstanding the foregoing, you may conduct a survey or quiz provided that:
 - i. you do not collect, capture, store, or disseminate any information provided by participants (including, without limitation, the name of any participant),
 - ii. you do not award a prize,

- iii. the survey is conducted in-house,
- iv. you do not in any way use or reference names, logos, or other intellectual property owned by a party other than the Postal Service, and
- v. the purpose of the poll is not to gauge employees' support for their union.

8. **Responding to Customer Inquiries and Complaints on Official USPS Social Media Accounts; Service Announcements.** When responding to comments by and/or questions from customers, or issuing a simple hiring, service disruption or similar operational announcement, whether as a Postal employee or Related Party on Postal Service social channels, strictly follow any guides, instructions, scripts, training materials or other materials that have been provided to you by the Social Media Management Team, the Account Administrator or an Authorized Officer. Such guides, instructions, scripts and training materials must be reviewed by the Law Department prior to use.
9. **Linking.** Only the applicable Account Administrators may post external links on an Official Account. In order to post an external link on an Official Account, Account Administrators must comply with the rules and standards that apply to links on usps.com as set forth in the Management Instruction on the Web Site Affiliation Program (AS-610-2012-3 or any update thereto or replacement thereof). If the link and the surrounding text constitute an endorsement, then, in addition to complying with the Management Instruction, you must get approval for the endorsement from the Law Department and the Ethics Office.
10. **Privacy Policy and Requirements.** The Postal Service has an official Privacy Policy (available at www.usps.com/privacy) and a handbook of regulations (Handbook AS-353, *Guide to Privacy, the FOIA, and Records Management*). Employees must be familiar and comply with these policies when engaging with customers via Social Media. Additionally:
- a. **Respect privacy; never ask for personal social networking passwords.** While making a "friend" request to an employee or coworker is permitted, a request to obtain his or her password is not. To ensure that the privacy of employees' and applicants' personal blogs and social networking sites is preserved, do not ask employees, coworkers, or Postal Service job applicants for their personal login passwords. However, if you manage an Official Account for the Postal Service and leave your job, you must provide your manager with the login information to that Official Account before leaving the Postal Service or that role.
 - b. **Modifications.** Before adding any new application or functionality to a Social Media account, site, or presence, consult with the Law Department and the Privacy and Records Office in order to minimize risks and ensure legal compliance.
 - c. **Confidentiality.** Maintain confidentiality of files and materials that are marked "confidential," "internal only," "restricted information," "sensitive" or "sensitive-enhanced information." Do not publicly share any information marked "For Internal Use Only."
 - d. **Personally Identifiable Information (PII).** Notwithstanding anything to the contrary set forth herein, do not create, post, share, disclose, display, or otherwise make publicly available Personally Identifiable Information (PII), unless an exception is obtained. All requests for potential exceptions sought for external

disclosure of Personally Identifiable Information (PII) through Social Media must be vetted through the Ad Review process to ensure compliance with the Privacy Act of 1974, USPS Privacy Policy and other applicable Federal laws, and are subject to final approval by the Chief Privacy and Records Management Officer.

11. **Legal Requirements.** You must comply with all Legal Requirements and Platform Terms. **Do not commit the Postal Service to any action unless you have authority to do so and the Postal Service is legally able to comply with such commitment.**
12. **Content Restrictions.** Do not create, post, share, disclose, display, or otherwise make publicly available any content included in the below-listed categories:
 - a. Content that violates another individual's rights, such as privacy or publicity rights, including but not limited to an individual's name, likeness, or voice, except as allowed by U.S. law for criminal law enforcement purposes.
 - b. Personal attacks, libelous statements, hate speech, defamation, fraud, accusations, threats, harassment, discriminatory comments targeting specific individuals or groups or other unlawful or legally actionable material.
 - c. Content about the Postal Service, USPS products or services, USPS management, coworkers, customers, vendors, or others that is vulgar, obscene, disparaging, threatening, intimidating, defamatory, discriminatory, harassing, or a violation of the Postal Service's policies.
 - d. Endorsements of political parties, candidates, or groups.
 - e. Discussions of topics unrelated to the Postal Service's mission or the goals listed above.
 - f. Content that is generally considered obscene, violent, profane, deceptive, or defamatory or that could be harmful to minors.
 - g. Content advocating unlawful action.
 - h. Content that violates copyright, trademark, trade secret, patent, or other intellectual-property laws.
 - i. Content that violates or is inconsistent with the applicable Platform Terms.
 - j. Content that is inaccurate, unsubstantiated, misleading, deceptive, or dishonest.
 - k. Content that could subject USPS to liability or a security risk.
 - l. Any software, program or file that could damage the operation of another person's computer, such as a file containing a virus.

