

Conversation Contents

Fwd: Vicksburg Twitter account

"Cash, Tim" <tim_cash@nps.gov>

From: "Cash, Tim" <tim_cash@nps.gov>
Sent: Sun Jan 22 2017 20:50:28 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>
Subject: Fwd: Vicksburg Twitter account

FYI

----- Forwarded message -----

From: **Bill Justice** <bill_justice@nps.gov>
Date: Sun, Jan 22, 2017 at 9:00 PM
Subject: Re: Vicksburg Twitter account
To: Tim Cash <tim_cash@nps.gov>

We followed the guidance we initially received and shut down our account. We've received the updated guidance, but there isn't an urgent need to reestablish the account. We will reestablish the account this week when the folks who do this are back at work.

Thanks for pointing it out.

Bill Justice
Superintendent
Vicksburg National Military Park
601-619-2902
601-618-2237

On Jan 22, 2017, at 8:46 PM, Tim Cash <tim_cash@nps.gov> wrote:

Hi Bill,

Buzzfeed contacted us, they somehow noted that your park Twitter account has been shutdown and wanted to know why. We don't intend to give a statement other than to say we don't know, but I wanted to check with you and make sure all is ok. We've had some suspicious activity that is under investigation, and I'm hoping that you haven't been affected.

Thanks. Hope you are doing well.

Tim

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

--

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Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Mon Jan 23 2017 04:05:59 GMT-0700 (MST)
To: "Cash, Tim" <tim_cash@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Vicksburg Twitter account

Thanks.

Tom Crosson
NPS Public Affairs

On Jan 22, 2017, at 10:50 PM, Cash, Tim <tim_cash@nps.gov> wrote:

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----- Forwarded message -----
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Conversation Contents

Re: BuzzFeed News query

Attachments:

- /2. Re: BuzzFeed News query/3.1 Screenshot_2017-01-20_18-32-30.png
- /2. Re: BuzzFeed News query/5.1 image001.png

Leah Duran <leah_duran@ios.doi.gov>

From: Leah Duran <leah_duran@ios.doi.gov>
Sent: Sun Jan 22 2017 19:07:22 GMT-0700 (MST)
To: Nidhi Subbaraman <nidhi.subbaraman@buzzfeed.com>, thomas_crosson@nps.gov
CC: interior_press@ios.doi.gov
Subject: Re: BuzzFeed News query

Hi Nidhi,

I'm adding my National Park Service colleague to assist.

Thanks,
-Leah

Sent from my iPhone

On Jan 22, 2017, at 6:00 PM, 'Nidhi Subbaraman' via Interior Press <interior_press@ios.doi.gov> wrote:

Thanks Leah. Appreciate your help with this. Related, a few other questions:

1. The Twitter account for Vicksburg National Military Park no longer exists. It appears this account has been deleted -- can you say why?
2. The account for the Andersonville National Historical Site was briefly offline over Jan 20/21. Can you say why this was the case?
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Thanks for looking into this,

Nidhi

On Sun, Jan 22, 2017 at 1:59 PM, Leah Duran <leah_duran@ios.doi.gov> wrote:

Hi Nidhi,

Thanks for checking in. Below please find a statement you can attribute to an Interior spokeswoman:

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

Now that social media guidance has been clarified, the Department and its bureaus are resuming Twitter engagement as normal this weekend, with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation.

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On Jan 22, 2017, at 1:22 PM, Nidhi Subbaraman <nidhi.subbaraman@buzzfeed.com> wrote:

Hi Leah and Jessica, I am looking for some background about why this tweet was posted over this weekend. <https://twitter.com/NatiParkService/status/822826371844018177> I'm also following up on reports this weekend about the Park Service twitter account being suspended.

Does the Interior Department have a statement about this?

Thanks,

Nidhi

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Nidhi Subbaraman | BuzzFeed News | Science reporter
O: (202) 602 1715 | C: (b) (6) | @NidhiSubs
1630 Connecticut Ave NW, 7th Floor Washington, DC 20009

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Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sun Jan 22 2017 19:29:02 GMT-0700 (MST)
To: Nidhi Subbaraman <nidhi.subbaraman@buzzfeed.com>
Subject: RE: BuzzFeed News query

Nidhi, here you go:

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Hope this helps. Please let me know if you have any follow-ons.

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National Park Service

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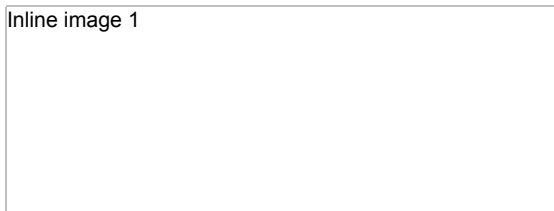
Nidhi Subbaraman <nidhi.subbaraman@buzzfeed.com>

From: Nidhi Subbaraman <nidhi.subbaraman@buzzfeed.com>
Sent: Mon Jan 23 2017 06:50:49 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: BuzzFeed News query
Attachments: Screenshot_2017-01-20_18-32-30.png

Thanks for this, Tom.

Regarding #2: The AndeNHS account disappeared over the course of the evening of Jan 20. Screenshots attached: includes a cached version of the site alongside a Twitter page that indicates the account does not exist. Can you say why this occurred?

Inline image 1



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National Park Service

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Thanks,
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Nidhi Subbaraman <nidhi.subbaraman@buzzfeed.com>

From: Nidhi Subbaraman <nidhi.subbaraman@buzzfeed.com>
Sent: Mon Jan 23 2017 06:53:47 GMT-0700 (MST)
To: Leah Duran <leah_duran@ios.doi.gov>
Subject: Re: BuzzFeed News query

Thanks very much!

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Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Mon Jan 23 2017 07:30:10 GMT-0700 (MST)
To: Nidhi Subbaraman <nidhi.subbaraman@buzzfeed.com>
Subject: RE: BuzzFeed News query
Attachments: image001.png


[Same response to question #1.](#)

From: Nidhi Subbaraman [mailto:nidhi.subbaraman@buzzfeed.com]
Sent: Monday, January 23, 2017 8:51 AM
To: Thomas Crosson
Subject: Re: BuzzFeed News query

Thanks for this, Tom.

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Subject: Fwd: BuzzFeed News query

FYI

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From: **Quimby, Frank** <frank_quimby@ios.doi.gov>
Date: Mon, Jan 23, 2017 at 9:29 AM
Subject: Re: BuzzFeed News query
To: "Duran, Leah" <leah_duran@ios.doi.gov>

could we ask NPS to respond to those parts of her questions that apply to NPS and I am asking Megan Bloomgren about the others

On Mon, Jan 23, 2017 at 9:00 AM, Duran, Leah <leah_duran@ios.doi.gov> wrote:
Please see request below - is this possible?

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Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
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To: Leah Duran <leah_duran@ios.doi.gov>
Subject: RE: BuzzFeed News query

I'd suggest we'd wait until we get direction from Megan on what can be said about DOI's guidance. At least for a little bit. Think it will create more pushback from Nidhi if we give her half of the answer. I don't think our guidance went beyond "change your passwords and make sure only authorized people have access to your accounts." I'll double check though. I suspect I know what Nidhi is digging in to.

From: Duran, Leah [mailto:leah_duran@ios.doi.gov]
Sent: Monday, January 23, 2017 9:31 AM
To: Thomas Crosson
Subject: Fwd: BuzzFeed News query

FYI

----- Forwarded message -----

From: **Quimby, Frank** <frank_quimby@ios.doi.gov>
Date: Mon, Jan 23, 2017 at 9:29 AM
Subject: Re: BuzzFeed News query
To: "Duran, Leah" <leah_duran@ios.doi.gov>

could we ask NPS to respond to those parts of her questions that apply to NPS and I am asking Megan Bloomgren about the others

On Mon, Jan 23, 2017 at 9:00 AM, Duran, Leah <leah_duran@ios.doi.gov> wrote:
Please see request below - is this possible?

----- Forwarded message -----

From: '**Nidhi Subbaraman**' via Interior Press <interior_press@ios.doi.gov>
Date: Mon, Jan 23, 2017 at 8:53 AM
Subject: Re: BuzzFeed News query
To: Leah Duran <leah_duran@ios.doi.gov>
Cc: Thomas Crosson <thomas_crosson@nps.gov>, Interior Press <interior_press@ios.doi.gov>

Thanks very much!

One other thing: Regarding the "clarified guidance" on use of social media that was communicated, per the DOI statement -- can you share that guidance with us?

On Sun, Jan 22, 2017 at 9:07 PM, Leah Duran <leah_duran@ios.doi.gov> wrote:
Hi Nidhi,

I'm adding my National Park Service colleague to assist.

Thanks,
-Leah

Sent from my iPhone

On Jan 22, 2017, at 6:00 PM, 'Nidhi Subbaraman' via Interior Press <interior_press@ios.doi.gov> wrote:

Thanks Leah. Appreciate your help with this. Related, a few other questions:

1. The Twitter account for Vicksburg National Military Park no longer exists. It appears this account has been deleted -- can you say why?
2. The account for the Andersonville National Historical Site was briefly offline over Jan 20/21. Can you say why this was the case?
3. Was the DoI aware of this account? <http://webcache.googleusercontent.com/search?q=cache:https://twitter.com/ParkServ> This account is now marked as suspended by Twitter. Did the DoI report the account to Twitter? If so, why?

Thanks for looking into this,

Nidhi

On Sun, Jan 22, 2017 at 1:59 PM, Leah Duran <leah_duran@ios.doi.gov> wrote:
Hi Nidhi,

Thanks for checking in. Below please find a statement you can attribute to an Interior spokeswoman:

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department's communications team determined that

it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

Now that social media guidance has been clarified, the Department and its bureaus are resuming Twitter engagement as normal this weekend, with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation.

Sent from my iPhone

On Jan 22, 2017, at 1:22 PM, Nidhi Subbaraman <nidhi.subbaraman@buzzfeed.com> wrote:

Hi Leah and Jessica, I am looking for some background about why this tweet was posted over this weekend. <https://twitter.com/NatlParkService/status/822826371844018177> I'm also following up on reports this weekend about the Park Service twitter account being suspended.

Does the Interior Department have a statement about this?

Thanks,

Nidhi

--

Nidhi Subbaraman | **BuzzFeed News** | Science reporter
O: (202) 602-1715 | C: (b) (6) | [@NidhiSubs](https://twitter.com/NidhiSubs)
1630 Connecticut Ave NW, 7 h Floor Washington, DC 20009

--

Nidhi Subbaraman | **BuzzFeed News** | Science reporter
O: (202) 602-1715 | C: (b) (6) | [@NidhiSubs](https://twitter.com/NidhiSubs)
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--

Leah Duran
Public Affairs Specialist
U.S. Department of the Interior
Office: (202) 208-3311
Cell: (202) 713-8638

--

Leah Duran
Public Affairs Specialist
U.S. Department of the Interior
Office: (202) 208-3311
Cell: (202) 713-8638

"Duran, Leah" <leah_duran@ios.doi.gov>

From: "Duran, Leah" <leah_duran@ios.doi.gov>
Sent: Mon Jan 23 2017 07:44:11 GMT-0700 (MST)
To: (b) (6) - Megan Bloomgren personal at gmail.com
CC: Interior Press <interior_press@ios.doi.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Fwd: BuzzFeed News query

Hi Megan -

Frank might have touched base with you on this already, but we have a reporter asking if we can share the guidance from DOI re: suspension of NPS accounts this weekend. Please let us know.

Thanks,
~Leah

----- Forwarded message -----

From: 'Nidhi Subbaraman' via Interior Press <interior_press@ios.doi.gov>
Date: Mon, Jan 23, 2017 at 8:53 AM
Subject: Re: BuzzFeed News query
To: Leah Duran <leah_duran@ios.doi.gov>
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Does the Interior Department have a statement about this?

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Nidhi Subbaraman | BuzzFeed News | Science reporter
O: (202) 602-1715 | C: (b) (6) | @NidhiSubs
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Leah Duran
Public Affairs Specialist
U.S. Department of the Interior
Office: (202) 208-3311
Cell: (202) 713-8638

"Duran, Leah" <leah_duran@ios.doi.gov>

From: "Duran, Leah" <leah_duran@ios.doi.gov>
Sent: Mon Jan 23 2017 08:30:19 GMT-0700 (MST)
To: Nidhi Subbaraman <nidhi.subbaraman@buzzfeed.com>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Interior Press <interior_press@ios.doi.gov>
Subject: Re: BuzzFeed News query

Hi Nidhi,

The statement I passed along is also the guidance that was sent to parks Saturday morning (expect that in the last paragraph, it reads "Now that social media guidance has been clarified, the Department and its bureaus **should** resume Twitter engagement as normal this weekend").

Hope that helps!
Thanks,
~Leah

On Mon, Jan 23, 2017 at 8:53 AM, 'Nidhi Subbaraman' via Interior Press <interior_press@ios.doi.gov> wrote:
Thanks very much!

One other thing: Regarding the "clarified guidance" on use of social media that was communicated, per the DOI statement -- can you share that guidance with us?

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--

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U.S. Department of the Interior
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Cell: (202) 713-8638



Andersonville NHS

@andeNHS

Death Before Dishonor Official Twitter for Andersonville National Historic Site; National Prisoner of War Museum. Follows & RTs are not endorsements.

- Andersonville, GA
- nps.gov/ande
- Joined August 2013

TWEETS 1,104 FOLLOWING 109 FOLLOWERS 1,624 LIKES 377

Tweets Tweets & replies Media

Andersonville NHS Retweeted



Andersonville NHS @andeNHS · 3h

Good Morning! We hope everyone survived #snowpocalypse2017. No snow down here, but here's a pic from when it snowed at the park in 2010. ❄️



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Andersonville (NH)

South Side (Former Civil War) for Andersonville National Historic Site, National Preserve of the National Park Service. Photos & AVs are not endorsements.

- Andersonville, GA
- See photos
- Download Photos (10)

Photos: 1,754
Videos: 100
Albums: 1,400
Pages: 207

Events: Events & notes: 0

Andersonville (NH) (10/10/2017)



Andersonville (NH) (10/10/2017)

Good Morning! We hope everyone enjoyed [Andersonville \(NH\)](#)! We were down here for lunch & got some photos of the park in 2017. ☺



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© 2017 Andersonville National Historic Site

Andersonville National Historic Site
10/10/2017 10:10 AM

Conversation Contents

Women's Rights Park take 2

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sun Jan 22 2017 06:59:17 GMT-0700 (MST)
To: tim_cash@nps.gov, Tom Crosson <thomas_crosson@nps.gov>, april_slayton@nps.gov
Subject: Women's Rights Park take 2

<https://www.facebook.com/womensrightsnps/posts/1557445430947403:0>

Sent from my iPhone

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sun Jan 22 2017 10:21:40 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: Tom Crosson <thomas_crosson@nps.gov>, "april_slayton@nps.gov" <april_slayton@nps.gov>
Subject: Re: Women's Rights Park take 2

We've got to revisit our training and consider creating some required modules that teach fundamental content decision-making and gov't ethics

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

On Jan 22, 2017, at 7:59 AM, Amber Smigiel <amber_smigiel@nps.gov> wrote:

<https://www.facebook.com/womensrightsnps/posts/1557445430947403:0>

Sent from my iPhone

Conversation Contents

Draft briefing paper for quick review

Attachments:

/4. Draft briefing paper for quick review/1.1 Briefing Statement - Twitter incident.docx
/4. Draft briefing paper for quick review/4.1 Briefing Statement - Twitter incident TC Input.docx

"Slayton, April" <april_slayton@nps.gov>

From: "Slayton, April" <april_slayton@nps.gov>
Sent: Sun Jan 22 2017 06:19:37 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Draft briefing paper for quick review
Attachments: Briefing Statement - Twitter incident.docx

Please take a look at the attached DRAFT briefing paper on the Twitter incident

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sun Jan 22 2017 06:51:29 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
Subject: Re: Draft briefing paper for quick review

Looks good. I'm going to fire up the laptop here in a moment to give it a good scrub.

Tom Crosson
NPS Public Affairs

On Jan 22, 2017, at 8:20 AM, Slayton, April <april_slayton@nps.gov> wrote:

Please take a look at the attached DRAFT briefing paper on the Twitter incident

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

<Briefing Statement - Twitter incident.docx>

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sun Jan 22 2017 06:55:21 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Draft briefing paper for quick review

Works for me. Found one edit. Points is spelled ponts in this paragraph:

- Using Twitter's account dashboard, which includes a list of IPs and OS used for recent account access, we traced the IP address used for the two questionable posts to an ISP in the San Bruno, CA, area and checked all possible NPS social media points of contacts in that area. None indicated that they had been active on NPS Twitter accounts on January 20.

Sent from my iPhone

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--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

<Briefing Statement - Twitter incident.docx>

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sun Jan 22 2017 08:41:36 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: RE: Draft briefing paper for quick review
Attachments: Briefing Statement - Twitter incident TC Input.docx

Couple of comments.....

From: Slayton, April [mailto:april_slayton@nps.gov]
Sent: Sunday, January 22, 2017 8:20 AM
To: Thomas Crosson; Tim Cash; Amber Smigiel
Subject: Draft briefing paper for quick review

Please take a look at the attached DRAFT briefing paper on the Twitter incident

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sun Jan 22 2017 09:37:27 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Draft briefing paper for quick review

Thanks - Amber can you help me draft one addition key point that highlights that these 2 RTs are abnormal when compared to our standard tweets and retweets? For example, it is unusual for us to retweet a group we don't work with regularly or a reporter, correct?

Sent from my iPhone

On Jan 22, 2017, at 8:55 AM, Amber Smigiel <amber_smigiel@nps.gov> wrote:

Works for me. Found one edit. Points is spelled ponts in this paragraph:

- Using Twitter's account dashboard, which includes a list of IPs and OS used for recent account access, we traced the IP address used for the two questionable posts to an ISP in the San Bruno, CA, area and checked all possible NPS social media points of contacts in that area. None indicated that they had been active on NPS Twitter accounts on January 20.

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Sent: Sun Jan 22 2017 09:41:30 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>

Subject: Re: Draft briefing paper for quick review

Hmmm. I'm not sure how to phrase that. We don't retweet anything that doesn't include park-verified information? If a reporter worked on a story with us, that is something I would RT so I don't feel comfortable saying that we never do it.

Sent from my iPhone

On Jan 22, 2017, at 11:37 AM, April Slayton <april_slayton@nps.gov> wrote:

Thanks - Amber can you help me draft one addition key point that highlights that these 2 RTs are abnormal when compared to our standard tweets and retweets? For example, it is unusual for us to retweet a group we don't work with regularly or a reporter, correct?

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April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

<Briefing Statement - Twitter incident.docx>

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sun Jan 22 2017 10:12:50 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Draft briefing paper for quick review

Looks good to me.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

On Jan 22, 2017, at 7:20 AM, Slayton, April <april_slayton@nps.gov> wrote:

Please take a look at the attached DRAFT briefing paper on the Twitter incident

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April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

<Briefing Statement - Twitter incident.docx>

Conversation Contents

Twitter story; deadline 11 am Monday

Emily Yehle <eyehle@eenews.net>

From: Emily Yehle <eyehle@eenews.net>
Sent: Sun Jan 22 2017 08:28:14 GMT-0700 (MST)
To: "thomas_crosson@nps.gov" <thomas_crosson@nps.gov>
Subject: Twitter story; deadline 11 am Monday

Tom,

Obviously the Twitter story has unfolded over the weekend, but we may include something in tomorrow's Greenwire. Can you send me the email that went to Interior staff suspending Twitter activity (will just say obtained by E&E), as well as any other notices to staff about the situation?

Also, a few questions:

- How were the retweets a mistake? Did someone mean to post them from their own Twitter account, for example, and instead used the official NPS one?
- Is anyone going to be reprimanded or fired for this?
- Who controls the NPS Twitter account? I don't need a name, just looking for the process. Is it one person, for example, or a team? Is it the communications department?
- How long were Interior's Twitter accounts suspended for? Are there new rules for posting? Do all Tweets have to be reviewed, for example?
- Can I get a copy of Interior's clarified "social media guidance"?
- On background, do you know if a suspension like this has ever happened in the past?

Thanks! Sorry that your weekend has probably been a swirl of media requests!

Deadline is 11 am tomorrow. Cell is 202 744 9055. I'll be at my desk tomorrow: 202 446 0437.

Best,
Emily Yehle
Reporter
E&E News

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sun Jan 22 2017 08:50:10 GMT-0700 (MST)
To: Emily Yehle <eyehle@eenews.net>
Subject: RE: Twitter story; deadline 11 am Monday

Emily, your responses are embedded below.

From: Emily Yehle [mailto:eyehle@eenews.net]
Sent: Sunday, January 22, 2017 10:28 AM
To: thomas_crosson@nps.gov
Subject: Twitter story; deadline 11 am Monday

Tom,

Obviously the Twitter story has unfolded over the weekend, but we may include something in tomorrow's Greenwire. Can you send me the email that went to Interior staff suspending Twitter activity (will just say obtained by E&E), as well as any other notices to staff about the situation?

-It was an internal memo sent out by DOI. I have to refer you to them about releasing their memo to you.

Also, a few questions:

- How were the retweets a mistake? Did someone mean to post them from their own Twitter account, for example, and instead used the official NPS one?
 - n We don't know yet. We are looking in to how the retweets were made, and by whom.
- Is anyone going to be reprimanded or fired for this?
 - n We are in the process of determining how the retweets occurred. It is premature to speculate that an NPS employee was even involved at this point.

-Who controls the NPS Twitter account? I don't need a name, just looking for the process. Is it one person, for example, or a team? Is it the communications department?

n The national NPS Twitter account is controlled by the NPS social media manager here in WASO

- How long were Interior's Twitter accounts suspended for? Are there new rules for posting? Do all Tweets have to be reviewed, for example?

n Interior's Twitter accounts were suspended for approximately 12 hours. Less than 24 hours for sure. The suspension occurred in the evening...and it was lifted the next morning. No new rules for posting. Would like to point out that parks were allowed to tweet out information during the suspension if that information was critical to visitor safety (ie...road closures, weather advisories, etc.)

-Can I get a copy of Interior's clarified "social media guidance"?

n Again, I'll need to refer you to DOI for this.

-On background, do you know if a suspension like this has ever happened in the past?

n In my seven months at DOI....I haven't heard of a suspension like this happening in the past.

Thanks! Sorry that your weekend has probably been a swirl of media requests!

Deadline is 11 am tomorrow. Cell is 202 744 9055. I'll be at my desk tomorrow: 202 446 0437.

Best,
Emily Yehle
Reporter
E&E News

DRAFT Briefing Statement FY 2017

Bureau: National Park Service
Issue: Twitter retweets during inauguration
Program/Park: WASO

Key Points

- The National Park Service is actively investigating the situation to identify the individual who retweeted two tweets related to the inauguration from the NPS national Twitter account that were inappropriate for the NPS Twitter account.
- **Official NPS statement:** The two tweets posted on the National Park Service's social media account today were inappropriate and inconsistent with the agency's overall approach to engaging the public through social media. Moving forward, the agency will provide better guidance to all employees who post to official NPS social media accounts about best practices and appropriate content for posts and retweets. We apologize for these tweets and pledge to maintain the highest standards for our social media content moving forward.

Background

- Around 4:40 pm ET on January 20, NPS Office of Communications (OCOMM) staff was contacted by multiple trusted sources sharing concern about two retweets from the national NPS Twitter account, @natlparkservice.
- External media sources reported on the retweets, and NPS engaged with DOI's Office of Communications (OCO).
- NPS OCOMM immediately engaged our social media team, confirming that no one with access to @natlparkservice in Washington posted the retweets.
- Multiple individuals have access to the @natlparkservice account credentials (Twitter only provides one set of creds per account). OCOMM began to check with others outside of Washington with access to the credentials in an attempt to identify the source of the retweets.
- Around 5:10 pm ET, DOI OCO sent a directive to all bureaus to immediately stop tweeting until further notice. NPS forwarded this information to all regional communications offices nationwide to disperse this message to parks with Twitter accounts (193 parks have registered Twitter accounts)
 - On Saturday, January 22, NPS received updated guidance from DOI OCO indicating that national, park and program social media posting could resume.
 - NPS then posted a tweet on its national account indicating that it would resume posting. "We regret the mistaken RTs from our account yesterday and look forward to continuing to share the beauty and history of our parks with you"
 - DOI subsequently asked to see the content of posts for the NPS national Twitter account before it is posted for the following 48 hours, and NPS is following through on that request.

- NPS OCOMM also changed the password for the national Twitter and Facebook accounts and restricted access to a single point of contact in Washington, DC. It will not be shared with any other staff until the current situation is resolved.
- NPS OCOMM also sent guidance on Saturday, January 21 to all NPS park and program social media contacts recommending that they immediately change their passwords and review the list of staff who have access to their accounts.
- Using Twitter's account dashboard, which includes a list of IPs and OS used for recent account access, we traced the IP address used for the two questionable posts to an ISP in the San Bruno, CA, area and checked all possible NPS social media points of contacts in that area. None indicated that they had been active on NPS Twitter accounts on January 20.
- Initially, NPS OCOMM suspected that this incident was an accidental cross-posting from a personal Twitter account (this has happened on multiple occasions in the past with other NPS social media accounts). However, after additional review NPS OCOMM was concerned that the account may have been compromised. Consequently, NPS OCOMM contacted NPS IT security staff and requested that they investigate this as a potential security incident.

Current Status

- **Investigation in process:** NPS OCOMM will work closely with IT security specialists to support an investigation of these posts.
- **Possibly related park Twitter intrusion:** The social media manager at Klondike Gold Rush National Historical Park, Seattle Unit received an automated email from Twitter Thursday night, asking if she had changed the email address associated with the account. It indicated that the password had been changed using an IP address from "Santa Cruz or Clara, CA". The IP that posted our retweets was from the San Bruno area, which is about an hour away from those locations. NPS OCOMM is concerned that this proximity and the related nature of these two incidents may not be a coincidence. NPS IT security has been provided this related information.
- **Updated social media guidance for parks and programs:** NPS OCOMM will immediately begin a review of social media guidance for parks and programs to ensure that appropriate information about appropriate tweet and retweet content is up to date and relevant.
- **Improving communications channels for social media contacts:** NPS OCOMM will immediately begin the process of developing a national list of social media primary POC's for all parks and programs with active social media presences to ensure that we can quickly communicate important information with the account managers in cases of security or content related issues.

Contact Person: Assistant Director for Communications April Slayton, april_slayton@nps.gov, 202-208-4995

Last Updated: January 22, 2017

DRAFT Briefing Statement FY 2017

Bureau: National Park Service
Issue: Twitter retweets during inauguration
Program/Park: WASO

Key Points

- The National Park Service is actively investigating the situation to identify the individual who retweeted two tweets related to the inauguration from the NPS national Twitter account that were inappropriate for the NPS Twitter account.
- **Official NPS statement:** The two tweets posted on the National Park Service's social media account today were inappropriate and inconsistent with the agency's overall approach to engaging the public through social media. Moving forward, the agency will provide better guidance to all employees who post to official NPS social media accounts about best practices and appropriate content for posts and retweets. We apologize for these tweets and pledge to maintain the highest standards for our social media content moving forward.

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 - DOI subsequently asked to see the content of posts for the NPS national Twitter account before it is posted for the following 48 hours, and NPS is following through on that request.

Comment [CTC1]: Should we mark the difference between career staff and incoming political?

Comment [CTC2]: This doesn't flow with the bullet above it. Perhaps the first bullet could be that we established communications with DOI OCO. The Second bullet can be that we scrubbed the list of folks who had access to that account and by our best determination, none of them retweeted the tweets.

Comment [CTC3]: Policy and inaugural-related posts

- NPS OCOMM also changed the password for the national Twitter and Facebook accounts and restricted access to a single point of contact in Washington, DC. It will not be shared with any other staff until the current situation is resolved.
- NPS OCOMM also sent guidance on Saturday, January 21 to all NPS park and program social media contacts recommending that they immediately change their passwords and review the list of staff who have access to their accounts.
- Using Twitter's account dashboard, which includes a list of IPs and OS used for recent account access, we traced the IP address used for the two questionable posts to an internet service provider (ISP) in the San Bruno, CA, area and checked all possible NPS social media points of contacts in that area. None indicated that they had been active on NPS Twitter accounts on January 20.
- Initially, NPS OCOMM suspected that this incident was an accidental cross-posting from a personal Twitter account (this has happened on multiple occasions in the past with other NPS social media accounts). However, after additional review NPS OCOMM was concerned that the account may have been compromised. Consequently, NPS OCOMM contacted NPS IT security staff and requested that they investigate this as a potential security incident.

Comment [CTC4]: directing them to immediately ?

Current Status

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- **Possibly related park Twitter intrusion:** The social media manager at Klondike Gold Rush National Historical Park, Seattle Unit received an automated email from Twitter Thursday night, asking if she had changed the email address associated with the account. It indicated that the password had been changed using an IP address from "Santa Cruz or Clara, CA". The IP that posted our retweets was from the San Bruno area, which is about an hour away from those locations. NPS OCOMM is concerned that this proximity and the related nature of these two incidents may not be a coincidence. NPS IT security has been provided this related information.
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Formatted: Font: (Default) Arial, 11 pt

Contact Person: Assistant Director for Communications April Slayton, april_slayton@nps.gov, 202-208-4995

Last Updated: January 22, 2017

Conversation Contents

Mount Rainer Tweet

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sun Jan 22 2017 06:51:52 GMT-0700 (MST)
To: Tom Crosson <thomas_crosson@nps.gov>, april_slayton@nps.gov, tim_cash@nps.gov
Subject: Mount Rainer Tweet

Not sure this was necessary:

<https://twitter.com/mountrainiemps/status/823000446809690112>

Sent from my iPhone

Conversation Contents

Media fact check request

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 20:50:37 GMT-0700 (MST)
To: (b) (6) - Megan Bloomgren personal address@gmail.com
Subject: Media fact check request

Here is who we sent the fact check statement to: NBC News NBC4 local AP NBC in Houston Tom Crosson NPS Public Affairs

Megan Bloomgren <(b) (6) - Megan Bloomgren personal address@gmail.com>

From: Megan Bloomgren <(b) (6) - Megan Bloomgren personal address@gmail.com>
Sent: Sat Jan 21 2017 21:41:37 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: Media fact check request

Got it - thanks Tom > On Jan 21, 2017, at 10:50 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote: > > Here is who we sent the fact check statement to: > > NBC News > NBC4 local > AP > NBC in Houston > > Tom Crosson > NPS Public Affairs

Conversation Contents

Interesting development

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 17:54:28 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, amber_smigiel@nps.gov
Subject: Interesting development

I emailed Charles Beale at KLSE today to see if I could speak with someone sooner than later about their Twitter password getting changed, and he had his social media person Julie call me. She got an automated email from Twitter Thursday night asking if she had changed the email address associated with the account, and it included an IP address from "Santa Cruz or Clara, CA". The IP that posted our retweets was from the San Bruno area. All three are within an hour of each other, and as ISPs go, that may not be a coincidence.

Julie is sending me that auto email on Monday. April, I'm going to reach out to Twitter as well to see if they can help us put a finer point on this. We may not be able to track anyone down, but we may get to the point of confidently saying whether or not this was a breach. Either way, I'm glad that we advised everyone to change their passwords today.

I still worry about this being an internal breach because it seems too coincidental. Hopefully not.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

"Slayton, April" <april_slayton@nps.gov>

From: "Slayton, April" <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 17:57:33 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Interesting development

Wow - I had a gut feeling that these two things were not separate, but whether it was a hack or not, this is pretty serious. Tim/Amber, have you thought about any former NPS staffers who might still have had access to our password?

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April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

On Sat, Jan 21, 2017 at 7:54 PM, Tim Cash <tim_cash@nps.gov> wrote:

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"Slayton, April" <april_slayton@nps.gov>

From: "Slayton, April" <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 17:58:53 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Interesting development

And Tim, I'm sure you will also share this info with IT security, right? Thank you!

--
April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

On Sat, Jan 21, 2017 at 7:57 PM, Slayton, April <april_slayton@nps.gov> wrote:

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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 18:01:25 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
Subject: Re: Interesting development

Just you here...wouldn't/shouldn't have Amber received that flag as well?

Tom Crosson
NPS Public Affairs

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Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 18:02:20 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Interesting development

I had the same thought, which was why I wanted to track KLSE down.

Amber, can you send me a list of anyone you know who has had access? Even if we can eliminate them as a potential poster, I want to reach out and see if they happened to share the PW with a "trusted" individual.

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Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 18:03:40 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Interesting development

Yes, though was going to wait until I have the IP and location from the email. I can share sooner if you advise.

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On Jan 21, 2017, at 6:59 PM, Slayton, April <april_slayton@nps.gov> wrote:

And Tim, I'm sure you will also share this info with IT security, right? Thank you!

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"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 18:15:17 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: "Slayton, April" <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: Interesting development

Sure!

- Beth Stern
- Alexa Viets

- Karissa DeCarlo
- John Tobiason
- Sharon Stiteler (MISS)

That's all the ones I gave the password to or know had access.

On Sat, Jan 21, 2017 at 8:02 PM, Tim Cash <tim_cash@nps.gov> wrote:
I had the same thought, which was why I wanted to track KLSE down.

Amber, can you send me a list of anyone you know who has had access? Even if we can eliminate them as a potential poster, I want to reach out and see if they happened to share the PW with a "trusted" individual.

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Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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"Slayton, April" <april_slayton@nps.gov>

From: "Slayton, April" <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 18:19:22 GMT-0700 (MST)

To: Tim Cash <tim_cash@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Interesting development

I think this might change their thinking on how to investigate, so I would share ASAP and tell them that you will follow up when we have the IP and location.

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April Slayton
Assistant Director for Communications
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On Sat, Jan 21, 2017 at 8:03 PM, Tim Cash <tim_cash@nps.gov> wrote:

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Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 18:21:17 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>

CC: Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Interesting development

10-4, when I get home and can sit down, I'll send it.

--

Tim Cash
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Office of Communications
National Park Service
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April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

On Sat, Jan 21, 2017 at 7:57 PM, Slayton, April <april_slayton@nps.gov> wrote:

Wow - I had a gut feeling that these two things were not separate, but whether it was a hack or not, this is pretty serious.

Tim/Amber, have you thought about any former NPS staffers who might still have had access to our password?

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

On Sat, Jan 21, 2017 at 7:54 PM, Tim Cash <tim_cash@nps.gov> wrote:

I emailed Charles Beale at KLSE today to see if I could speak with someone sooner than later about their Twitter password getting changed, and he had his social media person Julie call me. She got an automated email from Twitter Thursday night asking if she had changed the email address associated with the account, and it included an IP address from "Santa Cruz or Clara, CA". The IP that posted our retweets was from the San Bruno area. All three are within an hour of each other, and as ISPs go, that may not be a coincidence.

Julie is sending me that auto email on Monday. April, I'm going to reach out to Twitter as well to see if they can help us put a finer point on this. We may not be able to track anyone down, but we may get to the point of confidently saying whether or not this was a breach. Either way, I'm glad that we advised everyone to change their passwords today.

I still worry about this being an internal breach because it seems too coincidental. Hopefully not.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service

(202) 436-6206
www.nps.gov

Conversation Contents

Signal check

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 16:38:30 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Signal check

How's everyone doing?

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 16:41:04 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Signal check

Ok - Mike L has incoming queries following Spicer's press statement. Waiting to get that from him - I want to flag it for Megan before he replies.

Sent from my iPhone

On Jan 21, 2017, at 6:38 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

How's everyone doing?

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 16:47:28 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: RE: Signal check

Standing by.

From: April Slayton [mailto:april_slayton@nps.gov]
Sent: Saturday, January 21, 2017 6:41 PM
To: Thomas Crosson
Cc: Amber Smigiel; Tim Cash
Subject: Re: Signal check

Ok - Mike L has incoming queries following Spicer's press statement. Waiting to get that from him - I want to flag it for Megan before he replies.

Sent from my iPhone

On Jan 21, 2017, at 6:38 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

How's everyone doing?

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 16:58:47 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: Signal check

Enjoying a brief respite. Sent info to IT security for evaluation, trying to get a reply from KLSE on their account lockout to see if there is any connection because of the timing, otherwise just working on my mother's plumbing. Which has turned out to be relatively enjoyable.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

On Jan 21, 2017, at 5:38 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

How's everyone doing?

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Conversation Contents

Guidance on national NPS twitter account

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 10:16:08 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>, Tim Cash <tim_cash@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Guidance on national NPS twitter account

Amber, please, for the next 48 hours...please let April and I know what you are tweeting out from the national NPS account before you tweet it out. Wait for a thumbs up from us before tweeting. Regardless of topic. Will fill you in more later. Please acknowledge receipt. Tom Crosson NPS Public Affairs

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 10:20:37 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: Guidance on national NPS twitter account

Okay, will do. FB too?

On Sat, Jan 21, 2017 at 12:16 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

Amber, please, for the next 48 hours...please let April and I know what you are tweeting out from the national NPS account before you tweet it out. Wait for a thumbs up from us before tweeting. Regardless of topic. Will fill you in more later. Please acknowledge receipt.

Tom Crosson
NPS Public Affairs

—
Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 10:26:03 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: Guidance on national NPS twitter account

Just twitter unless told otherwise

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 12:20 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

Okay, will do. FB too?

On Sat, Jan 21, 2017 at 12:16 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

Amber, please, for the next 48 hours...please let April and I know what you are tweeting out from the national NPS account before you tweet it out. Wait for a thumbs up from us before tweeting. Regardless of topic. Will fill you in more later. Please acknowledge receipt.

Tom Crosson
NPS Public Affairs

Amber Smigiel
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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 11:00:03 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: Guidance on national NPS twitter account

Even retweets BTW.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 12:20 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

Okay, will do. FB too?

On Sat, Jan 21, 2017 at 12:16 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

Amber, please, for the next 48 hours...please let April and I know what you are tweeting out from the national NPS account before you tweet it out. Wait for a thumbs up from us before tweeting. Regardless of topic. Will fill you in more later. Please acknowledge receipt.

Tom Crosson
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"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 11:05:17 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: Guidance on national NPS twitter account

Yes, I figured.

On Sat, Jan 21, 2017 at 1:00 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:
Even retweets BTW.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 12:20 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

Okay, will do. FB too?

On Sat, Jan 21, 2017 at 12:16 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

Amber, please, for the next 48 hours...please let April and I know what you are tweeting out from the national NPS account before you tweet it out. Wait for a thumbs up from us before tweeting. Regardless of topic. Will fill you in more later. Please acknowledge receipt.

Tom Crosson
NPS Public Affairs

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Amber Smigiel
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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 11:07:05 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
Subject: Re: Guidance on national NPS twitter account

Can never be too careful now a days. ;)

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 1:05 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

Yes, I figured.

On Sat, Jan 21, 2017 at 1:00 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:
Even retweets BTW.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 12:20 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

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Conversation Contents

Article on The Hill

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 10:57:09 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>, Tom Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Article on The Hill

<http://thehill.com/blogs/blog-briefing-room/news/315450-national-park-service-allowed-back-on-twitter-after-apologizing>

Amber Smigiel
Public Affairs Specialist, Social Media
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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 11:02:54 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: "Slayton, April" <april_slayton@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Article on The Hill

Thanks

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 12:57 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

<http://thehill.com/blogs/blog-briefing-room/news/315450-national-park-service-allowed-back-on-twitter-after-apologizing>

Amber Smigiel
Public Affairs Specialist, Social Media
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Conversation Contents

given the women's march and other events this weekend

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Sat Jan 21 2017 10:03:06 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>, April Slayton <april_slayton@nps.gov>
CC: Rebecca Matulka <rebecca_matulka@ios.doi.gov>, Larry Gillick <larry_gillick@ios.doi.gov>
Subject: given the women's march and other events this weekend

can we assume that nps and other bureaus are taking special care to monitor government twitter accounts and take actions they deem appropriate to maintain policies governing these accounts.

Conversation Contents

Resume Normal Social Media Activity - Updated Guidance

"Burkhart, Stephanie" <stephanie_burkhart@nps.gov>

From: "Burkhart, Stephanie" <stephanie_burkhart@nps.gov>
Sent: Sat Jan 21 2017 09:36:57 GMT-0700 (MST)
NPS PWR Superintendents <pwr_superintendents@nps.gov>, NPS PWR Public Affairs Officers <nps_pwr_public_affairs_officers@nps.gov>, NPS PWR Management Team <nps_pwr_management_team@nps.gov>, NPS PWR KLMN Superintendents <pwr_klmn_superintendents@nps.gov>, NPS PWR MEDN Superintendents <pwr_medn_superintendents@nps.gov>, NPS PWR MOJN Superintendents <pwr_mojn_superintendents@nps.gov>, NPS PWR NCCN Superintendents <pwr_nccn_superintendents@nps.gov>, NPS PWR PACN Superintendents <pwr_pacn_superintendents@nps.gov>, NPS PWR SFAN Superintendents <pwr_sfan_superintendents@nps.gov>, NPS PWR UCBN Superintendents <pwr_ucbn_superintendents@nps.gov>, NPS PWR SIEN Superintendents <pwr_sien_superintendents@nps.gov>
To:
BCC: thomas_crosson@nps.gov
Subject: Resume Normal Social Media Activity - Updated Guidance

All,

We can resume our normal social media activity, including twitter engagement, per the guidance below. If you haven't already, please initiate password changes on all your social media accounts. Also, review your accounts to ensure only authorized, appropriate, and trained personnel can post from your accounts.

Below you'll find information on the situation that led to the decision to temporarily stand down National Park Service twitter engagement. We anticipate getting more information in the coming days and will share as it is available. We'll also add this as a topic for our February public affairs call.

Thanks to all of you for your support yesterday on this.

Stephanie Burkhart
Associate Regional Director, Communications, Oversight and Analysis
National Park Service, Pacific West Region
333 Bush Street, Suite 500
San Francisco, CA 94104-2828
Phone: (415) 623-2103
Email: stephanie_burkhart@nps.gov

----- Forwarded message -----

From: April Slayton <april_slayton@nps.gov>
Date: Sat, Jan 21, 2017 at 7:33 AM
Subject: Fwd: Updated Social Media Guidance
To: John Quinley <John.Quinley@nps.gov>, Craig Dalby <craig_dalby@nps.gov>, Andrew Munoz <andrew_munoz@nps.gov>, Stephanie Burkhart <stephanie_burkhart@nps.gov>, James Doyle <james_doyle@nps.gov>, "rick_frost@nps.gov" <rick_frost@nps.gov>, Alex Picavet <Alexandra.Picavet@nps.gov>, Christine Powell <chris_powell@nps.gov>, Jane Ahern <jane_ahern@nps.gov>, "stephanie_loeb@nps.gov" <stephanie_loeb@nps.gov>, Jennifer Mummart <jennifer_mummart@nps.gov>, Jenny Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>, Saudia Muwwakkil <saudia_muwwakkil@nps.gov>, Sally Mayberry <sally_mayberry@nps.gov>
Cc: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Michael Reynolds <Michael.Reynolds@nps.gov>, Herbert Frost <bert_frost@nps.gov>, Maureen Foster <maureen_foster@nps.gov>

Team,

Below is updated DOI guidance on social media use for the field. Please distribute it broadly as soon as possible.

To summarize the situation leading to this guidance, yesterday, two retweets posted on the National Park Service's main Twitter account were inconsistent with the agency's approach to engaging the public through social media.

We decided that it was critical for us to halt the use of Twitter on the main NPS account and investigate the situation involving these tweets, but the Department's communications staff issued department-wide guidance to stand down Twitter activity across the entire Department.

That social media guidance has been clarified, and effective immediately, NPS social media managers should resume social media activity, including Twitter engagement, as normal.

If you haven't already, please initiate password changes on all your social media accounts. Also, review your accounts to ensure only authorized, appropriate, and trained personnel can post from your accounts.

Additional information will be forthcoming, but in the interim, if you have any questions regarding NPS social media use and policy, please contact me, Amber, Tom and Tom (on the cc: line).

Many thanks,

April

Sent from my iPad

Begin forwarded message:

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Date: January 21, 2017 at 9:11:15 AM EST
To: DOI_OPA_Bureau_Contacts <doi_opa_bureau_contacts@ios.doi.gov>
Subject: Updated Social Media Guidance

Good morning, FYI

Below is updated social media guidance sent to the DOI webcouncil this morning:

--

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

Now that social media guidance has been clarified, the Department and its bureaus should resume Twitter engagement as normal this weekend, with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation. If you have any questions about content to be posted, please contact Frank Quimby or Larry Gillick.

Conversation Contents

NYT Inquiry Re: Twitter Account

"Fandos, Nicholas" <nicholas.fandos@nytimes.com>

From: "Fandos, Nicholas" <nicholas.fandos@nytimes.com>
Sent: Sat Jan 21 2017 09:02:37 GMT-0700 (MST)
To: <thomas_crossson@nps.gov>
Subject: NYT Inquiry Re: Twitter Account

Hi Tom,

Do you all have a statement on the NPS Twitter account going down and back up? We are working on a story today on what happened and would love to get some insight if you have a few minutes to talk.

Thanks so much,
Nick Fandos

—
Nicholas Fandos
The New York Times
Washington Bureau
Mobile: (b) (6)

Thomas Crossson <thomas_crossson@nps.gov>

From: Thomas Crossson <thomas_crossson@nps.gov>
Sent: Sat Jan 21 2017 09:06:11 GMT-0700 (MST)
To: "Fandos, Nicholas" <nicholas.fandos@nytimes.com>
Subject: Re: NYT Inquiry Re: Twitter Account

From me:

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department of Interior's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

Now that social media guidance has been clarified, the Department and its bureaus should resume Twitter engagement as normal this weekend, with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation.

Tom Crossson
NPS Public Affairs

On Jan 21, 2017, at 11:02 AM, Fandos, Nicholas <nicholas.fandos@nytimes.com> wrote:

Hi Tom,

Do you all have a statement on the NPS Twitter account going down and back up? We are working on a story today on what happened and would love to get some insight if you have a few minutes to talk.

Thanks so much,
Nick Fandos

—
Nicholas Fandos
The New York Times
Washington Bureau
Mobile: (b) (6)

"Fandos, Nicholas" <nicholas.fandos@nytimes.com>

From: "Fandos, Nicholas" <nicholas.fandos@nytimes.com>

Sent: Sat Jan 21 2017 09:07:49 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: NYT Inquiry Re: Twitter Account

Thanks, Tom. Why, though, was it necessary to take down the account entirely? Could not you all just have stopped tweeting? And was there any order or contact from the Trump administration regarding this issue?

On Sat, Jan 21, 2017 at 11:06 AM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

From me:

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department of Interior's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

Now that social media guidance has been clarified, the Department and its bureaus should resume Twitter engagement as normal this weekend, with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 11:02 AM, Fandos, Nicholas <nicholas.fandos@nytimes.com> wrote:

Hi Tom,

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Thanks so much,
Nick Fandos

—
Nicholas Fandos
The New York Times
Washington Bureau
Mobile: (b) (6)

—
Nicholas Fandos
The New York Times
Washington Bureau
Mobile: (b) (6)

"Fandos, Nicholas" <nicholas.fandos@nytimes.com>

From: "Fandos, Nicholas" <nicholas.fandos@nytimes.com>
Sent: Sat Jan 21 2017 09:33:39 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: NYT Inquiry Re: Twitter Account

And are you able to share the internal memo that went out yesterday about this on background, will not attribute to you. Just trying to clarify this for our readers. Thanks

On Sat, Jan 21, 2017 at 11:07 AM, Fandos, Nicholas <nicholas.fandos@nytimes.com> wrote:

Thanks, Tom. Why, though, was it necessary to take down the account entirely? Could not you all just have stopped tweeting? And was there any order or contact from the Trump administration regarding this issue?

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Tom Crosson
NPS Public Affairs

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Thanks so much,
Nick Fandos

--
Nicholas Fandos
The New York Times
Washington Bureau
Mobile: (b) (6)

--
Nicholas Fandos
The New York Times
Washington Bureau
Mobile: (b) (6)

--
Nicholas Fandos
The New York Times
Washington Bureau
Mobile: (b) (6)

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 09:49:52 GMT-0700 (MST)
To: "Fandos, Nicholas" <nicholas.fandos@nytimes.com>
Subject: Re: NYT Inquiry Re: Twitter Account

I'm not. I'm sorry.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 11:33 AM, Fandos, Nicholas <nicholas.fandos@nytimes.com> wrote:

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weekend, with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 11:02 AM, Fandos, Nicholas <nicholas.fandos@nytimes.com> wrote:

Hi Tom,

Do you all have a statement on the NPS Twitter account going down and back up? We are working on a story today on what happened and would love to get some insight if you have a few minutes to talk.

Thanks so much,
Nick Fandos

--
Nicholas Fandos
The New York Times
Washington Bureau
Mobile: (b) (6)

--
Nicholas Fandos
The New York Times
Washington Bureau
Mobile: (b) (6)

--
Nicholas Fandos
The New York Times
Washington Bureau
Mobile: (b) (6)

Conversation Contents

FYI see the tweets

"Rein, Lisa" <Lisa.Rein@washpost.com>

From: "Rein, Lisa" <Lisa.Rein@washpost.com>
Sent: Sat Jan 21 2017 09:33:31 GMT-0700 (MST)
To: "Thomas_crosson@nps.gov" <Thomas_crosson@nps.gov>
Subject: FYI see the tweets

https://www.washingtonpost.com/news/powerpost/wp/2017/01/20/interior-department-banned-from-twitter-after-retweet-of-smaller-than-usual-trump-inauguration-crowd/?hpid=hp_hp-bignews5_twitterban-1151pm%3Ahomepage%2Fstory&utm_term=.5a2128184f16

Sent from my Verizon, Samsung Galaxy smartphone

Conversation Contents

Interior twitter

"Daly, Matthew" <MDaly@ap.org>

From: "Daly, Matthew" <MDaly@ap.org>
Sent: Sat Jan 21 2017 07:31:43 GMT-0700 (MST)
To: "thomas_crosson@nps.gov" <thomas_crosson@nps.gov>
Subject: Interior twitter

Hi Thomas We are trying to confirm shutdown of NPS Twitter account yesterday after pictures retweeted. Can you call me? (b) (6) cell
Thanks Matthew Daly AP Congressional reporter Sent from my iPhone

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 07:35:50 GMT-0700 (MST)
To: "Daly, Matthew" <MDaly@ap.org>
Subject: RE: Interior twitter

Matthew, thanks for your note. Here is my statement on the matter. I don't have anything to offer at this time: From Tom Crosson, NPS Spokesperson: Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media. Out of an abundance of caution, while we investigated the situation involving these tweets, the Department of Interior's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety. Now that social media guidance has been clarified, the Department and its bureaus should resume Twitter engagement as normal this weekend, with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation. ### -----Original Message----- From: Daly, Matthew [mailto:MDaly@ap.org] Sent: Saturday, January 21, 2017 9:32 AM To: thomas_crosson@nps.gov Subject: Interior twitter Hi Thomas We are trying to confirm shutdown of NPS Twitter account yesterday after pictures retweeted. Can you call me? (b) (6) cell Thanks Matthew Daly AP Congressional reporter Sent from my iPhone

"Daly, Matthew" <MDaly@ap.org>

From: "Daly, Matthew" <MDaly@ap.org>
Sent: Sat Jan 21 2017 09:27:23 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: Interior twitter

Thanks much. Can you estimate how long account was suspended? That is when they stopped (approx) and when resumed? Sent from my iPhone > On Jan 21, 2017, at 9:35 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote: > > Matthew, thanks for your note. Here is my statement on the matter. I > don't have anything to offer at this time: > > From Tom Crosson, NPS Spokesperson: > > Two retweets from the National Park Service's main Twitter account Friday > were inconsistent with the agency's approach to engaging the public > through social media. > > Out of an abundance of caution, while we investigated the situation > involving these tweets, the Department of Interior's communications team > determined that it was important to stand down Twitter activity across the > Department temporarily, except in the case of public safety. > > Now that social media guidance has been clarified, the Department and its > bureaus should resume Twitter engagement as normal this weekend, with the > exception of social media posts on the Secretary's policy priorities, > which will be outlined upon confirmation. > > ### > -----Original Message----- > From: Daly, Matthew [mailto:MDaly@ap.org] > Sent: Saturday, January 21, 2017 9:32 AM > To: thomas_crosson@nps.gov > Subject: Interior twitter > > Hi Thomas > We are trying to confirm shutdown of NPS Twitter account yesterday after > pictures retweeted. > > Can you call me? > (b) (6) cell > > > > Thanks > > Matthew Daly > AP > Congressional reporter > > > > Sent from my iPhone >

Conversation Contents

Re: Huffington Post question on tweeting

"Litterst, Michael" <mike_litterst@nps.gov>

From: "Litterst, Michael" <mike_litterst@nps.gov>
Sent: Sat Jan 21 2017 09:03:19 GMT-0700 (MST)
To: Hilary Hanson <hilary.hanson@huffingtonpost.com>
CC: Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: Huffington Post question on tweeting

Hilary:

Forwarding our inquiry to Tom Crosson, chief of public affairs for the NPS.

Mike

Mike Litterst
Chief of Communications

National Park Service
National Mall & Memorial Parks
900 Ohio Drive, SW
Washington, DC 20024
Phone: (202) 245-4676
Cell: (202) 306-4166

The National Park Service cares for special places saved by the American people so that all may experience our heritage.

EXPERIENCE YOUR AMERICA

On Sat, Jan 21, 2017 at 10:59 AM, Hilary Hanson <hilary.hanson@huffingtonpost.com> wrote:

Hi Mike,

I'm a reporter with The Huffington Post. Does the NPS have a statement about what happened re: reports that the Trump administration ordered them to stop tweeting? Can you clarify what actually happened?

Thank you!

Hilary

Hilary Hanson
The Huffington Post
Hilary.Hanson@huffingtonpost.com
(857) 207-2549

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 09:06:46 GMT-0700 (MST)
To: "Litterst, Michael" <mike_litterst@nps.gov>
CC: Hilary Hanson <hilary.hanson@huffingtonpost.com>
Subject: Re: Huffington Post question on tweeting

From me:

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department of Interior's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

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Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 11:03 AM, Litterst, Michael <mike_litterst@nps.gov> wrote:

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(857) 207-2549

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From: Hilary Hanson <hilary.hanson@huffingtonpost.com>
Sent: Sat Jan 21 2017 09:08:21 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: Huffington Post question on tweeting

Thank you, Tom! Can I just clarify one thing -- this means that the decision to suspend tweeting came from the Dept of Interior communications team -- not from someone expressly representing Trump outside the dept?

On Sat, Jan 21, 2017 at 11:06 AM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

From me:

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department of Interior's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

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Hilary Hanson
The Huffington Post
Hilary.Hanson@huffingtonpost.com
[\(857\) 207-2549](tel:(857)207-2549)

Conversation Contents

Fwd:

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 08:50:36 GMT-0700 (MST)
To: tim_cash@nps.gov, Tom Crosson <thomas_crosson@nps.gov>, april_slayton@nps.gov
Subject: Fwd:

Sent from my iPhone

Begin forwarded message:

From (b) (5) - Amber Smigiel personal email @gmail.com>
Date: January 21, 2017 at 10:49:38 AM EST
To: "Smigiel, Amber" <amber_smigiel@nps.gov>

<http://wapo.st/2jLyZR>

Conversation Contents

Fwd: Updated Social Media Guidance

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 08:33:04 GMT-0700 (MST)
John Quinley <John_Quinley@nps.gov>, Craig Dalby <craig_dalby@nps.gov>, Andrew Munoz <andrew_munoz@nps.gov>, Stephanie Burkhart <stephanie_burkhart@nps.gov>, James Doyle <james_doyle@nps.gov>, "rick_frost@nps.gov" <rick_frost@nps.gov>, Alex Picavet <Alexandra_Picavet@nps.gov>, Christine Powell <chris_powell@nps.gov>, Jane Ahern <jane_ahern@nps.gov>, "stephanie_loeb@nps.gov" <stephanie_loeb@nps.gov>, Jennifer Mummart <jennifer_mummart@nps.gov>, Jenny Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>, Saudia Muwwakkil <saudia_muwwakkil@nps.gov>, Sally Mayberry <sally_mayberry@nps.gov>
To: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Michael Reynolds <Michael_Reynolds@nps.gov>, Herbert Frost <bert_frost@nps.gov>, Maureen Foster <maureen_foster@nps.gov>
CC:
Subject: Fwd: Updated Social Media Guidance

Team,

Below is updated DOI guidance on social media use for the field. Please distribute it broadly as soon as possible.

To summarize the situation leading to this guidance, yesterday, two retweets posted on the National Park Service's main Twitter account were inconsistent with the agency's approach to engaging the public through social media.

We decided that it was critical for us to halt the use of Twitter on the main NPS account and investigate the situation involving these tweets, but the Department's communications staff issued department-wide guidance to stand down Twitter activity across the entire Department.

That social media guidance has been clarified, and effective immediately, NPS social media managers should resume social media activity, including Twitter engagement, as normal.

If you haven't already, please initiate password changes on all your social media accounts. Also, review your accounts to ensure only authorized, appropriate, and trained personnel can post from your accounts.

Additional information will be forthcoming, but in the interim, if you have any questions regarding NPS social media use and policy, please contact me, Amber, Tom and Tom (on the cc: line).

Many thanks,

April

Sent from my iPad

Begin forwarded message:

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Date: January 21, 2017 at 9:11:15 AM EST
To: DOI_OPA_Bureau_Contacts <doi_opa_bureau_contacts@ios.doi.gov>
Subject: Updated Social Media Guidance

Good morning, FYI

Below is updated social media guidance sent to the DOI webcouncil this morning:

--

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

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Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 08:41:34 GMT-0700 (MST)
To: nps_web_council@nps.gov
CC: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Fwd: Updated Social Media Guidance

All, FYI below on revised guidance as a follow-up to yesterday's message. Please maximize internal distribution of this in a way that may reach as many of our social media managers as quickly as possible.

Thank you.

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

Begin forwarded message:

From: April Slayton <april_slayton@nps.gov>
Date: January 21, 2017 at 9:33:04 AM CST
To: John Quinley <John_Quinley@nps.gov>, Craig Dalby <craig_dalby@nps.gov>, Andrew Munoz <andrew_munoz@nps.gov>, Stephanie Burkhart <stephanie_burkhart@nps.gov>, James Doyle <james_doyle@nps.gov>, "rick_frost@nps.gov" <rick_frost@nps.gov>, Alex Picavet <Alexandra_Picavet@nps.gov>, Christine Powell <chris_powell@nps.gov>, Jane Ahern <jane_ahern@nps.gov>, "stephanie_loeb@nps.gov" <stephanie_loeb@nps.gov>, Jennifer Mummart <jennifer_mummart@nps.gov>, Jenny Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>, Saudia Muwwakkil <saudia_muwwakkil@nps.gov>, Sally Mayberry <sally_mayberry@nps.gov>
Cc: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Michael Reynolds <Michael_Reynolds@nps.gov>, Herbert Frost <bert_frost@nps.gov>, Maureen Foster <maureen_foster@nps.gov>
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Conversation Contents

Re: tweet ban?

Jenny Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>

From: Jenny Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>
Sent: Fri Jan 20 2017 19:13:05 GMT-0700 (MST)
To: "Farhi, Arden" <FarhiA@cbsnews.com>, thomas_crossson@nps.gov
CC: "mike_litterst@nps.gov" <mike_litterst@nps.gov>
Subject: Re: tweet ban?

Hi Arden, connecting you with our colleague Tom Crosson who can further assist.
Take care,
Jenny

On Jan 20, 2017, at 9:12 PM, Farhi, Arden <FarhiA@cbsnews.com> wrote:

Jenny and Mike –

Arden Farhi here from CBS News.

I understand NPS has been asked to cease posting on Twitter by HQs.

Can you explain the circumstances for the tweet ban and provide the notification email or letter informing relevant NPS departments of the policy change?

I am happy to afford you anonymity. Please feel free to call the number below.

Arden

Arden Farhi
White House producer
CBS News
(b) (6)

Thomas Crosson <thomas_crossson@nps.gov>

From: Thomas Crosson <thomas_crossson@nps.gov>
Sent: Fri Jan 20 2017 19:24:21 GMT-0700 (MST)
To: Jenny Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>
CC: "Farhi, Arden" <FarhiA@cbsnews.com>, "mike_litterst@nps.gov" <mike_litterst@nps.gov>
Subject: Re: tweet ban?

Stand by fo ks...I'm getting down to the bottom of it.

Tom Crosson
NPS Public Affairs

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(b) (6)

"Farhi, Arden" <FarhiA@cbsnews.com>

From: "Farhi, Arden" <FarhiA@cbsnews.com>
Sent: Sat Jan 21 2017 08:04:22 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>, Jenny Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>
Subject: RE: tweet ban?

Hi all – what's the word on this?

I'm at 202.457.4385.

From: Thomas Crosson [mailto:thomas_crosson@nps.gov]
Sent: Friday, January 20, 2017 9:24 PM
To: Jenny Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>
Cc: Farhi, Arden <FarhiA@cbsnews.com>; mike_litterst@nps.gov
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(b) (6)

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 08:08:54 GMT-0700 (MST)
To:
CC: Jenny Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>, "mike_litterst@nps.gov" <mike_litterst@nps.gov>
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White House producer
CBS News
(b) (6)

"Farhi, Arden" <FarhiA@cbsnews.com>

From: "Farhi, Arden" <FarhiA@cbsnews.com>
Sent: Sat Jan 21 2017 08:18:29 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
Subject: RE: tweet ban?

Ok thanks.

Can you provide the directive from the Interior comms team directing NPS to stop tweeting?

And can you share any more details off the record? Was this an order from the White House delivered through Interior?

From: Thomas Crosson [mailto:thomas_crosson@nps.gov]
Sent: Saturday, January 21, 2017 10:09 AM
To: Farhi, Arden <FarhiA@cbsnews.com>
Subject: Re: tweet ban?

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On Jan 20, 2017, at 9:12 PM, Farhi, Arden <FarhiA@cbsnews.com> wrote:

Jenny and Mike –

Arden Farhi here from CBS News.

I understand NPS has been asked to cease posting on Twitter by HQs.

Can you explain the circumstances for the tweet ban and provide the notification email or letter informing relevant NPS departments of the policy change?

I am happy to afford you anonymity. Please feel free to call the number below.

Arden

Arden Farhi
White House producer
CBS News
(b) (6)

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 08:24:02 GMT-0700 (MST)
To: frank_quimby@ios.doi.gov
Subject: Fwd: tweet ban?

Thoughts on below?

Tom Crosson
NPS Public Affairs

Begin forwarded message:

From: "Farhi, Arden" <FarhiA@cbsnews.com>
Date: January 21, 2017 at 10:18:29 AM EST
To: Thomas Crosson <thomas_crosson@nps.gov>
Subject: RE: tweet ban?

Ok thanks.

Can you provide the directive from the Interior comms team directing NPS to stop tweeting?

And can you share any more details off the record? Was this an order from the White House delivered through Interior?

From: Thomas Crosson [mailto:thomas_crosson@nps.gov]
Sent: Saturday, January 21, 2017 10:09 AM
To: Farhi, Arden <FarhiA@cbsnews.com>
Subject: Re: tweet ban?

Here is all I have for now:

From me:

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department of Interior's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

Now that social media guidance has been clarified, the Department and its bureaus should resume Twitter engagement as normal this weekend, with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 10:04 AM, Farhi, Arden <FarhiA@cbsnews.com> wrote:

Hi all – what's the word on this?

I'm at 202.457.4385.

From: Thomas Crosson [mailto:thomas_crosson@nps.gov]
Sent: Friday, January 20, 2017 9:24 PM
To: Jenny Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>
Cc: Farhi, Arden <FarhiA@cbsnews.com>; mike_litterst@nps.gov
Subject: Re: tweet ban?

Stand by folks...I'm getting down to the bottom of it.

Tom Crosson
NPS Public Affairs

On Jan 20, 2017, at 9:13 PM, Jenny Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov> wrote:

Hi Arden, connecting you with our colleague Tom Crosson who can further assist.
Take care,
Jenny

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White House producer
CBS News
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"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Sat Jan 21 2017 08:28:49 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: tweet ban?

no further comment on or off the record you sent the statement that's enough basically a slight blip in a complex transition

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Arden

Arden Farhi
White House producer
CBS News

"Anzelmo-Sarles, Jenny" <jenny_anzelmo-sarles@nps.gov>

From: "Anzelmo-Sarles, Jenny" <jenny_anzelmo-sarles@nps.gov>
Sent: Sat Jan 21 2017 08:40:48 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: tweet ban?

Thanks Tom

Jenny Anzelmo-Sarles
Media Relations/Spokesperson
National Park Service
National Capital Region
Office: (202) 619-7177
Cell: (307) 690-2355

Follow me on Twitter! @JennyASNPS

The National Park Service cares for special places saved by the American people so that all may experience our heritage.

EXPERIENCE YOUR AMERICA ®

On Sat, Jan 21, 2017 at 10:08 AM, Thomas Crosson <thomas_crosson@nps.gov> wrote:
I responded.

Tom Crosson
NPS Public Affairs

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Arden

Arden Farhi
White House producer
CBS News

| (b) (6)

Conversation Contents

Just tweeted a tweet

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 08:24:45 GMT-0700 (MST)
To: Lisa.Rein@washpost.com
Subject: Just tweeted a tweet

Tom Crosson NPS Public Affairs

"Rein, Lisa" <Lisa.Rein@washpost.com>

From: "Rein, Lisa" <Lisa.Rein@washpost.com>
Sent: Sat Jan 21 2017 08:25:47 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
Subject: RE: Just tweeted a tweet

Can you send me tweet or is it under your name or nps....

Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

From: Thomas Crosson <thomas_crosson@nps.gov>
Date: 1/21/17 10:25 AM (GMT-05:00)
To: "Rein, Lisa" <Lisa.Rein@washpost.com>
Subject: Just tweeted a tweet

Tom Crosson
NPS Public Affairs

Conversation Contents

names of asking reporters

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Fri Jan 20 2017 21:02:07 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, "Duran, Leah" <leah_duran@ios.doi.gov>, Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Subject: names of asking reporters

which reporter is it at wash post asking for comment apart from Cama at Hill who else is asking for comment

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 21:06:17 GMT-0700 (MST)
To: Frank Quimby <frank_quimby@ios.doi.gov>, April Slayton <april_slayton@nps.gov>, Leah Duran <leah_duran@ios.doi.gov>, Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Subject: RE: names of asking reporters

Lisa Rein (WashPo)
Ari Natter (Bloomberg)
Arden Farhi (CBS News)

From: Quimby, Frank [mailto:frank_quimby@ios.doi.gov]
Sent: Friday, January 20, 2017 11:02 PM
To: April Slayton; Thomas Crosson; Duran, Leah; Rebecca Matulka
Subject: names of asking reporters

which reporter is it at wash post asking for comment apart from Cama at Hill who else is asking for comment

Leah Duran <leah_duran@ios.doi.gov>

From: Leah Duran <leah_duran@ios.doi.gov>
Sent: Fri Jan 20 2017 21:06:41 GMT-0700 (MST)
To: "Quimby, Frank" <frank_quimby@ios.doi.gov>
CC: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Subject: Re: names of asking reporters

Ari from Bloomberg also asked. April made a suggested statement- please let me know if I can send that or something else to reporters or not. Thanks, -Leah Sent from my iPhone > On Jan 20, 2017, at 11:02 PM, Quimby, Frank <frank_quimby@ios.doi.gov> wrote: > > which reporter is it at wash post asking for comment apart from Cama at Hill who else is asking for comment

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 21:10:57 GMT-0700 (MST)
To: Leah Duran <leah_duran@ios.doi.gov>, Frank Quimby <frank_quimby@ios.doi.gov>
CC: April Slayton <april_slayton@nps.gov>, Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Subject: RE: names of asking reporters

Making sure you all saw this: <http://gizmodo.com/national-park-service-banned-from-tweeting-after-anti-t-1791449526> I know we are on the same page here...but this just reinforces the fact that we need to get something out. -----Original Message-----
From: Leah Duran [mailto:leah_duran@ios.doi.gov] Sent: Friday, January 20, 2017 11:07 PM To: Quimby, Frank Cc: April Slayton; Thomas Crosson; Rebecca Matulka Subject: Re: names of asking reporters Ari from Bloomberg also asked. April made a suggested statement- please let me know if I can send that or something else to reporters or not. Thanks, -Leah Sent from my iPhone > On Jan 20, 2017, at 11:02 PM, Quimby, Frank <frank_quimby@ios.doi.gov> > wrote: > > which reporter is it at wash post asking for comment apart from Cama at > Hill who else is asking for comment

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 21:16:14 GMT-0700 (MST)
To: Leah Duran <leah_duran@ios.doi.gov>, Frank Quimby <frank_quimby@ios.doi.gov>
CC: April Slayton <april_slayton@nps.gov>, Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Subject: RE: names of asking reporters

And between us here...what do you think the timeline is on this "Twitter pause?" I think the quicker it is lifted, the better. With lifting the pause, I'd urge that we send out guidance asking all account holders to 1) change their passwords and 2) scrub the list of folks who have access to the account/can post from the account. Think the speculation/conspiracy theories are running starting to gain traction...and that's just among NPS employees. -----Original Message----- From: Leah Duran [mailto:leah_duran@ios.doi.gov] Sent: Friday, January 20, 2017 11:07 PM To: Quimby, Frank Cc: April Slayton; Thomas Crosson; Rebecca Matulka Subject: Re: names of asking reporters Ari from Bloomberg also asked. April made a suggested statement- please let me know if I can send that or something else to reporters or not. Thanks, -Leah Sent from my iPhone > On Jan 20, 2017, at 11:02 PM, Quimby, Frank <frank_quimby@ios.doi.gov> > wrote: > > which reporter is it at wash post asking for comment apart from Cama at > Hill who else is asking for comment

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Fri Jan 20 2017 21:18:46 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: names of asking reporters

that will be the first question we ask Monday morning assume as soon as all bureaus can get that guidance and password direction out to employees the sooner the twitter can resume

On Fri, Jan 20, 2017 at 11:16 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

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Thanks,
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> wrote:
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> which reporter is it at wash post asking for comment apart from Cama at
> Hill who else is asking for comment

Rebecca Matulka <rebecca_matulka@ios.doi.gov>

From: Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Sent: Fri Jan 20 2017 21:25:01 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: Leah Duran <leah_duran@ios.doi.gov>, Frank Quimby <frank_quimby@ios.doi.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: names of asking reporters

It doesn't help that parks are doing stuff like

this: <https://m.facebook.com/womensrightsnps/photos/a.267724729919486.75809.266599646698661/1556366187721994/?type=3>

Sent from my iPhone

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From: Leah Duran [mailto:leah_duran@ios.doi.gov]
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Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 21:32:13 GMT-0700 (MST)
To: Rebecca Matulka <rebecca_matulka@ios.doi.gov>
CC: Leah Duran <leah_duran@ios.doi.gov>, Frank Quimby <frank_quimby@ios.doi.gov>, April Slayton <april_slayton@nps.gov>
Subject: RE: names of asking reporters

I'll flag this for the region PA staff.
All the more reason to get this ban lifted ASAP. Again...I know I'm preaching to the choir.

From: Rebecca Matulka [mailto:rebecca_matulka@ios.doi.gov]
Sent: Friday, January 20, 2017 11:25 PM
To: Thomas Crosson
Cc: Leah Duran; Frank Quimby; April Slayton
Subject: Re: names of asking reporters

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To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: Rebecca Matulka <rebecca_matulka@ios.doi.gov>, Leah Duran <leah_duran@ios.doi.gov>, Frank Quimby <frank_quimby@ios.doi.gov>
Subject: Re: names of asking reporters

Our first tweet is live
<https://twitter.com/natlparkservice/status/822826371844018177>

Sent from my iPad

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To: Thomas Crosson
Cc: Leah Duran; Frank Quimby; April Slayton
Subject: Re: names of asking reporters

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wrote:

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Conversation Contents

Re: Conference call at 9:15

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 07:11:21 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Conference call at 9:15

Yes

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 9:10 AM, April Slayton <april_slayton@nps.gov> wrote:

Can we all jump on the phone in 5 minutes please?

(b) (5)

Leader (b) (5)

Participant (b) (5)

Sent from my iPhone

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 08:22:06 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: Conference call at 9:15

Here is the Tweet:

<https://twitter.com/natlparkservice/status/822826371844018177>

Sent from my iPhone

On Jan 21, 2017, at 9:13 AM, Tim Cash <tim_cash@nps.gov> wrote:

Yes

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

On Jan 21, 2017, at 8:11 AM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

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NPS Public Affairs

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Leader (b) (5)

Participant (b) (5)

Sent from my iPhone

Conversation Contents

I sent this to lisa Jense at Fox News in response to her inquiry

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Sat Jan 21 2017 08:08:46 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: I sent this to lisa Jense at Fox News in response to her inquiry

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

Now that social media guidance has been clarified, the Department and its bureaus are resuming Twitter engagement as normal this weekend, with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation.

as you saw in Megan's note NPS has responded to the other three.

Megan spoke to AP and ABC News (b) (6)
Hopefully we're on the backend of this.

Conversation Contents

Call?

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 07:51:22 GMT-0700 (MST)
To: Megan Bloomgren <[\(b\) \(6\) - Megan Bloomgren personal id@gmail.com](mailto:(b) (6) - Megan Bloomgren personal id@gmail.com)>
CC: Heather Swift <[\(b\) \(6\) Heather Swift personal email@gmail.com](mailto:(b) (6) Heather Swift personal email@gmail.com)>
Subject: Call?

Can I call one of you? Got new guidance from the WH on this

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 9:49 AM, Megan Bloomgren <[\(b\) \(6\) - Megan Bloomgren personal id@gmail.com](mailto:(b) (6) - Megan Bloomgren personal id@gmail.com)> wrote:

Thanks - I spoke to AP and ABC News ((b) (6)) and got them the updated guidance email. Frank emailed updated guidance email to Fox News who inquired with him. Let's keep in close touch if there are more inquiries.

On Jan 21, 2017, at 8:15 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

By the way...here are the reporters who have asked for comment.
Lisa Rein (WashPo)
Ari Natter (Bloomberg)
Arden Farhi (CBS News)

But there have been quite a few stories based on the Gizmodo piece.
I'm going to give the statement to the three folks above...and probably a few high-viz outlets who have written about this. I'll dish it out to anyone else who asks from here on out.

From: Megan Bloomgren [mailto:[\(b\) \(6\) - Megan Bloomgren personal id@gmail.com](mailto:(b) (6) - Megan Bloomgren personal id@gmail.com)]
Sent: Saturday, January 21, 2017 8:02 AM
To: Thomas Crosson
Cc: Larry Gillick; Frank Quimby; Heather Swift
Subject: Re: Email

Thanks - "guidance" is just the internal email that I emailed you that Frank will hopefully send shortly to follow his note yesterday. You can share that with media.

Enjoy hockey practice - talk soon.

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Cc: larry_gillick@ios.doi.gov; frank_quimby@ios.doi.gov; Heather Swift
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National Park Service
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Visit us at www.nps.gov

Megan Bloomgren <^{(b) (6)}-Megan Bloomgren personal address@gmail.com>

From: Megan Bloomgren <^{(b) (6)}-Megan Bloomgren personal address@gmail.com>
Sent: Sat Jan 21 2017 07:54:35 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: Call?

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Heather swift <(b) (6) Heather Swift personal email@gmail.com>

From: Heather swift <(b) (6) Heather Swift personal email@gmail.com>
Sent: Sat Jan 21 2017 08:05:09 GMT-0700 (MST)
To: Megan Bloomgren <(b) (6) - Megan Bloomgren personal id@gmail.com>
Subject: Re: Call?

I'm available if you want to 3-way me Megan.

Sent from my iPhone

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Conversation Contents

Call ASAP

Herbert Frost <bert_frost@nps.gov>

From: Herbert Frost <bert_frost@nps.gov>
Sent: Sat Jan 21 2017 07:39:26 GMT-0700 (MST)
To: Slayton April <april_slayton@nps.gov>, Olson Jeffrey <jeffrey_olson@nps.gov>, mathew_john@nps.gov, Crosson Thomas <thomas_crosson@nps.gov>
Subject: Call ASAP

I need one of you to call me ASAP. (b) (6) Bert Frost Acting Deputy Director, Operations National Park Service 202-208-3818

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 07:45:57 GMT-0700 (MST)
To: Herbert Frost <bert_frost@nps.gov>
CC: Olson Jeffrey <jeffrey_olson@nps.gov>, "mathew_john@nps.gov" <mathew_john@nps.gov>, Crosson Thomas <thomas_crosson@nps.gov>
Subject: Re: Call ASAP

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From: Herbert Frost <bert_frost@nps.gov>
Sent: Sat Jan 21 2017 07:48:57 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Olson Jeffrey <jeffrey_olson@nps.gov>, "mathew_john@nps.gov" <mathew_john@nps.gov>, Crosson Thomas <thomas_crosson@nps.gov>
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From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 07:58:48 GMT-0700 (MST)
To: Herbert Frost <bert_frost@nps.gov>
CC: Olson Jeffrey <jeffrey_olson@nps.gov>, "mathew_john@nps.gov" <mathew_john@nps.gov>, Crosson Thomas <thomas_crosson@nps.gov>
Subject: Re: Call ASAP

We have a OCOMM conference call ongoing if you want to call in

(b) (5)
Leader (b) (5)
Participant (b) (5)

Sent from my iPad

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Bert Frost
Acting Deputy Director, Operations

National Park Service

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National Park Service

202-208-3818

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Fwd: UPDATE: Social media guidance

Matthew Allen <mrallen@blm.gov>

From: Matthew Allen <mrallen@blm.gov>
Sent: Sat Jan 21 2017 07:51:26 GMT-0700 (MST)
To: Thomas_Crosson@nps.gov
Subject: Fwd: UPDATE: Social media guidance

Your people breaking the internet over there?

Next week is pretty dang quiet if you have time for coffee.
-M

Sent from my iPhone

Begin forwarded message:

From: Amy Krause <alkrause@blm.gov>
Date: January 21, 2017 at 9:22:51 AM EST
To: "blm_socialmediateam@blm.gov" <blm_socialmediateam@blm.gov>
Cc: Matthew Allen <mrallen@blm.gov>, "Mr. Craig Leff" <cleff@blm.gov>, Jeff Krauss <jkrauss@blm.gov>, Michelle Barret <MBarret@blm.gov>
Subject: UPDATE: Social media guidance

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Thanks, everyone.

Amy Krause
New Media Lead | Bureau of Land Management
o: 202-912-7236 c: 202-580-5897
www.blm.gov

Conversation Contents

Email

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 05:44:02 GMT-0700 (MST)
To: (b) (6) - Megan Bloomgren personal address@gmail.com
CC: thomas_crosson@nps.gov
Subject: Email

Tom Crosson
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Megan Bloomgren <(b) (6) - Megan Bloomgren personal address@gmail.com>

From: Megan Bloomgren <(b) (6) - Megan Bloomgren personal address@gmail.com>
Sent: Sat Jan 21 2017 05:45:13 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: Email

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From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 05:49:32 GMT-0700 (MST)
To: Megan Bloomgren <(b) (6) - Megan Bloomgren personal address@gmail.com>
CC: thomas_crosson@nps.gov
Subject: RE: Email

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CC: Larry Gillick <larry_gillick@ios.doi.gov>, Frank Quimby <frank_quimby@ios.doi.gov>, Heather Swift <(b) (6) Heather Swift personal email@gmail.com>
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Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>

Sent: Sat Jan 21 2017 06:00:50 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: FW: Email

Guidance from Megan...I haven't seen the "new guidance" yet. Will send a note to Tim and Amber here asking if they have seen it. But it looks like we are up and running.

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Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 06:04:21 GMT-0700 (MST)
To: Megan Bloomgren <[\(b\) \(6\) - Megan Bloomgren personal id@gmail.com](mailto:(b) (6) - Megan Bloomgren personal id@gmail.com)>
CC: Larry Gillick <larry_gillick@ios.doi.gov>, Frank Quimby <frank_quimby@ios.doi.gov>, Heather Swift <[\(b\) \(6\) Heather Swift personal email@gmail.com](mailto:(b) (6) Heather Swift personal email@gmail.com)>
Subject: RE: Email

Got it...thanks.

From: Megan Bloomgren [mailto:[\(b\) \(6\) - Megan Bloomgren personal id@gmail.com](mailto:(b) (6) - Megan Bloomgren personal id@gmail.com)]
Sent: Saturday, January 21, 2017 8:02 AM
To: Thomas Crosson
Cc: Larry Gillick; Frank Quimby; Heather Swift
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Enjoy hockey practice - talk soon.

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I'm sending this out then I'm running to my kid's hockey practice briefly....my cell is [\(b\) \(6\)](mailto:(b) (6)) should you need me in the next hour.

From: Megan Bloomgren [mailto:(b) (6) - Megan Bloomgren personal@gmail.com]
Sent: Saturday, January 21, 2017 7:54 AM
To: Thomas Crosson
Cc: larry_gillick@ios.doi.gov; frank_quimby@ios.doi.gov; Heather Swift
Subject: Re: Email

Yes policy was clarified and new guidance issued this morning encouraging bureaus to engage on twitter as normal.

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Sent: Saturday, January 21, 2017 7:45 AM
To: Thomas Crosson
Subject: Re: Email

Subject: Updated guidance on the use of Social Media

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From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 06:15:15 GMT-0700 (MST)
To: Megan Bloomgren <(b) (6) - Megan Bloomgren personal@gmail.com>
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By the way...here are the reporters who have asked for comment.

Lisa Rein (WashPo)
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But there have been quite a few stories based on the Gizmodo piece.

I'm going to give the statement to the three folks above...and probably a few high-viz outlets who have written about this. I'll dish it out to anyone else who asks from here on out.

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Megan Bloomgren <(b) (6) - Megan Bloomgren personal address@gmail.com>

From: Megan Bloomgren <(b) (6) - Megan Bloomgren personal address@gmail.com>
Sent: Sat Jan 21 2017 07:49:50 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: Email

Thanks - I spoke to AP and ABC News (b) (6) and got them the updated guidance email. Frank emailed updated guidance email to Fox News who inquired with h m. Let's keep in close touch if there are more inquiries.

On Jan 21, 2017, at 8:15 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

By the way... here are the reporters who have asked for comment.
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Conversation Contents

Statement

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Fri Jan 20 2017 19:30:09 GMT-0700 (MST)
To: Lisa.Rein@washpost.com
Subject: Statement

Due to the difficulty in accurately assessing crowd estimates for large events, most notably following 1995's Million Man March, the National Park Service no longer makes it a practice to provide crowd estimates for permitted events. While we make internal estimates for staffing, security and emergency response purposes, it is left to the discretion of event organizers to make a determination of the event attendance. Tom Crosson NPS Public Affairs

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 06:07:53 GMT-0700 (MST)
To: "Rein, Lisa" <Lisa.Rein@washpost.com>
Subject: Statement

Here is a head start...

From me:

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

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"Rein, Lisa" <Lisa.Rein@washpost.com>

From: "Rein, Lisa" <Lisa.Rein@washpost.com>
Sent: Sat Jan 21 2017 07:30:10 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: RE: Statement

Great will change

Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Date: 1/21/17 8:08 AM (GMT-05:00)
To: "Rein, Lisa" <Lisa.Rein@washpost.com>
Subject: Statement

Here is a head start...

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"Rein, Lisa" <Lisa.Rein@washpost.com>

From: "Rein, Lisa" <Lisa.Rein@washpost.com>
Sent: Sat Jan 21 2017 07:40:42 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: RE: Statement

Hey tom ok question. I'm background is fine but.. What happened to the employee who did the retweet s. Can you describe him a bit and also has he been reprimanded or whatever

Second. The policy on crowd estimates is one thing but doesn't cover the second retweet. Was that done by the same employee? How to explain. Thanks much

Sent from my Verizon, Samsung Galaxy smartphone

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From: Thomas Crosson <Thomas_Crosson@nps.gov>
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has nps responded to media as per Crosson's email to megan this morning

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Sat Jan 21 2017 07:30:15 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: has nps responded to media as per Crosson's email to megan this morning

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 07:31:32 GMT-0700 (MST)
To: Frank Quimby <frank_quimby@ios.doi.gov>, April Slayton <april_slayton@nps.gov>
Subject: RE: has nps responded to media as per Crosson's email to megan this morning

Yes

From: Quimby, Frank [mailto:frank_quimby@ios.doi.gov]
Sent: Saturday, January 21, 2017 9:30 AM
To: April Slayton; Thomas Crosson
Subject: has nps responded to media as per Crosson's email to megan this morning

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Sat Jan 21 2017 07:33:07 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: has nps responded to media as per Crosson's email to megan this morning

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In sum, DOI suspended activity temporarily, reviewed the incidents, and issued necessary new guidance this morning

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From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 07:33:46 GMT-0700 (MST)
To: Frank Quimby <frank_quimby@ios.doi.gov>
Subject: RE: has nps responded to media as per Crosson's email to megan this morning

Go for it.

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New guidance from DOI

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 06:02:43 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
CC: April Slayton <april_slayton@nps.gov>
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Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 06:34:16 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>
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www.nps.gov

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Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 06:36:49 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC:

Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>

Subject: RE: New guidance from DOI

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Sent: Sat Jan 21 2017 06:30:28 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, April Slayton <april_slayton@nps.gov>
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Ok, well, we got about 10k new followers overnight who are waiting for our next tweet. Any ideas what it should be?

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On Jan 21, 2017, at 7:36 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

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From: Tim Cash [mailto:tim_cash@nps.gov]
Sent: Saturday, January 21, 2017 8:34 AM
To: Thomas Crosson
Cc: Amber Smigiel; April Slayton
Subject: Re: New guidance from DOI

I haven't seen anything yet. Spoke with Larry about 1:30-2 am, he mentioned that he thought that Twitter would be opened back up to 99% of content today, but that's the last I heard.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

On Jan 21, 2017, at 7:02 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

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Incoming DOI team is encouraging us to get a Tweet out. Want to be a little cautious on this first one going out. It will probably be scrutinized and retweeted on many platforms.

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 06:54:33 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: Thomas Crosson <Thomas_Crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: New guidance from DOI

My suggested edits below.

We should put this on top of Larry's guidance when we get it. Tom, please send it to the folks I sent to yesterday, and we should follow up with texts to the regional POCs. Amber and Tim can share through their channels too.

Team,

Below is an updated guidance on social media use for the field.

To summarize the situation leading to this guidance, yesterday, two retweets posted on the National Park Service's main Twitter account were inconsistent with the agency's approach to engaging the public through social media. We decided that it was critical for us to halt the use of Twitter on the main NPS account and investigate the situation involving these tweets, but the Department's communications staff issued department-wide guidance to stand down Twitter activity across the entire Department. That social media guidance has been clarified, and effective immediately, NPS social media managers should resume social media activity, including Twitter engagement, as normal.

If you haven't already, please initiate password changes on all your social media accounts. Also, review your accounts to ensure only authorized, appropriate, and trained personnel can post from your accounts.

Additional information will be forthcoming, but in the interim, if you have any questions regarding NPS social media use and policy, please contact Amber/Tim/Tom/April.

Sent from my iPhone

On Jan 21, 2017, at 8:43 AM, Amber Smigiel <amber_smigiel@nps.gov> wrote:

I have not seen anything. Can you forward it to me?

Sent from my iPhone

On Jan 21, 2017, at 8:02 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 06:58:56 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: New guidance from DOI

Is a tweet about the weather too cheeky? We could retweet the NPF post about unbelievable photos of national park weather that they posted yesterday.

Sent from my iPhone

On Jan 21, 2017, at 8:48 AM, Amber Smigiel <amber_smigiel@nps.gov> wrote:

Ok, well, we got about 10k new followers overnight who are waiting for our next tweet. Any ideas what it should be?

Sent from my iPhone

On Jan 21, 2017, at 8:41 AM, Tim Cash <tim_cash@nps.gov> wrote:

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--

Tim Cash
Chief of Digital Strategy
Office of Communications
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Subject: Updated guidance on the use of Social Media

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Sent: Saturday, January 21, 2017 8:34 AM
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Tom Crosson
Chief of Public Affairs
National Park Service

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 07:01:33 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: New guidance from DOI

Hahaha it may have to be something directly from us?

Sent from my iPhone

On Jan 21, 2017, at 8:59 AM, April Slayton <april_slayton@nps.gov> wrote:

Is a tweet about the weather too cheeky? We could retweet the NPF post about unbelievable photos of national park weather that they posted yesterday.

Sent from my iPhone

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Sent from my iPhone

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[\(202\) 436-6206](tel:(202)436-6206)
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Sent: Sat Jan 21 2017 07:01:57 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: Thomas Crosson <Thomas_Crosson@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: New guidance from DOI

I defer to Tom/April.

--

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 07:06:15 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: New guidance from DOI

What original content do we have ready to go?

Sent from my iPhone

On Jan 21, 2017, at 9:02 AM, Tim Cash <tim_cash@nps.gov> wrote:

I defer to Tom/April.

--

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National Park Service
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Conversation Contents

Fwd: good morning- Fox News question

Leah Duran <leah_duran@ios.doi.gov>

From: Leah Duran <leah_duran@ios.doi.gov>
Sent: Sat Jan 21 2017 07:00:43 GMT-0700 (MST)
To: Frank Quimby <frank_quimby@ios.doi.gov>
CC: interior_press@ios.doi.gov, april_slayton@nps.gov, thomas_crosson@nps.gov, Paul Ross <paul_ross@ios.doi.gov>
Subject: Fwd: good morning- Fox News question

Another one

Sent from my iPhone

Begin forwarded message:

From: "Jansen, Lesa" <Lesaj.Jansen@FOXNEWS.COM>
Date: January 21, 2017 at 7:12:21 AM EST
To: "interior_press@ios.doi.gov" <interior_press@ios.doi.gov>
Subject: good morning- Fox News question

Hi can you confirm the Department of Interior was ordered to shut down its official Twitter accounts Friday after re-tweeting two somewhat critical tweets of the incoming POTUS during the Inaugural?
Thank you

Lesaj Jansen
White House Producer
FOX News
(b) (6) iPhone
(b) (6) mobile
202-628-1742 WH Booth

This message and its attachments may contain legally privileged or confidential information. It is intended solely for the named addressee. If you are not the addressee indicated in this message (or responsible for delivery of the message to the addressee), you may not copy or deliver this message or its attachments to anyone. Rather, you should permanently delete this message and its attachments and kindly notify the sender by reply e-mail. Any content of this message and its attachments that does not relate to the official business of Fox News or Fox Business must not be taken to have been sent or endorsed by either of them. No representation is made that this email or its attachments are without defect.

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Sat Jan 21 2017 07:04:01 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
Subject: Fwd: good morning- Fox News question

tom, can youalso respond to this media

----- Forwarded message -----
From: Quimby, Frank <frank_quimby@ios.doi.gov>
Date: Sat, Jan 21, 2017 at 9:03 AM
Subject: Re: good morning- Fox News question
To: Leah Duran <leah_duran@ios.doi.gov>

Tom Crosson is responding to media at request of Megan I will forward this request to him I am checking with Megan now on whether oco should or should not issue a statement

On Sat, Jan 21, 2017 at 9:00 AM, Leah Duran <leah_duran@ios.doi.gov> wrote:
Another one

Sent from my iPhone

Begin forwarded message:

From: "Jansen, Lesa" <Lesajansen@FOXNEWS.COM>
Date: January 21, 2017 at 7:12:21 AM EST
To: "interior_press@ios.doi.gov" <interior_press@ios.doi.gov>
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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 07:04:31 GMT-0700 (MST)
To: Leah Duran <leah_duran@ios.doi.gov>
CC: Frank Quimby <frank_quimby@ios.doi.gov>, "interior_press@ios.doi.gov" <interior_press@ios.doi.gov>, "thomas_crosson@nps.gov" <thomas_crosson@nps.gov>, Paul Ross <paul_ross@ios.doi.gov>
Subject: Re: good morning- Fox News question

Who is taking the lead on responding to these inquiries? DOI Comms? That seems most reasonable, but we can do it from NPS if you want. NPS can share the statement on the original tweets as well if that is approved.

Sent from my iPhone

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Conversation Contents

Fwd: Updated guidance on the use of Social Media

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 06:54:15 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>, April Slayton <april_slayton@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Fwd: Updated guidance on the use of Social Media

FYI

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

Begin forwarded message:

From: larry_gillick@ios.doi.gov
Date: January 21, 2017 at 7:46:35 AM CST
To: tim_cash@nps.gov, czwemke@blm.gov, rebecca_goodman@fws.gov, slayman@usgs.gov, genevieve_billia@ost.doi.gov, jack_sullivan@bia.gov, nedra_darling@ios.doi.gov, robert_garcia@bsee.gov, deron_m_johnson@ios.doi.gov, richard_reibeling@bsee.gov, larry_gillick@ios.doi.gov, karmstrong@usgs.gov, trent_randall@ios.doi.gov, danielle_brigida@fws.gov, gary_garrison@bia.gov, kim_vigue@bie.edu, temery@osmre.gov, stephen_carlisle@ost.doi.gov, kraynal.alfred@bia.gov, emily_bokar@ios.doi.gov, rgabour@usbr.gov, alkrause@blm.gov, dawn_buras@boem.gov, shorvath@usgs.gov, mstthomas@blm.gov, treci.johnson@onrr.gov, george.morris@bia.gov, david_yeargin@fws.gov, djhenry@blm.gov, rebecca_matulka@ios.doi.gov, ken_handwerker@nps.gov, shawn.pensoneau@bia.gov, ralph.johnson@onrr.gov
Subject: Updated guidance on the use of Social Media
Reply-To: larry_gillick@ios.doi.gov

Good morning Web Council:

We have the following updated guidance confirmed.

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

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Thanks for your help yesterday. Your response speed was much appreciated.

Larry

Larry Gillick
Acting Director of Digital Strategy
U.S. Department of the Interior
(b) (6) (c)

DOI Weekly Web Council Meeting

When Fri Jan 27, 2017 11am – 11:30am Eastern Time

Where 1 (b) (5) (b) (5) ([map](#))

Video call (b) (5)

Who

- larry_gillick@ios.doi.gov - organizer
- trent_randall@ios.doi.gov
David Yeargin

- genevieve_billia@ost.doi.gov
- jack.sullivan@bia.gov
- Ken Handwerker
- rebecca_goodman@fws.gov
- Richard Reibeling
- shawn.pensoneau@bia.gov
- Amy Krause
- czwemke@blm.gov
- treci.johnson@onrr.gov
- Derrick Henry
- temery@osmre.gov
- Robert Gabour
- emily_bokar@ios.doi.gov
- Rebecca Matulka
- stephen_carlisle@ost.doi.gov
- deron_m_johnson@ios.doi.gov
- kaynal.alfred@bia.gov
- kim.vigue@bie.edu
- ralph.johnson@onrr.gov
- Karen Armstrong
- Dawn Buras
- Tim Cash
- danielle_brigida@fws.gov
- robert.garcia@bsee.gov
- Scott Layman
- Michelle Thomas
- Nedra Darling
- Scott Horvath
- George Morris
- Gary Garrison

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 06:55:27 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: Updated guidance on the use of Social Media

I can put this on diginterp. Do we want it sent out at the regional level?

Sent from my iPhone

On Jan 21, 2017, at 8:54 AM, Tim Cash <tim_cash@nps.gov> wrote:

FYI

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 Office of Communications
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Date: January 21, 2017 at 7:46:35 AM CST
To: tim_cash@nps.gov, czwemke@blm.gov, rebecca_goodman@fws.gov, slayman@usqs.gov, genevieve_billia@ost.doi.gov, jack.sullivan@bia.gov, nedra_darling@ios.doi.gov, robert.garcia@bsee.gov, deron_m_johnson@ios.doi.gov, richard.reibeling@bsee.gov, larry_gillick@ios.doi.gov, karmstrong@usqs.gov, trent_randall@ios.doi.gov, danielle_brigida@fws.gov, gary.garrison@bia.gov, kim.vigue@bie.edu, temery@osmre.gov, stephen_carlisle@ost.doi.gov, kaynal.alfred@bia.gov, emily_bokar@ios.doi.gov, rgabour@usbr.gov, alkrause@blm.gov, dawn.buras@boem.gov, shorvath@usqs.gov, mstomas@blm.gov, treci.johnson@onrr.gov, george.morris@bia.gov, david_yeargin@fws.gov, djhenry@blm.gov, rebecca_matulka@ios.doi.gov, ken_handwerker@nps.gov, shawn.pensoneau@bia.gov, ralph.johnson@onrr.gov
Subject: Updated guidance on the use of Social Media
Reply-To: larry_gillick@ios.doi.gov

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Larry Gillick
Acting Director of Digital Strategy
U.S. Department of the Interior
(b) (6) (c)

DOI Weekly Web Council Meeting

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Video call (b) (5)

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- George Morris
- Gary Garrison

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 06:56:22 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: Updated guidance on the use of Social Media

Please include the cover note from NPS too.

Sent from my iPhone

On Jan 21, 2017, at 8:55 AM, Amber Smigiel <amber_smigiel@nps.gov> wrote:

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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 06:59:38 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Updated guidance on the use of Social Media

Please edit with Tim's comment as you see fit.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 8:56 AM, April Slayton <april_slayton@nps.gov> wrote:

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 07:00:47 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Updated guidance on the use of Social Media

I added that to the edited draft I sent a few minutes ago.

Sent from my iPhone

On Jan 21, 2017, at 8:59 AM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

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- Scott Layman
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- Nedra Darling
- Scott Horva h
- George Morris
- Gary Garrison

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Mon Jan 23 2017 08:23:08 GMT-0700 (MST)
To: Tom Crosson <thomas_crosson@nps.gov>
Subject: Fwd: Updated guidance on the use of Social Media

Guidance sent on Saturday

----- Forwarded message -----

From: **Tim Cash** <tim_cash@nps.gov>
Date: Sat, Jan 21, 2017 at 8:54 AM
Subject: Fwd: Updated guidance on the use of Social Media
To: Thomas Crosson <thomas_crosson@nps.gov>, April Slayton <april_slayton@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>

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Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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Conversation Contents

Proposed Cover Letter - guidance to the field

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 06:34:48 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Proposed Cover Letter - guidance to the field

Team, first crack at a memo the comms folks in the field regarding Twitter. Most of this is what DOI is saying.

Team, just wanted to update you about last night's event regarding NPS Twitter accounts and the guidance to halt all social media use across NPS.

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Effective immediately, now that social media guidance has been clarified, NPS social media managers should resume Twitter engagement as normal.

If you haven't already, please initiate password changes on all your social media accounts. Also, review your accounts to ensure only authorized personnel can post from your accounts.

Additional information will be forthcoming, but in the interim, if you have any questions regarding NPS social media use and policy, please contact Amber/Tim/Tom/April.

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 06:38:42 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: April Slayton <april_slayton@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Proposed Cover Letter - guidance to the field

Looks good. Only potential adjustment that comes to mind is to say "only authorized, appropriate, and trained personnel can post", but that's likely just because I'm cranky this morn.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

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Conversation Contents

I'm calling Megan....

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 22:02:37 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: I'm calling Megan....

I'll send you a read out.

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 04:48:30 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: I'm calling Megan....

Thanks for doing that. Let me know if you want to talk this morning.

Sent from my iPad

On Jan 21, 2017, at 12:02 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

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Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 05:46:03 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: RE: I'm calling Megan....

Just spoke to her now (7:45 am Saturday) She is sending me a statement that I can use.....apparently a huge miscom going on. They (new team) never intended for a full Twitter shutdown. I'll send you her approved guidance as soon as it rolls in.

From: April Slayton [mailto:april_slayton@nps.gov]
Sent: Saturday, January 21, 2017 6:49 AM
To: Thomas Crosson
Subject: Re: I'm calling Megan....

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Sent from my iPad

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 05:57:26 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: I'm calling Megan....

Ok - thanks. Definitely keep me posted.

Sent from my iPhone

On Jan 21, 2017, at 7:46 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

Just spoke to her now (7:45 am Saturday) She is sending me a statement that I can use.....apparently a huge miscom going on. They (new team) never intended for a full Twitter shutdown. I'll send you her approved guidance as soon as it rolls in.

From: April Slayton [mailto:april_slayton@nps.gov]
Sent: Saturday, January 21, 2017 6:49 AM
To: Thomas Crosson
Subject: Re: I'm calling Megan....

Thanks for doing that. Let me know if you want to talk this morning.

Sent from my iPad

On Jan 21, 2017, at 12:02 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

I'll send you a read out.

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 05:58:02 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: RE: I'm calling Megan....

Can you take a call?

From: April Slayton [mailto:april_slayton@nps.gov]
Sent: Saturday, January 21, 2017 7:57 AM
To: Thomas Crosson
Subject: Re: I'm calling Megan....

Ok - thanks. Definitely keep me posted.

Sent from my iPhone

On Jan 21, 2017, at 7:46 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

Just spoke to her now (7:45 am Saturday) She is sending me a statement that I can use.....apparently a huge miscom going on. They (new team) never intended for a full Twitter shutdown. I'll send you her approved guidance as soon as it rolls in.

From: April Slayton [mailto:april_slayton@nps.gov]
Sent: Saturday, January 21, 2017 6:49 AM
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I'll send you a read out.

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Conversation Contents

So how bad is it?

Jeremy Barnum <jeremy_barnum@nps.gov>

From: Jeremy Barnum <jeremy_barnum@nps.gov>
Sent: Fri Jan 20 2017 16:34:10 GMT-0700 (MST)
To: Tom Crosson <thomas_crosson@nps.gov>
Subject: So how bad is it?

Do we have any idea what happened?

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Fri Jan 20 2017 19:19:00 GMT-0700 (MST)
To: Jeremy Barnum <jeremy_barnum@nps.gov>
Subject: Re: So how bad is it?

I'm just getting back on the net. I havent a clue. Maybe someone thought they were tweeting from their personal account. Did you see the tweets? Tom Crosson NPS Public Affairs > On Jan 20, 2017, at 6:34 PM, Jeremy Barnum <jeremy_barnum@nps.gov> wrote: > > Do we have any idea what happened?

Jeremy Barnum <jeremy_barnum@nps.gov>

From: Jeremy Barnum <jeremy_barnum@nps.gov>
Sent: Fri Jan 20 2017 20:35:43 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: So how bad is it?

Not until Amber referenced them on her personal FB and shared the screenshots. Good grief. > On Jan 20, 2017, at 9:19 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote: > > I'm just getting back on the net. I havent a clue. Maybe someone > thought they were tweeting from their personal account. Did you see > the tweets? > > Tom Crosson > NPS Public Affairs > > On Jan 20, 2017, at 6:34 PM, Jeremy Barnum <jeremy_barnum@nps.gov> wrote: >> >> Do we have any idea what happened?

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 20:47:05 GMT-0700 (MST)
To: Jeremy Barnum <jeremy_barnum@nps.gov>
Subject: RE: So how bad is it?

It is armature hour at DOI Commas right now. We can say anything as of now....waiting on the new Jessica to bless a statement. Meanwhile...we are dead silent on it...and looking like clowns. -----Original Message----- From: Jeremy Barnum [mailto:jeremy_barnum@nps.gov] Sent: Friday, January 20, 2017 10:36 PM To: Thomas Crosson Subject: Re: So how bad is it? Not until Amber referenced them on her personal FB and shared the screenshots. Good grief. > On Jan 20, 2017, at 9:19 PM, Thomas Crosson <thomas_crosson@nps.gov> > wrote: > > I'm just getting back on the net. I havent a clue. Maybe someone > thought they were tweeting from their personal account. Did you see > the tweets? > > Tom Crosson > NPS Public Affairs > > On Jan 20, 2017, at 6:34 PM, Jeremy Barnum <jeremy_barnum@nps.gov> wrote: >> >> Do we have any idea what happened?

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 20:49:27 GMT-0700 (MST)
To: Jeremy Barnum <jeremy_barnum@nps.gov>
Subject: RE: So how bad is it?

See the FedNews story that was posted in the Employee's Facebook group? -----Original Message----- From: Jeremy Barnum [mailto:jeremy_barnum@nps.gov] Sent: Friday, January 20, 2017 10:36 PM To: Thomas Crosson Subject: Re: So how bad is it? Not until Amber referenced them on her personal FB and shared the screenshots. Good grief. > On Jan 20, 2017, at 9:19 PM, Thomas Crosson <thomas_crosson@nps.gov> > wrote: > > I'm just getting back on the net. I havent a clue. Maybe someone > thought they were tweeting from their personal account. Did you see > the tweets? > > Tom Crosson > NPS Public Affairs > > On Jan 20, 2017, at 6:34 PM, Jeremy Barnum

<jeremy_barnum@nps.gov> wrote: >> >> Do we have any idea what happened?

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 21:33:16 GMT-0700 (MST)
To: Jeremy Barnum <jeremy_barnum@nps.gov>
Subject: RE: So how bad is it?

And then there is Women's Rights National Park's Facebook page... -----Original Message----- From: Jeremy Barnum [mailto:jeremy_barnum@nps.gov] Sent: Friday, January 20, 2017 10:36 PM To: Thomas Crosson Subject: Re: So how bad is it? Not until Amber referenced them on her personal FB and shared the screenshots. Good grief. > On Jan 20, 2017, at 9:19 PM, Thomas Crosson <thomas_crosson@nps.gov> > wrote: > > I'm just getting back on the net. I havent a clue. Maybe someone > thought they were tweeting from their personal account. Did you see > the tweets? > > Tom Crosson > NPS Public Affairs > >> On Jan 20, 2017, at 6:34 PM, Jeremy Barnum <jeremy_barnum@nps.gov> wrote: >> >> Do we have any idea what happened?

Jeremy Barnum <jeremy_barnum@nps.gov>

From: Jeremy Barnum <jeremy_barnum@nps.gov>
Sent: Sat Jan 21 2017 05:37:45 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: So how bad is it?

The FedNews story tying all of our woes to DO 21? There were a couple of inaccuracies and obviously misguided tone if you'd like me to reach out. Hadn't seen the Women's Rights NHP page. People realize these are government accounts, right? > On Jan 20, 2017, at 11:33 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote: > > And then there is Women's Rights National Park's Facebook page... > > -----Original Message----- > From: Jeremy Barnum [mailto:jeremy_barnum@nps.gov] > Sent: Friday, January 20, 2017 10:36 PM > To: Thomas Crosson > Subject: Re: So how bad is it? > > Not until Amber referenced them on her personal FB and shared the > screenshots. Good grief. > >> On Jan 20, 2017, at 9:19 PM, Thomas Crosson <thomas_crosson@nps.gov> >> wrote: >> >> I'm just getting back on the net. I havent a clue. Maybe someone >> thought they were tweeting from their personal account. Did you see >> the tweets? >> >> Tom Crosson >> NPS Public Affairs >> >>> On Jan 20, 2017, at 6:34 PM, Jeremy Barnum <jeremy_barnum@nps.gov> wrote: >>> >>> Do we have any idea what happened?

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 05:47:57 GMT-0700 (MST)
To: Jeremy Barnum <jeremy_barnum@nps.gov>
Subject: RE: So how bad is it?

If you don't mind touching base w/ FedNews, that would be great. They threw multiple issues in to the same pot. Good effort...but like you said...inaccuracies. On the NHP page...think that's what happens when you put untrained, undergraded folks in charge of your comms efforts (my personal opinion and I'm making a sweeping assumption here.) Good topic for the retreat. -----Original Message----- From: Jeremy Barnum [mailto:jeremy_barnum@nps.gov] Sent: Saturday, January 21, 2017 7:38 AM To: Thomas Crosson Subject: Re: So how bad is it? The FedNews story tying all of our woes to DO 21? There were a couple of inaccuracies and obviously misguided tone if you'd like me to reach out. Hadn't seen the Women's Rights NHP page. People realize these are government accounts, right? > On Jan 20, 2017, at 11:33 PM, Thomas Crosson <Thomas_Crosson@nps.gov> > wrote: > > And then there is Women's Rights National Park's Facebook page... > > -----Original Message----- > From: Jeremy Barnum [mailto:jeremy_barnum@nps.gov] > Sent: Friday, January 20, 2017 10:36 PM > To: Thomas Crosson > Subject: Re: So how bad is it? > > Not until Amber referenced them on her personal FB and shared the > screenshots. Good grief. > >> On Jan 20, 2017, at 9:19 PM, Thomas Crosson <thomas_crosson@nps.gov> >> wrote: >> >> I'm just getting back on the net. I havent a clue. Maybe someone >> thought they were tweeting from their personal account. Did you see >> the tweets? >> >> Tom Crosson >> NPS Public Affairs >> >>> On Jan 20, 2017, at 6:34 PM, Jeremy Barnum <jeremy_barnum@nps.gov> >>> wrote: >>> >>> Do we have any idea what happened?

Conversation Contents

Calling Megan?

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 21:52:01 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: Calling Megan?

April, just checking if you are on the net and got Frank's note about calling Megan Bloomgren.

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 04:47:51 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: Calling Megan?

No, we ended up having a fire drill at the hotel and had to take care of getting ^{(b) (6)} back to bed.

Sent from my iPad

On Jan 20, 2017, at 11:52 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

April, just checking if you are on the net and got Frank's note about calling Megan Bloomgren.

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
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Conversation Contents

Tweets

Attachments:

/38. Tweets/5.1 image1.JPG

/38. Tweets/6.1 image001.jpg

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 21:02:41 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
Subject: Tweets

Did you snag screen grabs of the Tweets before you pulled them down? If so...can I have them please?

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Fri Jan 20 2017 21:04:27 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: Tweets

I did not but all the news articles have it. I can save one of them and send it to you.

Sent from my iPhone

On Jan 20, 2017, at 11:02 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

Did you snag screen grabs of the Tweets before you pulled them down? If so...can I have them please?

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Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 21:08:47 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
Subject: RE: Tweets

I'm seeing the crowd comparison one...but not the other one. If you know which site has that, I'll track it down.
Would be good for us to have for our records.

From: Amber Smigiel [mailto:amber_smigiel@nps.gov]
Sent: Friday, January 20, 2017 11 04 PM
To: Thomas Crosson
Subject: Re: Tweets

I did not but all the news articles have it. I can save one of them and send it to you.

Sent from my iPhone

On Jan 20, 2017, at 11:02 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

Did you snag screen grabs of the Tweets before you pulled them down? If so...can I have them please?

Tom Crosson
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Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Fri Jan 20 2017 21:14:49 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: tim_cash@nps.gov
Subject: Re: Tweets

Okay I will look for a good one.

Sent from my iPhone

On Jan 20, 2017, at 11:08 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

I'm seeing the crowd comparison one...but not the other one. If you know which site has that, I'll track it down. Would be good for us to have for our records.

From: Amber Smigiel [mailto:amber_smigiel@nps.gov]
Sent: Friday, January 20, 2017 11:04 PM
To: Thomas Crosson
Subject: Re: Tweets

I did not but all the news articles have it. I can save one of them and send it to you.

Sent from my iPhone

On Jan 20, 2017, at 11:02 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

Did you snag screen grabs of the Tweets before you pulled them down? If so...can I have them please?

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Fri Jan 20 2017 22:09:32 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: Tweets
Attachments: image1.JPG

This is what I first received from Tim Fullerton, is the only copy that I have.

[image1.JPG](#)

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

On Jan 20, 2017, at 10:14 PM, Amber Smigiel <amber_smigiel@nps.gov> wrote:

Okay I will look for a good one.

Sent from my iPhone

On Jan 20, 2017, at 11:08 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

I'm seeing the crowd comparison one...but not the other one. If you know which site has that, I'll track it down. Would be good for us to have for our records.

From: Amber Smigiel [mailto:amber_smigiel@nps.gov]
Sent: Friday, January 20, 2017 11:04 PM
To: Thomas Crosson
Subject: Re: Tweets

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Sent from my iPhone

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Did you snag screen grabs of the Tweets before you pulled them down? If so...can I have them please?

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 22:12:14 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: RE: Tweets
Attachments: image001.jpg

Thanks.

I'm trying to get in touch w/ the incoming DOI comms folks. I'm looking to get a statement out ASAP and get this blanket Twitter ban lifted. Fingers crossed. I'll keep you posted.

From: Tim Cash [mailto:tim_cash@nps.gov]
Sent: Saturday, January 21, 2017 12:10 AM
To: Amber Smigiel
Cc: Thomas Crosson
Subject: Re: Tweets

This is what I first received from Tim Fullerton, is the only copy that I have.

image1.JPG

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
[\(202\) 436-6206](tel:(202)436-6206)
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Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Fri Jan 20 2017 22:14:38 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Tweets

If you don't mind, shoot me a text if it happens so I don't miss it and we can hit all channels with anything you need to get to the field.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

On Jan 20, 2017, at 11:12 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

Thanks.

I'm trying to get in touch w/ the incoming DOI comms folks. I'm looking to get a statement out ASAP and get this blanket Twitter ban lifted. Fingers crossed. I'll keep you posted.

From: Tim Cash [mailto:tim_cash@nps.gov]
Sent: Saturday, January 21, 2017 12:10 AM
To: Amber Smigiel
Cc: Thomas Crosson
Subject: Re: Tweets

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<image001.jpg>

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Tim Cash
Chief of Digital Strategy
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To: Thomas Crosson
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NationalParkService

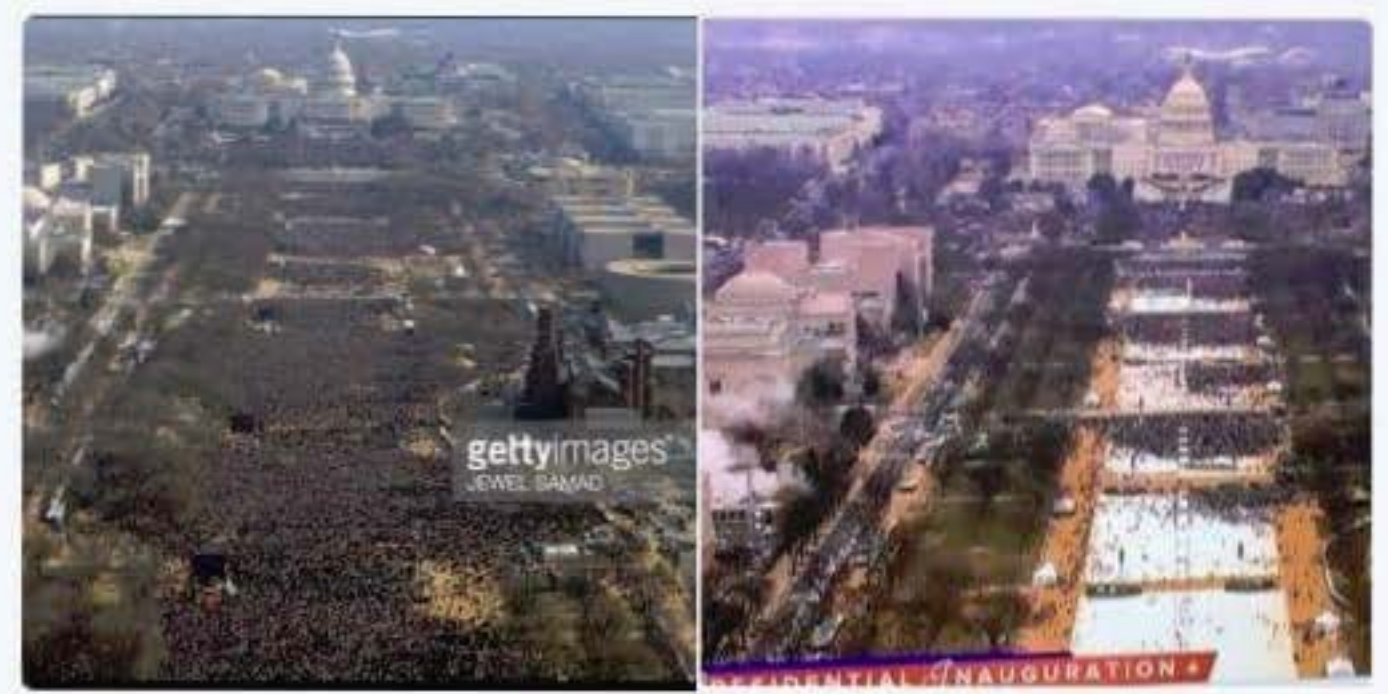
@NatIParkService
America's Best Idea. #FindYourPark
#NPS100 RT/follow/likes#endorsement
417 locations
nps.gov
View on Periscope
Joined April 2009
Born on August 25

Tweet to NationalParkService



Tweets Tweets & replies Media

NationalParkService Retweeted
Binyamin Appelbaum @BCAppelbaum · 5h
Compare the crowds: 2009 inauguration at left, 2017 inauguration at right.
#Inauguration



1.4K 34K 34K

NationalParkService Retweeted
Anne Trumble @annetrumble · 1h
Civil rights, climate change, and health care scrubbed clean from White House website. Not a trace.



Who to follow - Refresh - View all

- Liz Allen** @LizMarieAllen Follow
- Jason Lloyd** @JasonLloydSA Follow
- jenfriedman13** @jenfredma... Follow

Find friends

New York Trends - Change

#YoureHired
Good luck, President Trump. Manufacturers are ready to get to work.
Promoted by Nat Assoc of Mfg

Delaware
18.9K Tweets

Jaden Smith
9,072 Tweets

Jackie Kennedy
19.4K Tweets

Pro Bowl
2,293 Tweets

Joint Base Andrews
10.9K Tweets

Hillary and Bill Clinton
10.5K Tweets

#Bellator170
4,447 Tweets

#TheFlash
@THR is Tweeting about this

NationalParkService

@NatIParkService
America's Best Idea. #FindYourPark
#NPS100 RT/follow/likes#endorsement
417 locations
nps.gov
View on Periscope
Joined April 2009
Born on August 25

Tweet to NationalParkService



Tweets Tweets & replies Media

NationalParkService Retweeted
Binyamin Appelbaum @BCAppelbaum · 5h
Compare the crowds: 2009 inauguration at left, 2017 inauguration at right.
#Inauguration



1.4K 34K 34K

NationalParkService Retweeted
Anne Trumble @annetrumble · 1h
Civil rights, climate change, and health care scrubbed clean from White House website. Not a trace.



Who to follow - Refresh - View all

- Liz Allen** @LizMarieAllen Follow
- Jason Lloyd** @JasonLloydSA Follow
- jenfriedman13** @jenfnedma... Follow

Find friends

New York Trends - Change

- #YoureHired**
Good luck, President Trump. Manufacturers are ready to get to work.
Promoted by Nat Assoc of Mfg
- Delaware**
18.9K Tweets
- Jaden Smith**
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- Jackie Kennedy**
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- Pro Bowl**
2,293 Tweets
- Joint Base Andrews**
10.9K Tweets
- Hillary and Bill Clinton**
10.5K Tweets
- #Bellator170**
4,447 Tweets
- #TheFlash**
@THR is Tweeting about this

Conversation Contents

got thru to Megan Bloomgres

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Fri Jan 20 2017 21:00:22 GMT-0700 (MST)
To: Rebecca Matulka <rebecca_matulka@ios.doi.gov>, April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: got thru to Megan Bloomgres

who is heather's assistant and told her we need to respond. Her initial message is we can not respond tonight sent her the draft language below and told her somebody needs to respond tonight waiting for her reply

The two tweets posted on the National Park Service's social media account Friday were inappropriate and inconsistent with the agency's overall approach to engaging the public through social media

Moving forward, the agency will provide better guidance to all employees who post to official NPS social media accounts about best practices and appropriate content for posts and retweets. We apologize for these tweets and pledge to maintain the highest standards for our social media content moving forward.

Out of an abundance of caution, while we investigate the situation involving some questionable tweets published on Friday, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, with an exception made for public safety messages.

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 21:02:09 GMT-0700 (MST)
To: Frank Quimby <frank_quimby@ios.doi.gov>, Rebecca Matulka <rebecca_matulka@ios.doi.gov>, April Slayton <april_slayton@nps.gov>
Subject: RE: got thru to Megan Bloomgres

Copy, Frank...thanks for tracking this down. Standing by.

From: Quimby, Frank [mailto:frank_quimby@ios.doi.gov]
Sent: Friday, January 20, 2017 11:00 PM
To: Rebecca Matulka; April Slayton; Thomas Crosson
Subject: got thru to Megan Bloomgres

who is heather's assistant and told her we need to respond. Her initial message is we can not respond tonight sent her the draft language below and told her somebody needs to respond tonight waiting for her reply

The two tweets posted on the National Park Service's social media account Friday were inappropriate and inconsistent with the agency's overall approach to engaging the public through social media

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Conversation Contents

Twitter directive is now a story

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 19:49:03 GMT-0700 (MST)
To: Frank Quimby <frank_quimby@ios.doi.gov>, rebecca_matulka@ios.doi.gov, larry_gillick@ios.doi.gov, Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Leah Duran <leah_duran@ios.doi.gov>
Subject: Twitter directive is now a story

Frank and all:

The information about the Twitter moratorium is now in the news:

<http://gizmodo.com/national-park-service-banned-from-tweeting-after-anti-t-1791449526>

We are getting press inquiries about this - how should we proceed? Should we refer them to DOI Comms? Or is there a statement we should make?

Sent from my iPhone

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Fri Jan 20 2017 19:58:50 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Frank Quimby <frank_quimby@ios.doi.gov>, "rebecca_matulka@ios.doi.gov" <rebecca_matulka@ios.doi.gov>, "larry_gillick@ios.doi.gov" <larry_gillick@ios.doi.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Leah Duran <leah_duran@ios.doi.gov>
Subject: Re: Twitter directive is now a story

This story is prompting the WashPost to ask about this. Also have other national outlets asking too. My strongest recommendation is to get a statement out ASAP. Even if it just confirms the main points.

Tom Crosson
NPS Public Affairs

On Jan 20, 2017, at 9:49 PM, April Slayton <april_slayton@nps.gov> wrote:

Frank and all:

The information about the Twitter moratorium is now in the news:

<http://gizmodo.com/national-park-service-banned-from-tweeting-after-anti-t-1791449526>

We are getting press inquiries about this - how should we proceed? Should we refer them to DOI Comms? Or is there a statement we should make?

Sent from my iPhone

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 20:10:30 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
CC: Frank Quimby <frank_quimby@ios.doi.gov>, "rebecca_matulka@ios.doi.gov" <rebecca_matulka@ios.doi.gov>, "larry_gillick@ios.doi.gov" <larry_gillick@ios.doi.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Leah Duran <leah_duran@ios.doi.gov>
Subject: Re: Twitter directive is now a story

The statement should likely come from DOI not NPS - I would recommend the statement say something along the lines of:

While we investigate the situation involving some questionable tweets published on Friday, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, with an exception made for public safety messages.

Sent from my iPhone

On Jan 20, 2017, at 9:58 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

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Conversation Contents

Statement Good to Go?

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Fri Jan 20 2017 19:22:28 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Statement Good to Go?

This statement good? I have two queries. The two tweets posted on the National Park Service's social media account today were inappropriate and inconsistent with the agency's overall approach to engaging the public through social media. Moving forward, the agency will provide better guidance to all employees who post to official NPS social media accounts about best practices and appropriate content for posts and retweets. We apologize for these tweets and pledge to maintain the highest standards for our social media content moving forward. Tom Crosson NPS Public Affairs

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Fri Jan 20 2017 19:30:23 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
CC: April Slayton <april_slayton@nps.gov>
Subject: Re: Statement Good to Go?

Works for me Sent from my iPhone > On Jan 20, 2017, at 9:22 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote: > > This statement good? I have two queries. > > The two tweets posted on the National Park Service's social media > account today were inappropriate and inconsistent with the agency's > overall approach to engaging the public through social media. Moving > forward, the agency will provide better guidance to all employees who > post to official NPS social media accounts about best practices and > appropriate content for posts and retweets. We apologize for these > tweets and pledge to maintain the highest standards for our social > media content moving forward. > > Tom Crosson > NPS Public Affairs

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 19:36:19 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: Statement Good to Go?

No. We do not have approval to use this so do not send. Sent from my iPhone > On Jan 20, 2017, at 9:30 PM, Amber Smigiel <amber_smigiel@nps.gov> wrote: > > Works for me > > Sent from my iPhone > >> On Jan 20, 2017, at 9:22 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote: >> >> This statement good? I have two queries. >> >> The two tweets posted on the National Park Service's social media >> account today were inappropriate and inconsistent with the agency's >> overall approach to engaging the public through social media. Moving >> forward, the agency will provide better guidance to all employees who >> post to official NPS social media accounts about best practices and >> appropriate content for posts and retweets. We apologize for these >> tweets and pledge to maintain the highest standards for our social >> media content moving forward. >> >> Tom Crosson >> NPS Public Affairs

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Fwd: this is the correct language for handling the stop tweeting directive

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 15:20:12 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Fwd: this is the correct language for handling the stop tweeting directive

Sent from my iPhone

Begin forwarded message:

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Date: January 20, 2017 at 5:10:22 PM EST
To: DOI_OPA_Bureau_Contacts <doi_opa_bureau_contacts@ios.doi.gov>
Subject: this is the correct language for handling the stop tweeting directive

The new administration has said that the Department and all Bureaus are not supposed to tweet this weekend and wait for guidance until Monday.

Please make sure to that any scheduled tweets are no longer scheduled.

If you have questions, you can contact Rebecca Matlulka at (b) (6)

"Cash, Tim" <tim_cash@nps.gov>

From: "Cash, Tim" <tim_cash@nps.gov>
Sent: Fri Jan 20 2017 15:34:06 GMT-0700 (MST)
To: NPS Web Council <nps_web_council@nps.gov>
CC: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Fwd: this is the correct language for handling the stop tweeting directive

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Date: Fri, Jan 20, 2017 at 4:20 PM
Subject: Fwd: this is the correct language for handling the stop tweeting directive
To: Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>

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Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Fri Jan 20 2017 15:46:59 GMT-0700 (MST)
To: "Quinn, Michael" <michael_quinn@nps.gov>
CC: "Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>, Kirby-Lynn Shedlowski <kirbylynn_shedlowski@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: this is the correct language for handling the stop tweeting directive

Looping in NPS Comms for awareness and guidance.

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Chief of Digital Strategy
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National Park Service
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www.nps.gov

On Jan 20, 2017, at 4:45 PM, Quinn, Michael <michael_quinn@nps.gov> wrote:

Tim, Rebecca,

Just to let you know, we're in the middle of a major winter storm and Twitter is an established way that we connect with travelers - and inform them of park road closures and deliver safety messages.

We also use Twitter to exchange info with the AZ Dept of Transportation and the National Weather Service.

Any suggestions?

<snowpeak.JPG>

Michael Quinn
Visual Information Specialist
Website Coordinator
Grand Canyon National Park
P.O. Box 129
2C Albright Avenue
Grand Canyon, AZ 86023
(928) 638-7784
michael_quinn@nps.gov

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"Shedlowski, Kirby-Lynn" <kirbylynn_shedlowski@nps.gov>

From: "Shedlowski, Kirby-Lynn" <kirbylynn_shedlowski@nps.gov>
Sent: Fri Jan 20 2017 15:58:50 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
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Thanks Tim!

April and Tom- the weather and road conditions are deteriorating. The forecast hasn't been totally on target for this storm so far (we've received more snow in the first 24 hours than predicted). Current visibility is poor.

Being able to provide visitors with up-to-date information is imperative.

Please feel free to call me.

Kirby

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928-606-9905 cell
928-638-7815 fax

[Grand Canyon News Releases](#)



On Fri, Jan 20, 2017 at 3:46 PM, Tim Cash <tim_cash@nps.gov> wrote:
Looping in NPS Comms for awareness and guidance.

Tim Cash
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<snowpeak.JPG>

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Office of Communications
National Park Service

Rebecca Matulka <rebecca_matulka@ios.doi.gov>

From: Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Sent: Fri Jan 20 2017 15:59:44 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>, "Quinn, Michael" <michael_quinn@nps.gov>, frank_quimby@ios.doi.gov
CC: Kirby-Lynn Shedlowski <kirbylynn_shedlowski@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: this is the correct language for handling the stop tweeting directive

Adding Frank, who is in touch with the new political team. He can ask about getting an exemption for weather-related public safety tweets.

Sent from my iPhone

On Jan 20, 2017, at 5:47 PM, Tim Cash <tim_cash@nps.gov> wrote:

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--

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From: Tim Cash <tim_cash@nps.gov>
Sent: Fri Jan 20 2017 16:04:38 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>
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We have multiple accounts that tweet or post safety messages. Should we try to get an exception for that alone?

I'm around at any hour if we need to get on the phone.

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 16:20:26 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: this is the correct language for handling the stop tweeting directive

We probably need to handle these on a case by case basis.

Sent from my iPhone

On Jan 20, 2017, at 6:04 PM, Tim Cash <tim_cash@nps.gov> wrote:

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Rebecca Matulka <rebecca_matulka@ios.doi.gov>

From: Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Sent: Fri Jan 20 2017 16:20:42 GMT-0700 (MST)
To: "Shedlowski, Kirby-Lynn" <kirbylynn_shedlowski@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, "Quinn, Michael" <michael_quinn@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, frank_quimby@ios.doi.gov
Subject: Re: this is the correct language for handling the stop tweeting directive

The new team says you can continue to tweet for about the weather for public safety.

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P.O. Box 129
2C Albright Avenue
Grand Canyon, AZ 86023
(928) 638-7784
michael_quinn@nps.gov

On Fri, Jan 20, 2017 at 3:34 PM, Cash, Tim <tim_cash@nps.gov> wrote:

All, FYI below, please distribute to your park, program, and office digital and social media managers. We must stop tweeting immediately from ALL NPS accounts. AD for Communications April Slayton has also sent this to regional PIOs, but please also share with other relevant NPS channels so we maximize coverage for this critical directive.

----- Forwarded message -----

From: **April Slayton** <april_slayton@nps.gov>
Date: Fri, Jan 20, 2017 at 4:20 PM
Subject: Fwd: this is the correct language for handling the stop tweeting directive
To: Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>

Sent from my iPhone

Begin forwarded message:

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Date: January 20, 2017 at 5:10:22 PM EST
To: DOI_OPA_Bureau_Contacts <doi_opa_bureau_contacts@ios.doi.gov>

Subject: this is the correct language for handling the stop tweeting directive

The new administration has said that the Department and all Bureaus are not supposed to tweet this weekend and wait for guidance until Monday.

Please make sure to that any scheduled tweets are no longer scheduled.

If you have questions, you can contact Rebecca Matulka at (b) (6)

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

"Shedlowski, Kirby-Lynn" <kirbylynn_shedlowski@nps.gov>

From: "Shedlowski, Kirby-Lynn" <kirbylynn_shedlowski@nps.gov>
Sent: Fri Jan 20 2017 16:25:24 GMT-0700 (MST)
To: Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Tim Cash <tim_cash@nps.gov>, "Quinn, Michael" <michael_quinn@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, frank_quimby@ios.doi.gov
CC:
Subject: Re: this is the correct language for handling the stop tweeting directive

Thank you all for the quick response.

Kirby

Kirby-Lynn Shedlowski
Acting Public Affairs Officer
Grand Canyon National Park
P.O. Box 129
Grand Canyon, AZ 86023
928-638-7958 office
928-606-9905 cell
928-638-7815 fax

[Grand Canyon News Releases](#)



On Fri, Jan 20, 2017 at 4:20 PM, Rebecca Matulka <rebecca_matulka@ios.doi.gov> wrote:

The new team says you can continue to tweet for about the weather for public safety.

Sorry if someone else already sent this to you.

Sent from my iPhone

On Jan 20, 2017, at 5:58 PM, Shedlowski, Kirby-Lynn <kirbylynn_shedlowski@nps.gov> wrote:

Thanks Tim!

April and Tom- the weather and road conditions are deteriorating. The forecast hasn't been totally on target for this storm so far (we've received more snow in the first 24 hours than predicted). Current visibility is poor.

Being able to provide visitors with up-to-date information is imperative.

Please feel free to call me.

Kirby

Kirby-Lynn Shedlowski

Acting Public Affairs Officer
Grand Canyon National Park
P.O. Box 129
Grand Canyon, AZ 86023
928-638-7958 office
928-606-9905 cell
928-638-7815 fax

[Grand Canyon News Releases](#)



On Fri, Jan 20, 2017 at 3:46 PM, Tim Cash <tim_cash@nps.gov> wrote:
Looping in NPS Comms for awareness and guidance.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
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(202) 436-6206
www.nps.gov

On Jan 20, 2017, at 4:45 PM, Quinn, Michael <michael_quinn@nps.gov> wrote:

Tim, Rebecca,

Just to let you know, we're in the middle of a major winter storm and Twitter is an established way that we connect with travelers - and inform them of park road closures and deliver safety messages.

We also use Twitter to exchange info with the AZ Dept of Transportation and the National Weather Service.

Any suggestions?

<snowpeak.JPG>

Michael Quinn
Visual Information Specialist
Website Coordinator
Grand Canyon National Park
P.O. Box 129
2C Albright Avenue
Grand Canyon, AZ 86023
(928) 638-7784
michael_quinn@nps.gov

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All, FYI below, please distribute to your park, program, and office digital and social media managers. We must stop tweeting immediately from ALL NPS accounts. AD for Communications April Slayton has also sent this to regional PIOs, but please also share with other relevant NPS channels so we maximize coverage for this critical directive.

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Conversation Contents

Fwd: OK on grand Canyon exemption

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 16:19:00 GMT-0700 (MST)
To: Kirby-Lynn Shedlowksi <kirbylynn_shedlowksi@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Fwd: OK on grand Canyon exemption

FYI - Amber and Tim, if you hear about any other public safety issues, let me know and we will run them through Frank to Heather.

Sent from my iPhone

Begin forwarded message:

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Date: January 20, 2017 at 6:15:11 PM EST
To: April Slayton <april_slayton@nps.gov>, Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Subject: OK on grand Canyon exemption

Heather says public safety issue so yes Grand Canyon NP can still twitter as theynormally do

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Fri Jan 20 2017 16:20:48 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Kirby-Lynn Shedlowksi <kirbylynn_shedlowksi@nps.gov>, Tim Cash <tim_cash@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: OK on grand Canyon exemption

I'm sure a lot of parks have scheduled tweets for this weekend and they will not see the notification. Do we have any guidance on that? Do we have to contact each park that tweets and tell them to take it down?

On Fri, Jan 20, 2017 at 6:19 PM, April Slayton <april_slayton@nps.gov> wrote:

FYI - Amber and Tim, if you hear about any other public safety issues, let me know and we will run them through Frank to Heather.

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Amber Smigiel
Public Affairs Specialist, Social Media
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Office: 202-208-5839
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www.nps.gov



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Conversation Contents

No more tweeting

"Cash, Tim" <tim_cash@nps.gov>

From: "Cash, Tim" <tim_cash@nps.gov>
Sent: Fri Jan 20 2017 14:51:24 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: No more tweeting

Larry G from DOI just let me know that an order has come down (where from I don't know yet) for no more tweeting until further notice. I just spoke with April, we are going to stop posting anything on any accounts until further guidance.

Amber, some of the retweets are getting attention, I'm getting messages across channels about the one regarding the inauguration attendance and the wiping of the White House site. April/Tom, would one of you please review our activity for today and determine if anything needs to be addressed?

I'm available by phone if you need me.

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 15:03:03 GMT-0700 (MST)
To: "Cash, Tim" <tim_cash@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: No more tweeting

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Sent from my iPhone

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"Cash, Tim" <tim_cash@nps.gov>

From: "Cash, Tim" <tim_cash@nps.gov>
Sent: Fri Jan 20 2017 15:09:26 GMT-0700 (MST)

To: April Slayton <april_slayton@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: No more tweeting

It wasn't Amber, I'm trying to track down what happened. Amber, please take those down.

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 15:10:10 GMT-0700 (MST)
To: "Cash, Tim" <tim_cash@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: No more tweeting

Don't take them down until we can all talk please.

Sent from my iPhone

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 15:10:57 GMT-0700 (MST)
To: "Cash, Tim" <tim_cash@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
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And use all channels we have to share this out. I sent it to the regional PIOs.

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Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Fri Jan 20 2017 15:16:49 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: No more tweeting

Would you send me what you sent the regionals please, Larry's isn't appropriate for sending to a wider audience.

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To: April Slayton <april_slayton@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: No more tweeting

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 15:24:54 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: No more tweeting

That makes sense but we aren't allowed to post anything new - I will ask if we can have an exception for the post we want to use in its place. Amber, any suggestions on what we should say in our statement?

Sent from my iPhone

On Jan 20, 2017, at 5:22 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

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Office of Communications

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From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Fri Jan 20 2017 15:27:39 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
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On Jan 20, 2017, at 4:11 PM, April Slayton <april_slayton@nps.gov> wrote:

And use all channels we have to share this out. I sent it to the regional PIOs.

Sent from my iPhone

On Jan 20, 2017, at 5:09 PM, Cash, Tim <tim_cash@nps.gov> wrote:

It wasn't Amber, I'm trying to track down what happened. Amber, please take those down.

I can call in whenever. Larry just sent guidance to us, it needs to go out to the field, what channels do you want to use?

On Fri, Jan 20, 2017 at 4:03 PM, April Slayton <april_slayton@nps.gov> wrote:

The two tweets posted to the national account today are not appropriate at all, and I need a clear understanding about why the decision was made to post them. How soon can we get on a conference call?

Sent from my iPhone

On Jan 20, 2017, at 4:51 PM, Cash, Tim <tim_cash@nps.gov> wrote:

Larry G from DOI just let me know that an order has come down (where from I don't know yet) for no more tweeting until further notice. I just spoke with April, we are going to stop posting anything on any accounts until further guidance.

Amber, some of the retweets are getting attention, I'm getting messages across channels about the one regarding the inauguration attendance and the wiping of the White House site. April/Tom, would one of you please review our activity for today and determine if anything needs to be addressed?

I'm available by phone if you need me.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

—
Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

—
Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Fri Jan 20 2017 15:39:22 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: No more tweeting

Done!

On Fri, Jan 20, 2017 at 5:37 PM, April Slayton <april_slayton@nps.gov> wrote:
Yes just take them down please

Sent from my iPhone

On Jan 20, 2017, at 5:37 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

Works for me. Do you want me to just take them down? Rebecca is telling me I need to do it now.

On Fri, Jan 20, 2017 at 5:35 PM, April Slayton <april_slayton@nps.gov> wrote:
Draft statement - need feedback in 5 minutes:

The two tweets posted on the National Park Service's social media account today were inappropriate and inconsistent with the agency's overall approach to engaging the public through social media. Moving forward, the agency will provide better guidance to all employees who post to official NPS social media accounts about best practices and appropriate content for posts and retweets. We apologize for these tweets and pledge to maintain the highest standards for our social media content moving forward.

Sent from my iPhone

On Jan 20, 2017, at 5:30 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

I believe so. No one would think it was their job to Tweet for NPS today and I can't imagine anyone trying to sabotage my career either so it's the most likely scenario.

I did retweet the Wilderness Society tweet this morning but I didn't put anything up after that.

On Fri, Jan 20, 2017 at 5:28 PM, April Slayton <april_slayton@nps.gov> wrote:
Is that what happened?

Sent from my iPhone

On Jan 20, 2017, at 5:27 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

I would say:

The previous 2 posts were inadvertently sent from a personal account and we are investigating the matter.

On Fri, Jan 20, 2017 at 5:24 PM, April Slayton <april_slayton@nps.gov> wrote:

That makes sense but we aren't allowed to post anything new - I will ask if we can have an exception for the post we want to use in its place.
Amber, any suggestions on what we should say in our statement?

Sent from my iPhone

On Jan 20, 2017, at 5:22 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

I'm changing the password right now and I've messaged everyone I can think of who has had access to the account. I'll let you know if I hear anything back. If need be, we can probably talk to Twitter about figuring it out but I'm not sure they can provide the information.

We can take the tweets down but we should have something to put up as soon as we do.

On Fri, Jan 20, 2017 at 5:19 PM, April Slayton <april_slayton@nps.gov> wrote:

Yes, and I just spoke with Frank. Please remove the tweets if possible. The acting DOI Comms director is seeking guidance from the White House on response, but I will draft an NPS response now and will share shortly.

I need to know where these tweets came from as well.

Sent from my iPhone

On Jan 20, 2017, at 5:16 PM, Tim Cash <tim_cash@nps.gov> wrote:

Would you send me what you sent the regionals please, Larry's isn't appropriate for sending to a wider audience.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

On Jan 20, 2017, at 4:11 PM, April Slayton <april_slayton@nps.gov> wrote:

And use all channels we have to share this out. I sent it to the regional PIOs.

Sent from my iPhone

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Sent from my iPhone

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I'm available by phone if you need me.

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Conversation Contents

Fwd: NPS twitter

Timothy Cama <tcama@thehill.com>

From: Timothy Cama <tcama@thehill.com>
Sent: Fri Jan 20 2017 14:47:11 GMT-0700 (MST)
To: <thomas_crosson@nps.gov>, April Slayton <April_Slayton@nps.gov>
Subject: Fwd: NPS twitter

Hey April and Thomas-

Just being impatient with this, wanted to make sure someone at NPS is seeing it.

Thanks.

--
Timothy Cama, Staff writer
The Hill
(202) 695-6245 (Also on Signal and WhatsApp)
www.thehill.com

----- Forwarded message -----
From: Timothy Cama <tcama@thehill.com>
Date: Fri, Jan 20, 2017 at 4:19 PM
Subject: NPS twitter
To: Jessica Kershaw <Interior_Press@ios.doi.gov>

Hi folks-

It looks like the NPS twitter account is re-tweeting some anti-Trump tweets. Want to comment?

Thanks.

--
Timothy Cama, Staff writer
The Hill
(202) 695-6245 (Also on Signal and WhatsApp)
www.thehill.com

Conversation Contents

Fwd: NPS tweet - Facts are facts

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Mon Jan 23 2017 21:46:15 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: Fwd: NPS tweet - Facts are facts

Are you getting these? I've received a small handful of them. The text is the same...so there must be a form letter/call to action posted somewhere.

No biggie. Just curious.

Tom Crosson
NPS Public Affairs

Begin forwarded message:

From: Meghan C. (b) (6) <[REDACTED]@gmail.com>
Date: January 23, 2017 at 7:09:09 PM EST
To: <Thomas_Crosson@nps.gov>
Subject: NPS tweet - Facts are facts

Dear Mr. Crosson,

I am very disappointed that the NPS felt pressured to remove (and apologize for!) a tweet showing plain photographs. Facts are facts, even if they are inconvenient to those in power. What's next? Climate change isn't impacting our National Parks, our most spectacular places in this nation? This is a very poor start and I encourage you all to develop more backbone when it comes to facts.

I have immense respect for the NPS and for the many women and men who toil to protect the jewels of our country. It's not an easy job and those who view civil servants as lazy drains on the system need to actually meet the incredibly hardworking people who do the work.

Thank you for your service,
Meghan

"Slayton, April" <april_slayton@nps.gov>

From: "Slayton, April" <april_slayton@nps.gov>
Sent: Tue Jan 24 2017 05:52:55 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: NPS tweet - Facts are facts

No, I haven't seen any yet.

--
April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

On Mon, Jan 23, 2017 at 11:46 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

Are you getting these? I've received a small handful of them. The text is the same...so there must be a form letter/call to action posted somewhere.

No biggie. Just curious.

Tom Crosson
NPS Public Affairs

Begin forwarded message:

From: Meghan C. <(b) (6) [gmail.com](#)>
Date: January 23, 2017 at 7:09:09 PM EST
To: <Thomas_Crosson@nps.gov>
Subject: NPS tweet - Facts are facts

Dear Mr. Crosson,

I am very disappointed that the NPS felt pressured to remove (and apologize for!) a tweet showing plain photographs. Facts are facts, even if they are inconvenient to those in power. What's next? Climate change isn't impacting our National Parks, our most spectacular places in this nation? This is a very poor start and I encourage you all to develop more backbone when it comes to facts.

I have immense respect for the NPS and for the many women and men who toil to protect the jewels of our country. It's not an easy job and those who view civil servants as lazy drains on the system need to actually meet the incredibly hardworking people who do the work.

Thank you for your service,

Meghan



Conversation Contents

PEER on twitter issue

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Mon Jan 23 2017 20:07:26 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: PEER on twitter issue

FYI: <http://www.peer.org/news/news-releases/trump-shutdown-of-park-service-twitter-ominous.html>

Tom Crosson
NPS Public Affairs

Conversation Contents

Gozmodo interview on Twitter

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Mon Jan 23 2017 16:15:23 GMT-0700 (MST)
To: (b) (6) - Personal Email Meg Bloomgren@gmail.com, April Slayton <april_slayton@nps.gov>, Paul Ross <Paul_Ross@ios.doi.gov>
Subject: Gozmodo interview on Twitter

All, FYI, I had an on the record interview with Eve Peyser of Gizmodo. She is following up on the Twitter issue from Friday. She started pressing me on who gave the order to halt Tweeting. Told her that we got our guidance from DOI. She then pressed me on if I thought it was a good call to knock off all twitter use in the manner we did. Explained to her that we didn't know what we were dealing with at first...so it is a smart play to be cautious, step back and determine what was going on. Pointed out best practices at other organizations who thought they were hacked who have done the same. I pivoted to the fact that social media is important to the NPS...it is a critical tool to communicate with our 3 million + visitors. I emphasized that we were always allowed to tweet in support of immediate visitor safety (road conditions, gate status, etc). She inquired about the guidance we provided to the field...and I let her know that we asked our SM managers to employ sound SM practices such as ensuring passwords were changed and that access lists were scrubbed. Sounds like she is still researching her piece. She didn't know when she'll publish. Tom Crosson NPS Public Affairs

Paul Ross <paul_ross@ios.doi.gov>

From: Paul Ross <paul_ross@ios.doi.gov>
Sent: Mon Jan 23 2017 16:26:55 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
(b) (6) - Personal Email Meg Bloomgren@gmail.com" <(b) (6) - Personal Email Meg Bloomgren@gmail.com>, April Slayton
CC: <april_slayton@nps.gov>, (b) (6) - Personal Email Heather Swift@gmail.com"
<(b) (6) - Personal Email Heather Swift@gmail.com>
Subject: Re: Gozmodo interview on Twitter

+Heather Sent from my iPhone > On Jan 23, 2017, at 6:15 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote: > > All, FYI, I had an on the record interview with Eve Peyser of Gizmodo. > She is following up on the Twitter issue from Friday. She started > pressing me on who gave the order to halt Tweeting. Told her that we > got our guidance from DOI. She then pressed me on if I thought it was > a good call to knock off all twitter use in the manner we did. > Explained to her that we didn't know what we were dealing with at > first...so it is a smart play to be cautious, step back and determine > what was going on. Pointed out best practices at other organizations > who thought they were hacked who have done the same. I pivoted to the > fact that social media is important to the NPS...it is a critical tool > to communicate with our 3 million + visitors. I emphasized that we > were always allowed to tweet in support of immediate visitor safety > (road conditions, gate status, etc). > > She inquired about the guidance we provided to the field...and I let > her know that we asked our SM managers to employ sound SM practices > such as ensuring passwords were changed and that access lists were > scrubbed. > > Sounds like she is still researching her piece. She didn't know when > she'll publish. > > Tom Crosson > NPS Public Affairs

Megan Bloomgren <(b) (6) - Personal Email Meg Bloomgren@gmail.com>

From: Megan Bloomgren <(b) (6) - Personal Email Meg Bloomgren@gmail.com>
Sent: Mon Jan 23 2017 18:21:05 GMT-0700 (MST)
To: Paul Ross <paul_ross@ios.doi.gov>
Subject: Re: Gozmodo interview on Twitter

Before doing any future interviews like this, please coordinate with Heather or me. I don't understand why this interview was granted. This falls into the administration and policy related items that you and I (and then April and I) spoke about coordinating on before granting (for interviews) or tweeting. > On Jan 23, 2017, at 6:26 PM, Paul Ross <paul_ross@ios.doi.gov> wrote: > > +Heather > > Sent from my iPhone > >> On Jan 23, 2017, at 6:15 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote: >> >> All, FYI, I had an on the record interview with Eve Peyser of Gizmodo. >> She is following up on the Twitter issue from Friday. She started >> pressing me on who gave the order to halt Tweeting. Told her that we >> got our guidance from DOI. She then pressed me on if I thought it was >> a good call to knock off all twitter use in the manner we did. >> Explained to her that we didn't know what we were dealing with at >> first...so it is a smart play to be cautious, step back and determine >> what was going on. Pointed out best practices at other organizations >> who thought they were hacked who have done the same. I pivoted to the >> fact that social media is important to the NPS...it is a critical tool >> to communicate with our 3 million + visitors. I emphasized that we

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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Mon Jan 23 2017 18:37:55 GMT-0700 (MST)
To: Megan Bloomgren <(b) (6) - Personal Email Meg Bloomgren@gmail.com>
CC: Paul Ross <paul_ross@ios.doi.gov>, April Slayton <april_slayton@nps.gov>, (b) (6) - Personal Email Heather Swift <(b) (6) - Personal Email Heather Swift@gmail.com>
Subject: Re: Gozmodo interview on Twitter

Just so I'm clear...even if I'm delivering the same messages for each interview? These queries are becoming routine. I'm not saying anything that I haven't already said. Tom Crosson NPS Public Affairs > On Jan 23, 2017, at 8:21 PM, Megan Bloomgren <(b) (6) - Personal Email Meg Bloomgren@gmail.com> wrote: > > Before doing any future interviews like this, please coordinate with Heather or me. I don't understand why this interview was granted. This falls into the administration and policy related items that you and I (and then April and I) spoke about coordinating on before granting (for interviews) or tweeting. > >> On Jan 23, 2017, at 6:26 PM, Paul Ross <paul_ross@ios.doi.gov> wrote: >> >> +Heather >> >> Sent from my iPhone >> >>> On Jan 23, 2017, at 6:15 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote: >>> >>> All, FYI, I had an on the record interview with Eve Peyser of Gizmodo. >>> She is following up on the Twitter issue from Friday. She started >>> pressing me on who gave the order to halt Tweeting. Told her that we >>> got our guidance from DOI. She then pressed me on if I thought it was >>> a good call to knock off all twitter use in the manner we did. >>> Explained to her that we didn't know what we were dealing with at >>> first...so it is a smart play to be cautious, step back and determine >>> what was going on. Pointed out best practices at other organizations >>> who thought they were hacked who have done the same. I pivoted to the >>> fact that social media is important to the NPS...it is a critical tool >>> to communicate with our 3 million + visitors. I emphasized that we >>> were always allowed to tweet in support of immediate visitor safety >>> (road conditions, gate status, etc). >>> >>> She inquired about the guidance we provided to the field...and I let >>> her know that we asked our SM managers to employ sound SM practices >>> such as ensuring passwords were changed and that access lists were >>> scrubbed. >>> >>> Sounds like she is still researching her piece. She didn't know when >>> she'll publish. >>> >>> Tom Crosson >>> NPS Public Affairs >

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Mon Jan 23 2017 19:18:48 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: Fwd: Gozmodo interview on Twitter

I think we need to define what "policy" is.
And I'm missing the direct administration tie.

I'll be happy to run every single interview request through them.

Tom Crosson
NPS Public Affairs

Begin forwarded message:

From: Megan Bloomgren <(b) (6) - Personal Email Meg Bloomgren@gmail.com>
Date: January 23, 2017 at 8:21:05 PM EST
To: Paul Ross <paul_ross@ios.doi.gov>
Cc: Thomas Crosson <thomas_crosson@nps.gov>, April Slayton <april_slayton@nps.gov>, (b) (6) - Personal Email Heather Swift <(b) (6) - Personal Email Heather Swift@gmail.com>
Subject: Re: Gozmodo interview on Twitter

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Sent from my iPhone

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Tom Crosson

NPS Public Affairs

Conversation Contents

Fwd: media inquiry - National Parks digital communications

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Mon Jan 23 2017 14:31:39 GMT-0700 (MST)
To: Tom Crosson <thomas_crosson@nps.gov>, "Slayton, April" <april_slayton@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Fwd: media inquiry - National Parks digital communications

Looks like my name go out there. Please let me know how to proceed.

----- Forwarded message -----

From: **Eve Peyser** <eve.peyser@gizmodo.com>
Date: Mon, Jan 23, 2017 at 4:30 PM
Subject: media inquiry - National Parks digital communications
To: amber_smigiel@nps.gov

Hi there,

I'm a reporter at Gizmodo and we've been covering changes in digital communications protocol at the National Parks Service. I was wondering if there's any chance you could hop on the phone to chat, either on the record or off.

Thanks so much,
Eve

--

Eve Peyser
Night Editor @ Gizmodo
(b) (6)

--

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Mon Jan 23 2017 14:34:37 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: "Slayton, April" <april_slayton@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: media inquiry - National Parks digital communications

Refer Eve to me.

Tom Crosson
NPS Public Affairs

On Jan 23, 2017, at 4:31 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

Looks like my name go out there. Please let me know how to proceed.

----- Forwarded message -----

From: **Eve Peyser** <eve.peyser@gizmodo.com>
Date: Mon, Jan 23, 2017 at 4:30 PM
Subject: media inquiry - National Parks digital communications
To: amber_smigiel@nps.gov

Hi there,

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Eve Peyser
Night Editor @ Gizmodo
(b) (6)

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Amber Smigiel
Public Affairs Specialist, Social Media
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Conversation Contents

Fwd: pause on GOGA social media pending guidance

"Anzelmo-Sarles, Jenny" <jenny_anzelmo-sarles@nps.gov>

From: "Anzelmo-Sarles, Jenny" <jenny_anzelmo-sarles@nps.gov>
Sent: Mon Jan 23 2017 14:31:44 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Fwd: pause on GOGA social media pending guidance

I flagged the tweet for GOGA but they made this decision on their own. Seems prudent and perhaps a model for others to follow. I shared with PWR comms folks as well.

Jenny Anzelmo-Sarles
Media Relations/Spokesperson
National Park Service
National Capital Region
Office: (202) 619-7177
Cell: (307) 690-2355

Follow me on Twitter! [@JennyASNPS](#)

The National Park Service cares for special places saved by the American people so that all may experience our heritage.

EXPERIENCE YOUR AMERICA ®

----- Forwarded message -----

From: **Sargent, Nathan** <hale_sargent@nps.gov>
Date: Mon, Jan 23, 2017 at 4:19 PM
Subject: pause on GOGA social media pending guidance
To: William Elder <will_elder@nps.gov>, "Austin-Docampo, Benjamin" <benjamin_austin-docampo@nps.gov>, Craig Glassner <craig_glassner@nps.gov>, Michele Gee <michele_gee@nps.gov>
Cc: Jenny Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>, Craig Kenkel <craig_kenkel@nps.gov>, Carey Feierabend <carey_feierabend@nps.gov>

Hi team --

Although our social media access was restored, WASO is still putting together some guidance.

Until that comes along and for this transition period, we will pause posts that are not a direct connection to park news and events.

It's a good chance to dip into park photography and uncover/share some of the interesting things that are taking place here every day. Please come my way with any questions or if you are interested in posting something that you have a question about!

Nathan Hale Sargent
Public Affairs Specialist
Golden Gate National Recreation Area
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OCOMM: Weekly Report Input

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Mon Jan 23 2017 13:55:37 GMT-0700 (MST)
To: Alexa Viets <alexa_viets@nps.gov>
CC: April Slayton <april_slayton@nps.gov>
Subject: OCOMM: Weekly Report Input

Releases:

1/23: Joint NPS/USSS Announcement on Approval of New White House Fence Design:
<https://www.secretservice.gov/data/press/releases/17-JAN/Commission-of-Fine-Arts-approves-final-White-House-fence-design-concept.pdf>

1/25: (subject to change): Certified Local Governments Annual Wrap-Up (Certified Local Government (CLG) designation makes communities official partners in the portion of the federal historic preservation program which engages local, state, and federal partners to promote historic preservation at the grassroots level. As a Certified Local Government, communities can use expert technical historic preservation advice from the National Park Service and their respective state historic preservation offices. The designation also gives localities access to grants for historic preservation that are available exclusively from the Historic Preservation Fund for Certified Local Governments.)

Significant Media Queries:

- We still continue to address questions about the errant Tweets from last Friday. Our messaging remains the same from Saturday: Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media. Out of an abundance of caution, while we investigated the situation involving these tweets, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety. Now that social media guidance has been clarified, the Department and its bureaus resumed Twitter engagement as normal on Saturday, with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation.

Future Plans:

- Have started to engage HR regarding the 1/23 Executive Order directing a federal hiring freeze. We'll follow OPM's lead on communication efforts and we will develop guidance on NPS-specific impacts

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Conversation Contents

Fwd: [FCN] Continuity of federal communications

"Mummart, Jennifer" <jennifer_mummart@nps.gov>

From: "Mummart, Jennifer" <jennifer_mummart@nps.gov>
Sent: Mon Jan 23 2017 13:43:39 GMT-0700 (MST)
To: "Crosson, Thomas" <thomas_crosson@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Fwd: [FCN] Continuity of federal communications

FYSA

Jennifer Mummart
Associate Regional Director - Communications
National Park Service - National Capital Region
(202) 619-7174
www.nps.gov/ncro

----- Forwarded message -----

From: **Alpern, Ethan** <ethan_alpern@nps.gov>
Date: Mon, Jan 23, 2017 at 3:40 PM
Subject: Fwd: [FCN] Continuity of federal communications
To: Jenny Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>, Jennifer Mummart <jennifer_mummart@nps.gov>, "Linroth, Emily" <emily_linroth@nps.gov>, Nathan King <nathan_king@nps.gov>, Shelby Galvin <shelby_galvin@nps.gov>, Shanna Broadnax <shanna_broadnax@nps.gov>

Just thought I would share. DoT has also shutdown social media.

Ethan J. Alpern
Public Affairs Specialist
National Park Service
National Capital Region
Office: (202) 619-7186
Cell: (202) 713-0027
ethan_alpern@nps.gov

----- Forwarded message -----

From: **Blumenthal, Dannielle** <Dannielle.Blumenthal@va.gov>
Date: Mon, Jan 23, 2017 at 3:33 PM
Subject: [FCN] Continuity of federal communications
To: FCN@list.nih.gov

Hi everyone,

I read the following story with concern (excerpt below): <http://www.politico.com/story/2017/01/transportation-department-social-media-on-hold-234044>

“The Department of Transportation has become the second federal agency to tap the brakes on its social media postings since the dawn of Donald Trump’s presidency. DOT told its employees Monday to refrain from issuing news releases or posting to any of its social media accounts, a department source confirmed to POLITICO. The action came just three days after the Interior Department ordered a temporary halt to all of its Twitter activity, following two retweets from the National Park Service that appeared to contain digs at Trump.”

Does anybody know whether the Transition Team is working with agency points of contact at the ***interagency*** level to coordinate guidance to

federal communicators? The issue is not an isolated incident here or there but the typically conservative REACTION to such incidents, e.g. in the case of DOT:

“DOT’s move was not a response to any controversial postings, but came after a career employee recommended that employees hold off on using the department’s social media accounts until more guidance comes down from the new administration, another source told POLITICO.”

We aren’t just talking about Tweets but rather the traditional news release. As we all know, what one agency does out of an abundance of caution may be copied by others who seek to avoid controversy

Hopefully someone on this listserv will be aware of such an effort or can help to initiate one. Any thoughts welcome.

Best,

Dannielle

Dannielle Blumenthal, Ph.D.
Chief, Executive Correspondence
Management and Communication Service (43A)
National Cemetery Administration
810 Vermont Avenue, NW, Suite 425A
Washington, DC 20420
202 461-6947

This message was sent to the Federal Communicators Network, a community of U.S. Government employees who manage communications at their agencies.

The FCN list is open to U.S. federal government employees. State, local, and tribal government employees, and contractors who have a government email address, are welcome to join. We do not admit private individuals or contractors who do not have a government email address.

IMPORTANT: The discussions on this list are sensitive. You should not forward copies of information you have obtained from this list to outside parties.

To unsubscribe from the FCN list, click the following link:

<http://list.nih.gov/cgi-bin/wa.exe?SUBED1=FCN&A=1>

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U.S. Department of the Interior News Briefing for Monday, January 23, 2017

Bulletin Intelligence <Interior@bulletinintelligence.com>

From: Bulletin Intelligence <Interior@bulletinintelligence.com>
Sent: Mon Jan 23 2017 05:01:15 GMT-0700 (MST)
To: <Interior@bulletinintelligence.com>
Subject: U.S. Department of the Interior News Briefing for Monday, January 23, 2017

U.S. DEPARTMENT OF THE INTERIOR NEWS BRIEFING

Mobile version and searchable archives available at interior.bulletinintelligence.com. Please [contact](#) Public Affairs with subscription requests, questions or comments.

DATE: MONDAY, JANUARY 23, 2017 7:00 AM EST

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DOI in the News:

TRUMP ISSUES FREEZE IN NEW FEDERAL REGULATIONS. The [Washington Times](#) (1/20, Miller, 272K) reports President Trump on Friday "put a hold on all new and pending federal regulation on his first day in office" as White House Chief of Staff Priebus sent a "memorandum ordering federal agencies to subject the regulations to review by incoming secretaries." [Politico](#) (1/20, Staff, 2.46M) reports Priebus in the memo "said the freeze was designed to ensure...Trump's appointees or designees 'have the opportunity to review any new or pending regulations.'"

Trump Administration Targets Obama's Environmental Rules. The [Wall Street Journal](#) (1/22, Harder, Subscription Publication, 6.37M) reports the Trump Administration aims to act within days to reverse Obama Administration environmental regulations and illustrate its commitment to promoting fossil-fuel infrastructure. Presidential directives ordering the EPA to begin repealing the Clean Power Plan are expected within days. Citing unnamed source, the Journal reports that additional moves include advancing the Keystone XL oil pipeline and removing emissions from the environmental reviews of new projects, though the timing of such moves is not set. The Trump Administration also is considering squashing the social cost of carbon guidance. [McClatchy](#) (1/21, Leavenworth, 74K) reports Trump's energy and environmental cabinet picks appear "appear to support" a repeal of Obama's environmental policies "without a replacement alternative." Additional coverage was provided by the [Washington Examiner](#) (1/23, 400K), [Bloomberg Business](#) (1/20, 2.41M), [Reuters](#) (1/20, Volcovici), and the [Beckley \(WV\) Register-Herald](#) (1/21, 63K).

Renewable Energy Advocates Concerned About Trump Administration's Plans. The [AP](#) (1/22, Bussewitz, Mulvihill) reports President Trump's election has created an "open question" for states that are pursuing greater reliance on renewable energy. Trump has "expressed doubts about whether climate change is real" despite scientists agreement that it is happening and that consumption of fossil fuels is a large reason for it. Former Texas Gov. Rick Perry, Trump's nominee to pick the Energy Department, is a "contradictory figure," an oil promote that also "oversaw a huge expansion of wind-energy production while governor." According to the AP, "renewable energy accounts for 15 percent of the electricity generated in the United states," and "29 states have set targets for boosting their reliance on such power." A 2015 report from the Energy Department said the cost of wind power fell over 40 percent from 2008 to 2015, with solar panel prices declining more than 60 percent in that period.

Major US Oil Policy Changes Possible Under Trump. [Platts](#) (1/20, 1K) reported that President Donald Trump may be the most significant shift in the direction of oil policy in decades. Trump and his cabinet will be able to directly influence pipeline permitting, offshore planning, the conduct of court battles, and the debate over the biofuel mandate.

Muller: Trump Should Diversify Energy Portfolio. Duane Muller, Founder and President of The Playa Group LLC and former Climate Change Specialist for the US Agency for International Development wrote in the Congress Blog for [The Hill](#) (1/20, Muller, 1.25M) saying "it would be wise to jettison any plans to overturn the Arctic drilling ban." Trump's Administration must "recognize competing interests and make strategic choices." Muller says, "Just as an investment advisor would recommend diversifying your financial portfolio, we must take the same approach with our energy portfolio. As a major economy, we need a strategic, diversified approach to energy development. That means continuing to invest in clean energy and balancing our economic interests with our precious natural resources."

POLITICO ANALYSIS: VETTING PROCESS RESPONSIBLE FOR CABINET CONFIRMATION SURPRISES. [Politico](#) (1/20, Dawsey, Stokols, 2.46M) reports the “string of startling revelations over the past two weeks” about President Trump’s cabinet nominees “caught senior members of Trump’s staff by surprise, and they didn’t know some of the potential for problems before Senate confirmation hearings began, sources said.” Someone involved in the vetting process told Politico that the transition team “nominated these people first and then they sort of vetted them. It’s exactly the reverse way you’re supposed to do it, and now you see the consequences.” However, “a transition official, who declined to provide an on-the-record quote, said Trump’s nominees were ‘thoroughly vetted’ and predicted that all the nominees will be confirmed by the Senate.”

MCCLATCHY ANALYSIS: TRUMP EXPECTED TO END OBAMA’S CLIMATE POLICIES DESPITE NOMINEES’ TESTIMONY. [McClatchy](#) (1/21, Leavenworth, 74K) reports that while Interior Secretary-designate Ryan Zinke, Energy Secretary-designate Rick Perry, and Environmental Protection Agency Administrator-designate Scott Pruitt “have taken a more moderate line on global warming” since their nominations, they did not describe “climate change as an urgent threat requiring a coordinated governmental response, as many scientists contend,” and they still “appear to support” President Trump’s “call to repeal former President Barack Obama’s actions to reduce greenhouse gases, without a replacement alternative.”

Additional coverage was provided by the [Wall Street Journal](#) (1/22, Harder, Subscription Publication, 6.37M), [The Hill](#) (1/22, Cama, 1.25M), and the [Christian Science Monitor](#) (1/22, 387K).

WPost Criticizes Perry, Pruitt For “Waffling” On Climate Change. In an editorial, the [Washington Post](#) (1/21, 11.43M) argues that although Perry and Pruitt conceded during their confirmation hearings last week that the climate is changing, they both “downplayed expert warnings about the nature and extent of the crisis.” The Post, which outlines criticism of the nominees and is particularly concerned by Pruitt, concludes “none of the assurances from either man could compensate for waffling on matters of basic science.”

ARLINGTON MEMORIAL BRIDGE PUTS SPOTLIGHT ON TRUMP’S INFRASTRUCTURE PLAN. [The Hill](#) (1/20, Zanona, 1.25M) reports that the Arlington Memorial Bridge was “shut down to vehicular traffic from Thursday to Saturday because it has been placed under weight limits after being deemed structurally deficient.” According to the article, “to some, the decaying bridge is a symbol of the need for the United States to spend money on its crumbling roads and bridges.” However, “the infrastructure plan put forward by Trump, say critics, would likely do nothing to revitalize the bridge,” because “the plan would rely heavily on tax credits to incentivize private firms to build projects, rather than repair existing structures owned by the government.” The article notes that “the local issue already got a bit of the national spotlight at a Senate confirmation hearing earlier this week.” Interior nominee, Rep. Ryan Zinke “said he would try to ensure that Trump’s infrastructure bill ‘includes our national treasures’ like the Arlington Memorial Bridge.”

OUTDOOR INDUSTRY SPOTLIGHTS FIGHT OVER PUBLIC LANDS IN UTAH. [Utah Public Radio](#) (1/20) reports “opposition by Utah’s Congressional delegation to the Bears Ears National Monument has some outdoor retailers questioning Utah as the best place to hold” the Outdoor Retailer Market. According to the article, “outdoor retailers are running a national campaign asking for Utah’s Congressional delegation to protect public lands.” The article adds that “those same industry leaders are working with Utah outdoor recreation planners to encourage Congress to consider all aspects of public land use including impacts to recreation retailers, the economy, and gateway communities.”

ADDITIONAL COVERAGE OF ZINKE’S CONFIRMATION HEARING. Additional coverage of Interior nominee Rep. Ryan Zinke’s confirmation hearing last week was provided by the [Scientific American](#) (1/20, 1.88M).

ADDITIONAL COVERAGE OF NEWEST NATIONAL LANDMARKS. Additional coverage of the 24 recently designated National Historic Landmarks was provided by [Yahoo! News](#) (1/20, 8.62M), the [Casper \(WY\) Star-Tribune](#) (1/21, 93K), the [San Antonio \(TX\) Rivard Report](#) (1/21), and the [Bristol Bay \(AK\) Times](#) (1/20, 4K).

ZINKE GIVEN MIXED GRADES FOR CONFIRMATION PERFORMANCE. In an editorial, the [Missoulian \(MT\)](#) (1/20, 114K) gives “huckleberries to U.S. Rep. Ryan Zinke for the pragmatic comments he made during his confirmation hearing before the Senate on Tuesday.” It notes that although Zinke has been a “staunch supporter” of President Trump’s campaign, he also “showed a willingness to depart from Trump on key issues, such as climate change.” However, the paper also gives “chokecherries to Zinke for his as-yet unexplained vote in favor of a rule change that would allow federal land transfers to be treated as budget-neutral.” According to the paper, “his vote and his lack of communication left many Montanans feeling as though Zinke had already abandoned his post as their representative.”

ZINKE URGED TO BE BALANCED IN LAND MANAGEMENT. The [Havasu \(AZ\) News-Herald](#) (1/22, 27K) editorializes that Interior Secretary-designate Ryan Zinke “brings what he calls an ‘all of the above’ approach to the Interior Department, advocating for fish and wildlife while promoting responsible and appropriate land and business development.” For western Arizona, the paper says that “probably the most important things to monitor in the new administration are commitments to recreational access and assurance of fact-based approaches to water quality and its continued supplies.” Although some Republicans may “want to press the advantage with a wholesale overturning of regulations and a large transfer of lands,” the paper argues that “doing so will further assure that federal land is just a game piece in a political match, inviting a backlash when the GOP loses power one day.” The editorial hopes that “Zinke will bring the right approach, the right balance to assure highest use each type of land, whether that be energy development, hunting and fishing or just solitude.”

LETTER: MONTANANS EXPECT MUCH FROM ZINKE. In a letter to the [Missoulian \(MT\)](#) (1/22, 114K), Ben Horan, executive director of MTB Missoula, penned an open letter to Interior nominee Rep. Ryan Zinke. Horan extends “a word of congratulations as a mountain biker, as an outdoorsman and as a Montanan.” Horan writes that “our relationship moving forward will be built on trust, expectations and promises.” He writes; “We trust that as a fellow Montanan, you understand that public land is essential to the quality of life, economic growth and cultural resiliency that endears the West to our shared American identity. We trust that you realize that an overwhelming majority of western residents oppose federal land transfers. We trust that you know that outdoor recreation, almost entirely on public land, contributes 64,000 jobs, \$1.5 billion in salaries, and \$6.5 billion in sales to the Montana economy.” Also, Horan expects that Zinke “will continue to support federal land ownership” and that he will “continue protect the Land and Water Conservation Fund” Finally, he promises to follow Zinke’s record.

ZINKE URGED TO UPHOLD GOLD BUTTE’S NEW PROTECTED STATUS. In an editorial, the [Las Vegas Sun](#) (1/22, 178K) raises concerns after Interior nominee Ryan Zinke said he planned to review the designation of Gold Butte as a national monument during his confirmation hearing last week. The paper welcomes Zinke’s plan to visit Nevada, but asserts that “there’s only one acceptable outcome to his decision-making, and that’s to keep the order firmly in place.” The paper acknowledges that “the method behind the declaration wasn’t ideal — it would have been wonderful if Nevada congressional delegates would have succeeded in pushing through a legislative solution.” However, it concludes that “Obama’s order was acceptable and appropriate.”

CONGRESS URGED TO PERMANENTLY REAUTHORIZE LWCF. In an editorial, the [Missoulian \(MT\)](#) (1/22, 114K) argue that “the new Congress could do itself and future Congresses a favor by breaking its longstanding habit of kicking simple but important measures down the road with only partial funding and temporary authorization.” It identifies the Land and Water Conservation Fund as “the easiest” of “all the potential places to start.” It concludes that “in the House, where a bipartisan solution already awaits action, it is particularly important that whoever wins election to replace Congressman Ryan Zinke, who appears headed for confirmation as President Trump’s pick for secretary of the Interior, shares Zinke’s unequivocal support for the LWCF. And that this person demonstrate that support by actually voting to fully fund and permanently authorize it.”

America’s Great Outdoors:

National Park Service:

NPS APOLOGIZES FOR “MISTAKEN” RETWEETS. The [New York Times](#) (1/21, Rosenberg, Subscription Publication, 13.9M) reports “the National Park Service said on Saturday it regretted having retweeted two Twitter posts, including one comparing the size of crowds at President Trump’s inauguration on Friday with President Obama’s in 2009.” The Times adds that “after retweeting the posts at issue, both of which originated from nongovernment accounts, the agency stopped its Twitter activity for several hours on Friday and Saturday.” According to CNN, “the Interior Department circulated an email to employees on Friday saying that representatives of the Trump administration had ordered the shutdown,” though “the Park Service resumed posting messages to its Twitter account by midmorning on Saturday, apologizing for the ‘mistaken’ retweets.”

The [Washington Post](#) (1/21, Rein, 11.43M) reports that National Park Service spokesman Thomas Crosson said the shares were “inconsistent with the agency’s approach to engaging the public through social media.” He said, “The Department of Interior’s communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.”

Additional coverage was provided by the [Washington \(DC\) Post](#) (1/21, Rein, 11.43M), the [Washington \(DC\) Post](#) (1/20, Rein, 11.43M), the [New York \(NY\) Times](#) (1/21, Press, Subscription Publication, 13.9M), [The Hill](#) (1/21, Shelbourne, 1.25M), [The Hill](#) (1/21, Seipel, 1.25M), [The Hill](#) (1/20, Seipel, 1.25M), [Politico](#) (1/20, Nelson, 2.46M), [NBC News](#) (1/21, 2.67M), [ABC News](#) (1/21, 3.09M), [CNN](#) (1/21, Merica, 29.79M), [Fox News](#) (1/21, 11.07M), the [Huffington Post](#) (1/21, 237K), [USA Today](#) (1/21, Bowerman, 5.28M), the [Christian Science Monitor](#) (1/21, 387K), the [Chicago \(IL\) Tribune](#) (1/21, 2.54M), the [Chicago \(IL\) Tribune](#) (1/21, 2.54M), the [New York Daily News](#) (1/21, Schladebeck, 4.45M), the [San Francisco \(CA\) Chronicle](#) (1/20, 2.2M), the [San Francisco \(CA\) Chronicle](#) (1/21, 2.2M), the [Denver \(CO\) Post](#) (1/21, 778K), the [Minneapolis \(MN\) Star Tribune](#) (1/21, 1.27M), [Philly \(PA\)](#) (1/21, 942K), [U.S. News & World Report](#) (1/21, 1.02M), the [Washington \(DC\) Times](#) (1/21, Lemire, Daly, 272K), the [Sacramento \(CA\) Bee](#) (1/21, 574K), the [Boston \(MA\) Globe](#) (1/21, Rein, 1.08M), [RT](#) (1/22, 213K), the [Daily Mail](#) (1/21, 4.59M), the [Independent \(UK\)](#) (1/21, Bulman, 1.28M), and [Gizmodo](#) (1/20, 2.07M).

Spicer: Friday’s Audience Largest Ever To Witness An Inauguration. [Bloomberg Politics](#) (1/21, Talev, 201K) reports that White House press secretary Sean Spicer yesterday “took to the White House briefing room for the first time...to lash out at news organizations and accuse them of false reporting on the size of the crowd at Trump’s inauguration the day before.” Spicer, who “took no questions from reporters and he did not give a specific number of how many people the White House believes attended the inauguration,” also “said that the National Mall ‘was full’ from the foot of the Capitol to the Washington Monument ‘when the president took the oath of office.’” [NBC Nightly News](#) (1/21, story 3, 1:10, Diaz-Balart, 16.61M) also noted that Spicer “accused the media of deliberately under reporting the crowd count,” and showed him saying, “These attempts to lessen the enthusiasm of the inauguration are shameful and wrong.” [The Hill](#) (1/21, Fabian, 1.25M) reported that “Spicer made the claim despite photos and video showing fewer people assembled on the National Mall on Friday than were there for former President Barack Obama’s inauguration in 2009.” [Politico](#) (1/21, Nussbaum, 2.46M) notes Spicer “blamed ‘floor coverings’ used to protect the grass for highlighting areas that were empty, and blamed heightened security for limiting the amount of people on the Mall.” Said Spicer, “Inaccurate numbers involving crowd size were also tweeted. ... No one had numbers. ... By the way this applies to any attempts to try to count the number of protesters today in the same fashion.” [ABC World News Tonight](#) (1/21, story 4, 1:10, Vega, 14.63M) reported that “the White House released new photos to bolster Trump’s claim, but this [shot](#) (1/20, Winsor, 3.09M), taken from the Washington Monument at noon yesterday, tells a different story.” [Vox](#) (1/21, Lee, 1.15M) said, “What we can say is that the turnout was likely between the low estimate of 250,000 and Trump’s quite high estimate of 1.5 million.” According to “the Washington-area transit authority...only 193,000 people rode Metro on Friday as of 11 am, significantly fewer than the past two inaugurations and slightly fewer than President George W. Bush’s inauguration in 2005.” The [Los Angeles Times](#) (1/21, Battaglio, 4.52M), meanwhile, reports that Trump’s inauguration “was watched by 30.6 million television viewers on Friday, 19% below the audience of 37.8 million for President Obama’s first swearing-in ceremony in 2009.” That “figure is based on preliminary data from Nielsen for inauguration coverage.”

Crowds Estimated At “About One Third” Of Obama’s 2009 Inauguration. The [AP](#) (1/20, Lemire) reports “far fewer people attended President Donald Trump’s inauguration Friday than his predecessor’s swearing-in eight years ago,” a development that “may prove humbling for Trump, who frequently boasted during the campaign about the attendance at his rallies and would claim, often inaccurately, that thousands more people were waiting outside and unable to get into the event.” According to the [New York Times](#) (1/20, Wallace, Yourish, Griggs, Subscription Publication, 13.9M), an “analysis by Keith Still, a professor at Manchester Metropolitan University in England, estimates that the crowd on the National Mall today was about one-third the size of Mr. Obama’s.” Another [AP](#) (1/20, Pace) dispatch also reports that “the crowd that spread out before” Trump “on the National Mall was notably smaller than at past inaugurals, reflecting both the divisiveness of last year’s campaign and the unpopularity of the incoming president compared to modern predecessors.” The [Wall Street Journal](#) (1/20, Hook, Reinhard, Epstein, Subscription Publication, 6.37M) reports that while the size of the crowd at President Trump’s inauguration was smaller than past ceremonies, thousands of his supporters celebrated on Friday. [ABC World News Tonight](#)’s (1/20, story 2, 2:45, Muir, 14.63M) Cecilia Vega took “a look from 2009. A packed National Mall for Barack Obama, 1.8 million people there. ... We’re being told hundreds of thousands of people out there, no official crowd count yet,” however, “as we saw, we saw fewer people there.” [Politico](#) (1/20, Schor, 2.46M) reports that Trump is “all but guaranteed to keep touting the size of Friday’s crowds in Washington,” but “any attendance claims from Trump and his team will be troublesome to fact-check, particularly in the age of ‘fake news.’”

WOMEN MARCH AGAINST TRUMP. [ABC World News Tonight](#) (1/21, lead story, 3:35, Vega, 14.63M) reported “millions marched in cities around the country” and in “an estimated 670 events taking place worldwide,” and [Reuters](#) (1/21, Stephenson, Malone) says “around the world, women marched in sympathy and shared outrage in hundreds of cities, drawing a total turnout that organizers estimated at more than 4 million.”

The [CBS Evening News](#) (1/21, story 5, 4:00, Van Cleave) said that in Washington DC, the subway saw “275,000 riders by late morning, compared to 193,000 for yesterday’s inauguration.” The DC march was so large, the [Washington Times](#) (1/21, Blake, 272K) reports, that it was “rerouted” after it “drew in hundreds of thousands...more participants than organizers had expected.” Organizers “changed plans after being told that the sheer number of protesters had made it logistically impossible to congregate outside the president’s home.”

Additional coverage was provided by the [Wall Street Journal](#) (1/21, Tau, Ballhaus, Schwartz, Subscription Publication, 6.37M), the [New York Post](#) (1/21, Rosner, Lewak, Linge, 3.82M), [Bloomberg Politics](#) (1/21, Pettypiece, 201K), the [Huffington Post](#) (1/21, Terkel, 237K), the [Los Angeles Times](#) (1/21, Chang, Vives, Smith, Winton, Zhang, 4.52M), the [New York Times](#) (1/21, Fitzsimmons, Subscription Publication, 13.9M), the [Washington Post](#) (1/21, A1, McCoy, 11.43M), the [New York Times](#) (1/21, Gutting, Subscription Publication, 13.9M), the [Washington Post](#) (1/21, 11.43M), [ABC World News Tonight](#) (1/21, lead story, 3:35, Vega, 14.63M), [Reuters](#) (1/21, Stephenson, Malone), [AFP](#) (1/21, Ritchie), [CBS Evening News](#) (1/21, story 6, 2:10, Morgan), the [Washington Post](#) (1/21, A1, Stein, Hendrix, Hauslohner, 11.43M), [USA Today](#) (1/21, Przybyla, Schouten, 5.28M), the [AP](#) (1/21, Benac, Nuckols), the [Los Angeles Times](#) (1/21, King, Pearce, 4.52M), the [New York Times](#) (1/21, A1, Chira, Alcindor, Subscription Publication, 13.9M), the [Washington Post](#) (1/21, Dionne, 11.43M), [Politico](#) (1/21, Dove, Schor, 2.46M), [McClatchy](#) (1/21, Allam, 74K), [NBC Nightly News](#) (1/21, lead story, 3:15, Diaz-Balart, 16.61M), the [AP](#) (1/21, Benac, Nuckols), and [McClatchy](#) (1/21, Johnson, 74K).

NPS ANNOUNCES PROPOSED SETTLEMENT AGREEMENT WITH TOMALES BAY OYSTER COMPANY. The [Sierra \(CA\) Sun Times](#) (1/22) reports that the National Park Service announced the proposed settlement with the Tomales Bay Oyster Company. In settlement, the oyster company has "agreed to pay \$280,000 in damages to the United States to compensate for the unauthorized trespass and development of the site." The NPS will "use the settlement, in part, to restore the injured area, which will include removal of gravel, revegetation of native plant species, and monitoring and removal of invasive non-native plants." Acting Superintendent, Dave Brouillette said, "We are pleased to bring this case to a close and begin restoration of the site as soon as possible. We cannot allow any modifications to national park lands to occur without permit or authorization as it is a violation of the law. These are special places that belong to all of us and we do not take that responsibility lightly."

Additional coverage was provided by the [Marin \(CA\) Independent Journal](#) (1/22, 52K).

CALIFORNIA'S LAGUNA BEACH GAINS NATIONAL HONOR AS A HISTORIC AMERICAN LANDSCAPE. The [Los Angeles Times](#) (1/20, Alderton, 4.52M) reports that Laguna Beach and "its coastal wilderness areas recently" gained recognition as a Historic American Landscape. The National Park Service, "in partnership with the American Society of Landscape Architects, decided to give Laguna the designation, allowing it to join the ranks of more than 700 sites similarly honored across the United States, according to a news release from local advocates." The article notes that "the distinction does not confer any special environmental protection but rather recognizes the area as part of the country's heritage and development," and "In addition, the documents gathered locally for submission to the park service for review — photographs, maps, painting reproductions and a historical narrative — will be housed in the Library of Congress in Washington, D.C., and available for public viewing, giving Laguna national stature."

NATIONAL PARK SERVICE GAINS ADDS CIVIL WAR SITES. The [AP](#) (1/23, Morris, 272K) reports that in December, the National Park Service "took official ownership of 11 new tracts of land." According to the article, "of the 950 acres authorized by Congress in September 2000, the Corinth Unit of Shiloh National Military Park now controls 800 acres." The article notes that "the acquisitions to date represent a 25-year effort to preserve hallowed ground."

NPS TO STUDY FEASIBILITY OF ROTA NATIONAL PARK. The [Pacific \(GUM\) Daily News](#) (1/21, 61K) reports that the National Park Service will "study Rota during the next several years to determine whether it's suitable to designate it as a unit of the national park system, the park service announced recently." The NPS will "study Rota's prehistoric and historic resources and its limestone forests." The park service "plans to begin gathering information through research and community outreach."

PUBLIC INPUT ON CALIFORNIA CONDOR REINTRODUCTION PLAN SOUGHT. [National Parks Traveler](#) (1/22, 989) reports that "a series of public meetings, beginning Monday, will give the public an opportunity to comment on a proposal to return the California condor to part of Redwood National and State Parks in northern California." The National Park Service and the U.S. Fish and Wildlife Service are "among 16 partners working on the recovery plan to return the largest land bird in North America into its historical range in Yurok Ancestral Territory." Redwood National Park Superintendent Steven Prokop said, "The park is excited to work with the Yurok Tribe and our partners to return the California condor to its historic range along the north coast of California. This cooperative effort to expand the current range of condors is critical to the long-term survival of California condors. Condors are a key factor in the ecological and cultural vitality of the redwood ecosystem."

ACTION ON NPS MAINTENANCE BACKLOG URGED. In an op-ed for the [Billings \(MT\) Gazette](#) (1/21, 208K), Bart Melton, the Northern Rockies Regional director for National Parks Conservation Association, writes that "if confirmed as secretary of the Interior, Ryan Zinke will inherit a National Park System in need of improvements in Montana and across the country." He notes that during the Senate hearing Tuesday, Zinke pledged to prioritize the NPS' \$12 billion backlog. National Parks Conservation Association urges Montana's Sens. Jon Tester and Steve Daines to work with Zinke and President Donald Trump "to prioritize better funding the yearly operations of our parks and to address the backlog of repair needs."

FIXES FOR PENSACOLA FERRY PROJECT OFFERED. In an op-ed for the [Pensacola \(FL\) News Journal](#) (1/21, 158K), Captain Edward von Bergen offers suggestions for the ferry service at Pensacola. Fixes for troubled ferry project. He argues that it is "surely a losing project unless subsidized." According to von Bergen, "the park service's RFP was so onerous that only a fool would undertake it."

Fish and Wildlife Service:

FWS DIRECTOR ASHE ISSUES AMMUNITION BAN FOR FEDERAL LANDS. The [Washington Free Beacon](#) (1/20, 115K) reports that outgoing U.S. Fish and Wildlife Service Director Dan Ashe "ordered a new ammunition ban for certain federal lands on Thursday—his last full day in office." The ban, "which took effect immediately, eliminates the use of lead-based ammunition on federal lands like national parks and wildlife refuges, as well as any other land administered by the Fish and Wildlife Service." The ban is "expected to have a major impact on much of the hunting that takes place on federal lands across the United States as lead-based ammunition is widely legal and used throughout the country." Ashe said in his order, "Exposure to lead ammunition and fishing tackle has resulted in harmful effects to fish and wildlife species. According to the U.S. Geological Survey, lead poisoning is a toxicosis caused by the absorption of hazardous levels of lead in body tissues."

The [Daily Caller](#) (1/20, Guns, Gear, 898K) reports that the National Shooting Sports Foundation "condemned the decision." Lawrence Keane, NSSF senior vice president and general counsel, said, "This directive is irresponsible and driven not out of sound science but unchecked politics. The timing alone is suspect. This directive was published without dialogue with industry, sportsmen and conservationists. The next director should immediately rescind this, and instead create policy based upon scientific evidence of population impacts with regard to the use of traditional ammunition."

Additional coverage was provided by [Breitbart](#) (1/20, 2.02M) and [AmmoLand](#) (1/21, 15K).

FWS SURVEYS WHOOPING CRANES WINTERING IN ARANSAS NATIONAL WILDLIFE REFUGE. The [AP](#) (1/20, Sneath, 272K) reports that the U.S. Fish and Wildlife Service surveys endangered whooping cranes while they winter in and around the Aransas National Wildlife Refuge. While the FWS “conducted several flights over the wintering grounds in December to count the birds, the survey results will not be available until later in the spring, said U.S. Whooping Crane Recovery Coordinator Wade Harrell.”

DUCKS UNITED CELEBRATING 80 YEARS OF CONVERSATION. The [New Bedford \(MA\) Standard-Times](#) (1/21, 69K) reports that Ducks Unlimited will “celebrate its 80-year legacy of conservation on Jan. 29.” U.S. Fish and Wildlife Service Director Dan Ashe is quoted saying, “For 80 years, the men and women of Ducks Unlimited have stood shoulder to shoulder with the Fish and Wildlife Service, the states and our counterparts in Canada and Mexico, playing a vital role in successful efforts to conserve and protect North America’s waterfowl populations and wetland habitat for future generations. As we work to address the conservation challenges of the 21st century, DU’s conservation work and the support of its members have never been more crucial. On behalf of the Service, I want to congratulate DU for reaching this milestone, and thank the entire organization and its members for your advocacy, passion and commitment to conservation.”

ADDITIONAL COVERAGE: CONSERVATION GROUPS CHALLENGE FEDERAL PLAN FOR KLAMATH WILDLIFE REFUGES.

Additional coverage that “three conservation groups filed a lawsuit in federal court Tuesday alleging a management plan for five wildlife refuges in Southern Oregon and Northern California doesn’t do enough to restore and protect key habitat for tens of thousands of migrating waterfowl” was provided by the [Oregonian](#) (1/19, 894K).

RECOVERY OF LESSER LONG-NOSED BATS TOUTED. In an op-ed for the [Arizona Daily Star](#) (1/22, 270K), Michael Bean, a former principal deputy assistant secretary for Fish and Wildlife and Parks during the Obama Administration, touts the recovery of lesser long-nosed bats. Bean notes that “the Fish and Wildlife Service worked together with Mexico as well as the states of Arizona and New Mexico to conserve the species,” and in particular, Bean highlights the efforts of Pima County. According to Bean, “through the county-led Sonoran Desert Conservation Plan and the publicly supported 77,000-acre reserve system, the bat has been guaranteed saguaros and agaves to feed upon.” Bean concludes that the recovery of lesser long-nosed bats, as well as the gypsum wild-buckwheat and Kuenzler hedgehog cactus are “just a few examples demonstrating the value of the Endangered Species Act.”

Bureau of Land Management:

NEIL KORNZE TALKS ABOUT BLM TENURE. The [Elko \(NV\) Daily Free Press](#) (1/20, 22K) reports that Bureau of Land Management Director Neil Kornze “took a look back at what his agency accomplished and the issues that still need work before he stepped down from the position.” Kornze “said Thursday that he felt ‘blessed’ to lead the BLM” and that “he was proud of the BLM’s record in managing conservation areas.” Also, “in regard to the change in administration, Kornze said the secretary of the Interior nominee said ‘he does not support the sale and disposal of public lands.’ Kornze said, “That was very encouraging to me. I think we’re always learning how to manage the public lands better, but I think it is such a critical and incredible part of our national heritage. There are few places in the world where when you’re born you’re automatically given access to some of the most beautiful places in the world, and you get that here in the United States. That’s the conversation I think we’ll continue.”

BLM APPROVES FINAL ROUTES FOR GATEWAY WEST TRANSMISSION LINE. The [AP](#) (1/20, 272K) reports that the Bureau of Land Management has “authorized the final routes connecting the high-voltage Gateway West transmission line project between southwestern Idaho and central Wyoming.” The BLM’s Record of Decision, “signed Friday, means Idaho Power and Rocky Mountain Power can build and operate 321 miles of 500-kilovolt transmission lines on public land in Idaho’s Gooding, Elmore, Owyhee, Cassia and Twin Falls counties.” The article notes that “the route avoids sage grouse habitat and private land, but crosses about 9 miles of conservation area for raptors.” BLM Director Neil Kornze in a prepared statement, “Gateway West has been an Administration priority project to transform our electric power grid and spur development of renewable energy. Today’s decision authorizes the routes with the least impact on private property, farmland, historic trails and cultural resources, visual resources, wetlands, sage grouse habitat, and the Birds of Prey National Conservation Area.”

Coverage by the AP was also picked up by the [Oklahoman](#) (1/20, 380K) and [KBOI-TV Boise \(ID\)](#) Boise, ID (1/20, 80K) BLM approves final routes for Gateway West transmission line

Additional coverage was provided by the [Idaho Statesman](#) (1/20, 197K) and [Boise \(ID\) State Public Radio](#) (1/20)

BLM, DEFENSE DEPARTMENT TO HELP PRESERVE CASTNER RANGE. The [Corpus Christi \(TX\) Caller-Times](#) (1/20, 131K) reports that “in one of the last acts of the Obama administration, two executive departments have agreed to work to preserve and clean up Castner Range.” