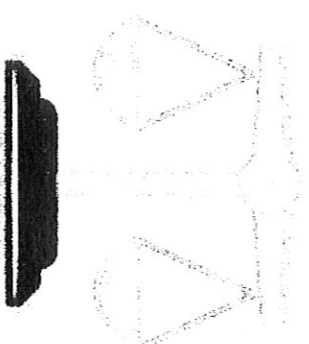


Other Considerations

- GSA Blog Policy (CIO 2161)
- Section 508 Compliance
- FOIA / Privacy
- Records Retention
- Cookies
- Endorsements / Advertising
- Linking Policy / Copyright



Blog Policy

- CIO 2162
- November 18, 2008
- Purpose: “Order establishes GSA policy on creating and maintaining blogs on GSA websites”
- Contains “Blog Use Policy” to be posted on each blog

508 Compliance

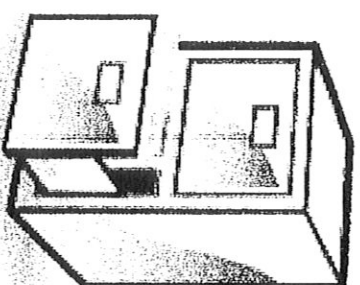
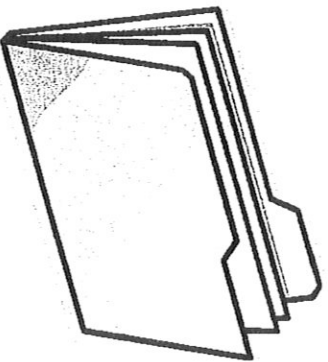
- Must be 508 compliant
- Section 508 of the Rehabilitation Act of 1973 requires federal websites to provide individuals with disabilities access to and use of website information and data that is comparable to that provided to the general public.
- Challenge is figuring out how to make some information compliant
- For 3rd Party sites, consider an alternative format too that is 508 compliant (e.g., video on YouTube and transcript on GSA.gov)

FOIA / Privacy

- FOIA and privacy laws do apply
- Remember that it can be an agency record even if it is hosted on a 3rd party site (e.g., Facebook, MySpace, YouTube)
- Be sure to avoid collecting or transmitting any Personally Identifiable Information
- Watch out for information being collected or posted by your clients

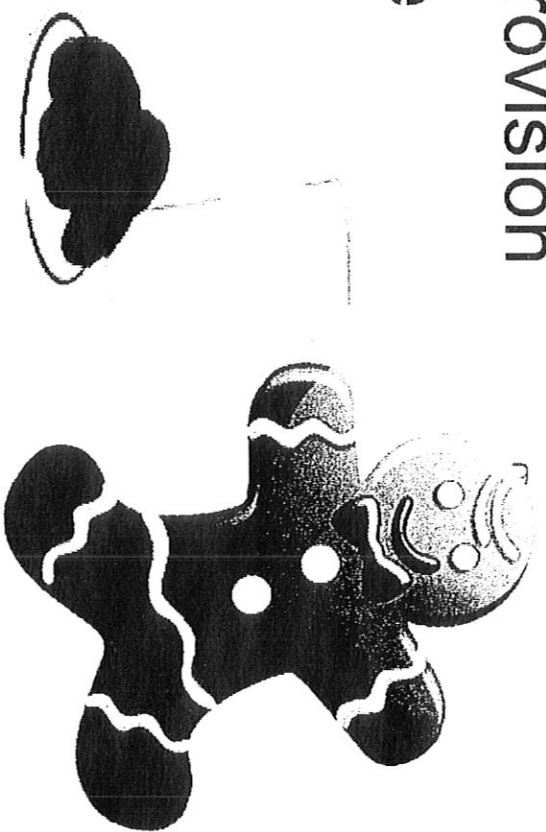
Records Retention

- As with everything else, the rules apply
- Issue is when copies need to be stored and where
- Definition of Record from 44 USC 3301



Cookies

- Cookies can help with ease of use, user customization, and analytic tools for the agency
- No persistent cookies (OMB M-00-13), but there is a waiver provision
- Policy may change

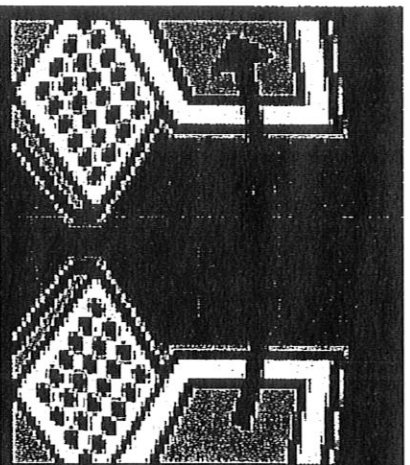


Endorsements / Advertising

- Not allowed
- Issue may arise when it appears something is sponsored (e.g., YouTube's sponsored links)
- Linking policy is important

Linking Policy / Copyright

- Have one
- Example in Blog Order
- Copyright can cause an issue
- Fair Use or other exemptions may apply



Questions / Discussion

