

UNITED STATES POSTAL INSPECTION SERVICE

WWW.USPIS.GOV

Social Media Guidelines Effective May 2018

The United States Postal Inspection Service recognizes the value and importance in engaging with the public to communicate valuable information and to exchange relevant and constructive facts and opinions. These guidelines are designed to allow for the free flow of discussion and communication while providing a framework to protect the Inspection Service; its employees and contractors; and the public at large.

The purpose of the Inspection Service's social media channels is to promote its law enforcement mission: to support and protect the U.S. Postal Service and its employees, infrastructure, and customers; enforce the laws that defend the nation's mail system from illegal or dangerous use; and ensure public trust in the mail.

As, by their very nature, social media sites are public venues, everyone accessing Inspection Service social media sites should understand that any and all interactions are considered public, and that any and all content posted by the public on these sites will be considered in the public domain. That said, as all Inspection Service social media sites are created and maintained by the Inspection Service, any and all comments, "likes," "friends," or other similar interactions posted by the public on any Inspection Service social media sites are, to the extent permissible under the sites' terms and conditions, the sole property of the Inspection Service. Our sites contain content, such as logos and images, which are owned by the Inspection Service or third parties. When you visit our page, you are agreeing that you will not reproduce, distribute, display, perform, or create derivative works, in whole or in part, of any images, text, sound recordings, software, or any other content on our page.

The Inspection Service reserves the right to remove any content (including content that violates the guidelines listed here) and to disassociate from any individuals/groups violating the guidelines listed here.

The Inspection Service does not accept responsibility for any comments/material/information posted by the public. All Inspection Service social media sites are monitored on a regular basis to ensure content, "likes," "friends," and similar interactions submitted/engaged in by the public meets the following guidelines.

Additionally, by its very nature, social media is a constantly evolving technology. Thus, any guidelines/information outlined in this document are subject to change at any time.

Guidelines:

1) The Inspection Service encourages comments, "likes," "friends," and similar interactions from a wide and diverse section of the public. However, all such interactions must meet the following basic criteria:

- If your communication involves an urgent criminal matter, contact 911 in lieu of posting
- All content submitted by the public must be on topic and must NOT contain the following:
 - Endorsements of any product, service, company, organization, or any other enterprise
 - Solicitations for money, goods, services, or other items not sanctioned by the Inspection Service
 - Nonpublic information, which includes any information designated as confidential, privileged, or any other type of information that may not be disclosed
 - Support for criminals, terrorists, and/or organizations/groups that actively promote such individuals/organizations/groups
 - Personal information (e.g., home address, telephone number)
 - Copyrighted, trademarked, or other proprietary information
 - Content that constitutes spam, repetitive posts, or links to other sites or pages
 - Content that promotes or endorses any political party, candidate, or group
 - Unlawful or legally actionable material, such as content constituting discrimination, hate speech, cyber bullying, defamation, fraud, threats, harassment, copyright, trademark, or other intellectual property infringement
 - Content that violates anyone else's rights, such as privacy or publicity rights
 - Statements that are false, misleading or dishonest
 - Content that could subject the Inspection Service to liability or that poses a security risk
 - Surveys, contests, sweepstakes, chain letters, and pyramid schemes
 - Any software, program, or file that could damage the operation of another person's computer (e.g., a file containing a virus, malware, and all other harmful computer attacks)
 - Content that is prohibited by Facebook's Community Standards (https://www.facebook.com/communitystandards)
- 2) The Inspection Service encourages and welcomes "likes," "followers," and other subscribers to our social media sites. However, the Inspection Service reserves the right to block, "unfriend," or take any other actions it deems appropriate to prevent individuals/groups who post the following content on their respective social media sites from being associated in any capacity with the Inspection Service's social media sites:
 - Discriminatory language
 - Cyber bullying

- Support for criminals, terrorists and/or organizations that actively promote such individuals/organizations
- 3) Questions, comments and other related content concerning United States Postal Service (USPS) customer service issues should <u>NOT</u> be posted on any Inspection Service social media sites. These should be directed to the USPS directly: <u>https://www.usps.com/help/welcome.htm</u>. No direct response should be expected on these matters
 - 4) All Inspection Service employees, contractors, and affiliates must abide by the USPS social media policy. Comments on employee matters should not be posted on any Inspection Service social media sites. These should be directed to the appropriate supervisor or the USPS-OIG Hotline: <u>https://www.uspsoig.gov/hotline</u>. No direct response should be expected on these matters

The amazing opportunity for direct interaction that social media provides comes with responsibilities for all involved. Be on topic. Be respectful. Follow the guidelines listed above. Make your comments as brief as possible. This way, we can all create and be a part of a thriving, vibrant online community.

Thanks very much for abiding by these guidelines, and we look forward to interacting with you!