

Office of Information Affairs

Social Media Quick Guide

To comply with [Departmental Regulation DR-3080-001](#), Records Management, you must ensure that you capture social media posts and direct messages not held in the official recordkeeping system or not captured utilizing standard capture methods established by Agency policy.

- **Social media posts are considered Federal records and must be captured and maintained.**
 - Social media includes blogs, wikis, social networks, photo libraries, virtual worlds, location-based services, and video sharing sites. Examples used by the United States Department of Agriculture (USDA) are X (formerly Twitter), Facebook, LinkedIn, Instagram, Flickr, and YouTube.
- **Use only official USDA accounts to communicate with the public.**
 - If a personal social media account and/or device is used, the account may become the property of the USDA, its contents considered Federal records.
- **Direct messages and public comments that contain and/or ask about USDA information on your non-USDA social media accounts are Federal records.** Social media comments and direct messages must be captured in an official USDA account.
 - Instructions for capture are in the Records Management Training
 - Political Appointees may contact VIP IT and the Departmental Records Officer (DRO) for assistance
 - VIP IT: VIPITHelp@usda.gov
 - Departmental Records Officer: USDADepartmentalRecords@usda.gov
- **Official USDA social media accounts belong to the Federal government and contain Federal records.** This means messages, posts, or comments from prior Administrations, Personnel, and the public cannot be deleted unless they violate USDA policy.
- **Once your tenure with USDA is complete, official USDA social media accounts will continue to be managed by USDA, as Federal records.**