If you are unsure whether certain Content falls into one of the categories listed above, consult with the Law Department and the Privacy and Records Office before posting the Content.

13. Third-Party Content; Brand Ambassadors.

- a. Use. Before posting, sharing or otherwise using third-party Content (such as Sponsored Content, a statement endorsing USPS's brand or products, user-generated Content or Content created by another USPS employee or customer) unless you are using such Content for criminal law enforcement purposes and permission to use such Content is not required under U.S. law:
 1. Obtain written permission from the individual who created the Content to use the Content, which permission should include a certification from the individual that: (1) he or she independently created the Content and did not use any third-party logos, names, slogans, images, text or designs, and (2) if applicable, the Content is truthful, honest, and reflects the

speaker's current opinion based on his or her personal experience (the Law Department can help you prepare the permission and can advise as to whether an executed release is advisable or whether a less formal permission is sufficient);

2. Submit the Content to the Ad Review Team at KN8ZD0@usa.dce.usps.gov for review, unless the Ad Review Team has advised that such Content need not be reviewed;
 3. If the Postal Service has paid for or sponsored the Content or there is a Material Connection between the Postal Service and the third party who created the Content, disclose that information, such as through a statement that the Content has been "Sponsored by USPS;" and
 4. Comply with, and ensure the Content complies with, the requirements set forth in this Section 363.5.
- b. Solicitation. Consult with the Law Department before engaging in a campaign or initiative to solicit Content from third parties (including, but not limited to, Postal Service employees).

363.6 Personal Use of Social Media

The following rules and recommended guidelines apply to all Postal Service employees and Related Parties who use Social Media in an unofficial or Personal Capacity. As an independent establishment of the Executive Branch of the United States Government, the Postal Service is responsible for ensuring that the public has access to accurate and trustworthy information regarding the Postal Service and the services that it provides. In addition, in certain instances, the Postal Service may be held liable for the conduct of its employees and Related Parties even if the employees and Related Parties were not acting in their Official Capacities. The purpose of this section is to protect the public, promote transparency, and protect the Postal Service from liability. **Employees and Related Parties will not be subject to discipline for failure to comply with the recommended guidelines in Section 363.6(1).**

1. Recommended guidelines

- a. Transparency. The Federal Trade Commission (FTC), the agency responsible for interpreting and enforcing the Federal Trade Commission Act (FTCA) (15 USC § 45), which prohibits deceptive acts and practices in or affecting commerce, has issued Guides Concerning the Use of Endorsements and Testimonials in Advertising (the **Guides**) to shed light on how the FTC interprets the FTCA in the context of endorsements. The Guides state that when there is a relationship between an individual and the brand or product the individual is endorsing, the individual must disclose his or her relationship with the brand or product if the relationship might materially affect the weight or credibility of the endorsement. If the individual fails to disclose the relationship, both the individual and the company being endorsed could be subject to liability under the FTCA. For illustrative purposes, the Guides explain that an employee who promotes his employer's product on an online message board should disclose his relationship with the manufacturer if knowledge of the relationship would materially affect the weight or credibility of the employee's statement. Accordingly, when promoting USPS products or services, please disclose your

relationship with the Postal Service if that information would materially affect the weight or credibility of your statement from the perspective of a consumer.

- b. USPS Marks. Do not use USPS trademarks and logos when using Social Media in a Personal Capacity if such use is likely to confuse consumers as to whether your personal use is sanctioned by or affiliated with the Postal Service. For example, do not place the USPS logo on your personal vehicle and post a picture of that vehicle if others will assume that your vehicle is an official USPS vehicle when it is not being used as a USPS vehicle. Further, for the Postal Service's protection as well as your own, please respect the laws that govern copyrights, trademarks, and other intellectual property.

2. Rules

- a. Unofficial Use. Unless you are an Account Administrator or have received prior authorization from an Account Administrator or the Social Media Management Team, do not use Social Media to speak for or act on behalf of the Postal Service or suggest that you have the authority to do so. However, you may disclose your official title or position in the biographical section of your personal Social Media account, as such disclosure alone will not create the impression that you are authorized to speak on behalf of the Postal Service. In addition, do not create, maintain, or administer any Social Media account that purports to be an official Postal Service account unless the account has been approved by the Social Media Management Team and is established and administered in accordance with Section 363.4. If you think there may be confusion regarding whether your Content or account represents the Postal Service, a clear and conspicuous disclaimer that your views are your own and do not necessarily represent the views of the Postal Service can be used to provide clarity.
- b. Behavior and Personal Conduct - Employees. Harassment, bullying, discrimination, or retaliation on Social Media: (1) between coworkers; or (2) by employees who identify themselves as Postal Service employees on Social Media that would be impermissible in the workplace is not permissible online, even if it is done after hours, from home, and on a personal computer, smartphone, laptop or tablet device. Employees are expected to conduct themselves during and outside of working hours in a manner that reflects favorably upon the Postal Service. Although it is not the policy of the Postal Service to interfere with the private lives of employees, it does require that Postal Service employees be honest, reliable, trustworthy, courteous, and of good character and reputation. The Federal Standards of Ethical Conduct referenced in Section 662.1 of the Employee and Labor Relations Manual also contain regulations governing the off-duty behavior of Postal Service employees. Employees must not engage in criminal, dishonest, notoriously disgraceful, immoral, or other conduct prejudicial to the Postal Service, whether done online using a personal computer, smartphone, laptop or tablet device or otherwise. Conviction for a violation of any criminal statute may be grounds for disciplinary action against an employee, including removal of the employee, in addition to any other penalty imposed pursuant to statute. **This rule does not in any way restrict or prohibit Postal Service employees' rights under the law or a collective bargaining agreement or restrict employees from engaging in concerted protected activity as provided for in the National Labor Relations**

Act (29 U.S.C. 151 et seq.), including the right to discuss wages, hours, benefits, and other terms and conditions of employment.

- c. **Behavior and Personal Conduct – Related Parties.** Related Parties are expected to conduct themselves during and outside of working hours in a manner that reflects favorably upon the Postal Service. Although it is not the policy of the Postal Service to interfere with the private lives of Related Parties, it does require that Related Parties who represent the Postal Service brand be honest, reliable, trustworthy, courteous, and of good character and reputation. Related Parties must not engage in criminal, dishonest, notoriously disgraceful, immoral, or other conduct prejudicial to the Postal Service, whether done online using a personal computer, smartphone, laptop or tablet device or otherwise. Conviction for a violation of any criminal statute may be grounds for action against a Related Party, including termination of the Related Party's contract, in addition to any other penalty imposed pursuant to statute or contract, as applicable.

363.7 Definitions

The following definitions apply to this Social Media Policy:

1. **“Account Administrators”** is defined in Section 363.4.
2. **“Account Notices”** is defined in Section 363.4.
3. **“Ad Review Team”** is the cross-functional group of USPS employees who review advertisements. Content can be submitted by email to KN8ZD0@usps.gov.
4. **“Authorized Delegate”** is defined in Section 363.4
5. **“Authorized Officer”** is defined in Section 363.4
6. **“Content”** is all content, including, without limitation, all information, text, comments, logos, slogans, designs, ideas, art, photos, videos, applications, sounds, music, software, functionality, contests, sweepstakes, promotions and similar materials that is or will be posted, displayed, shared or otherwise made available on Social Media.
7. **“Community Guidelines”** are guidelines drafted by the USPS Law Department that govern users' use of an Official Account. Community Guidelines are individually tailored for each account.
8. **“Endorse”** is the act of giving one's public approval or support to someone or something, such as a brand, product or service.
9. **“Grandfathered Official Accounts”** is defined in Section 363.4(1).
10. **“Legal Requirements”** are all laws, rules, regulations, guidance (including but not limited to guidance issued by the FTC under the FTCA), and Postal Service policies, enacted or adopted from time to time.

11. **“Material Connection”** is, in accordance with 16 CFR § 255.5, a connection between a company or individual and the USPS, which if disclosed, might materially affect the weight or credibility of a statement made by the company or individual (i.e., the connection is not reasonably expected by the audience). For example, if the USPS were to pay a celebrity to tweet about the USPS, there would be a Material Connection between the USPS and the celebrity, as the weight of the tweet may be materially affected by the unexpected relationship between the USPS and the celebrity. In addition, an employment or contractual relationship could be considered a Material Connection.
12. **“Official Account”** is any Social Media account, site, or presence that (1) was established on behalf of the USPS in accordance with Section 363.4 (or was established on behalf of the USPS prior to the adoption of this policy and is a Grandfathered Official Account), and (2) is currently administered by one or more Account Administrators in accordance with this policy.
13. **“Official Content”** is all Content that is or will be posted, displayed, shared or otherwise made publicly available for, by or on behalf of the Postal Service on any Official Account or any Unofficial Account by any USPS employee or Related Party in accordance with that employee's or Related Party's Official Duties. Official Content expresses the Postal Service's official voice. Unless you are acting pursuant to your Official Duties and with prior approval as specified herein, any Content that you create, post, display, or share is not Official Content.
14. **“Official Duties”** are those actions and/or responsibilities that have been sponsored, fostered, approved or authorized (whether by law, policy, contract, or otherwise) by a Postal Service manager with the authority to sponsor, foster, approve or authorize such actions and/or responsibilities on behalf of the Postal Service. For clarity, the term “Official Duties” for purposes of this policy excludes all actions and/or responsibilities that are performed by USPS employees solely in their capacities as officers, stewards, or representatives of their labor organizations or management organizations.
15. **“Official Use”** or **“Official Capacity”** is an employee's or Related Party's use of Social Media for the purpose of communicating (internally or externally) the official views of the USPS as part of the employee's or Related Party's Official Duties. Supervisors and contracting officers, when instructing an employee or Related Party to use Social Media in an Official Capacity, must clearly explain the scope of the assignment and authority and what Social Media tools can be used. Official Use can include communications on the USPS's Official Accounts as well as communications on Unofficial Accounts. Official Use also includes the creation, procurement, and posting of Official Content for or on behalf of the Postal Service. As a general matter, when an employee or Related Party uses Social Media for an “Official Use,” he or she is expressing the official views of the USPS pursuant to his or her Official Duties.
16. **“Personal Use”** or **“Personal Capacity”** is an employee's or Related Party's use of Social Media to express his or her own views and excludes any use that constitutes Professional Use or Official Use. Unless you are acting pursuant to your Official Duties and with prior approval as specified herein, you are using Social Media in a Personal Capacity.

17. **“Personally Identifiable Information”** or **“(PII)”** is, in accordance with the definition of “PII” set forth in OMB Memorandum M-07-1616, any information that can be used to distinguish or trace an individual’s identity, either alone or when combined with other personal or identifying information that is linked or linkable to a specific individual. The definition of PII is not anchored to any single category of information or technology. Rather, it requires a case-by-case assessment of the specific risk that an individual can be identified. In performing this assessment, it is important for an agency to recognize that non-PII can become PII whenever additional information is made publicly available — in any medium and from any source — that, when combined with other available information, could be used to identify an individual.
18. **“Platform Terms”** is defined in Section 363.4.
19. **“Privacy and Records Office”** is the USPS office that provides guidance on the proper and consistent collection, processing, communication, use, and disposition of sensitive information, such as private information about individuals and confidential business information, along with sensitive-enhanced information, including PII throughout its lifecycle.
20. **“Professional Use”** or **“Professional Capacity”** is an employee’s or Related Party’s use of Social Media for the purpose of performing his or her Official Duties, but excludes any use that constitutes an Official Use. An employee or Related Party who is using Social Media for a Professional Use is not acting as the official voice of the Postal Service. For example, an employee who uses Social Media to communicate his or her own views on or to conduct research for an official USPS initiative as part of that employee’s Official Duties and with prior approval as specified herein is using Social Media in a Professional Capacity.
21. **“Related Parties”** are all USPS contractors, consultants, and agents, as well as other companies and individuals with a Material Connection to the USPS or who are otherwise acting at the direction, on behalf, or for the benefit of the USPS, but excludes all USPS employees, labor unions, management organizations, and the representatives of such labor unions or management organizations (though all current USPS employees are subject to this policy pursuant to clause (1) of Section 363.1). For example, the term “Related Parties” includes advertising agencies acting on the Postal Service’s behalf and third-party bloggers who have been compensated to blog about the Postal Service.
22. **“Restricted Social Media Site”** is any Social Media platform or site that is not freely accessible from Postal Service equipment because the Postal Service generally blocks access to such platform or site.
23. **“Social Media”** is any form of electronic communication (i.e., websites for social networking and microblogging) through which users create online communities to share information, ideas, messages, and other content. Social Media includes, without limitation: blogs, wikis, YouTube, podcasts, social-networking sites (e.g. Facebook, Twitter, Pinterest, Instagram, and LinkedIn), microblogs, and Web 2.0 and Gov 2.0 sites. Notwithstanding the foregoing, “Social Media” does not include nonpublic online communities established for law-enforcement purposes.

24. **“Social Media Management Team”** is the Social Media Director and his/her team that runs the day-to-day operations of the USPS Social Media function. The Social Media Management Team shall recommend and review content for Official Accounts, approve any changes and/or additions to current Official Accounts, review and approve requests to open new accounts or to terminate or consolidate existing accounts, and provide timely responses.
25. **“Social Media Advisory Panel”** is the panel responsible for governance and major overall strategic decisions. It consists of USPS employees from the following stakeholder groups: Corporate Communications, Consumer and Industry Affairs, Marketing, the Law Department, Human Resources, Information Technology, Government Relations, and Operations and works with the Social Media Management Team for input, feedback, social media account actions, crisis advisory processes, and policy decisions. The Panel members include an officer or the officer's designee.
26. **“Social Media Guidelines”** are guidelines established and maintained by the Social Media Management Team, which govern the use and depiction of the Postal Service brand, voice and logos on Social Media accounts. The Social Media Guidelines may also be referred to as a “Playbook”.
27. **“Sponsored Content”** is Content prepared and/or posted by a Related Party or a USPS employee pursuant to his or her Official Duties that promotes the Postal Service, or Postal Service products, services, or customers, or discusses the USPS's competitors. Sponsored Content expresses the personal views of the Related Party or USPS employee, and not the official views of the USPS. For example, if an influential person received consideration in exchange for endorsing a USPS product on his or her personal Social Media account, that endorsement would constitute Sponsored Content. In addition, if a USPS officer or brand ambassador in his or her Professional Capacity and with prior approval as specified herein communicates about the Postal Service on his or her personal account, those communications would constitute Sponsored Content.
28. **“Unofficial Account”** is any Social Media account, site, or presence that is not an Official Account.
29. **“USPS”** or **“Postal Service”** is the United States Postal Service.

363.8 Additional Resources

For information on pre-negotiated amendments to Platform Terms, go to:
<http://www.howto.gov/social-media/terms-of-service-agreements>.

To learn more about Section 508 and web content go to:
<http://www.howto.gov/web-content/accessibility>.

For more information regarding the USPS Privacy Policy, go to:
<http://www.usps.com/privacypolicy>.

To obtain guidance on issues related to ethical conduct, the Hatch Act, endorsements, and the limited use of government office equipment and information technology, contact the USPS Ethics Office at Ethics.Help@usps.gov or 202-268-6346.

To obtain guidance and clearance on content through the Ad Review process, email: KN8ZD0@usps.gov.

Stand-Up Talk

Date

USPS Social Media Policy Update – part 1

The Postal Service has updated its social media policy governing the use of, and access to, social media.

Today, I'll be giving you an overview of the policy, and [*tomorrow / next week / or specify day*] I will have more specific details.

If you use social media in an official capacity, or if you create, obtain, share or post USPS official or sponsored content, you must adhere to this policy. If you use social media in a personal capacity, this policy contains both rules and recommended guidelines.

Failure to follow this policy — except for guidelines set forth as recommended — could result in corrective action up to, and including, removal from the Postal Service.

As a general rule under the updated policy, USPS employees or related parties, such as contractors, consultants, and agents, are prohibited from establishing or maintaining official USPS social media accounts.

Only authorized Postal Service officers, with concurrence from the Social Media Management Team, can establish or maintain an official USPS social media account. Further, only authorized officers — or their designated account administrators — can give permission to an employee to use social media in an official capacity.

It is important to know that even when you use social media in an unofficial or personal capacity, the Postal Service may be held liable for your conduct, even if you were not acting in an official capacity. As a general rule, when you use social media in a personal capacity, transparency is recommended in disclosing your relationship with the Postal Service, and avoiding the use of USPS trademarks and logos.

The complete updated policy is found in Section 363 of the ASM (Administrative Support Manual). Please refer to that section for more detailed information on the policy.

Regulations and protections pertaining to off-duty behavior of Postal Service employees also apply, as described in the Federal Standards of Ethical Conduct and National Labor Relations Act. You can find references to those regulations in Section 662.1 of the Employee and Labor Relations Manual.

The new Social Media Policy is designed to protect both the Postal Service and you, its employees.

Thanks for listening, and for the great job you do every day.

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Stand-Up Talk

Date

USPS Social Media Policy Update – part 2

We heard [yesterday / last week / specific day] that the Postal Service has updated its Social Media Policy.

Today, I have more details about the new policy, including rules that apply when you, as an employee, use social media in a personal capacity. These rules also apply to contractors and other parties associated with the Postal Service.

1. Never speak for or act on behalf of the Postal Service or suggest that you have the authority to do so.
2. Conduct — such as harassment, bullying, discrimination, or retaliation — that would be impermissible in the workplace is not permissible online, even if it is done after hours, from home, or on a personal computer, smartphone, laptop or tablet device.
3. Although it is not the policy of the Postal Service to interfere with the private lives of employees, USPS does require that Postal Service employees be of good character and reputation in their day-to-day lives and on social media.

The new Social Media Policy is designed to protect both the Postal Service and its employees. It is not intended to infringe on an employee's right to conduct activity that is protected under Federal law or agreed to in collective bargaining.

Regulations and protections that pertain to off-duty behavior of Postal Service employees can be found in the Federal Standards of Ethical Conduct and National Labor Relations Act, and are referenced in Section 662.1 of the Employee and Labor Relations Manual.

Another part of the policy that I will cover today pertains to the use of Postal Service equipment to participate in social media.

Because of potential legal and information security risks, the Postal Service prevents access to restricted social media sites through certain designated USPS equipment.

If you require access to one or more of these restricted sites on your Postal Service-issued equipment for work-related purposes, you must submit an application through eAccess. Full compliance guidelines, including the process to apply for access, is explained in Section 363 of the ASM (Administrative Support Manual).

If you have any questions about the updated social media policy, please check the ASM, Section 363.

Thank you for listening.

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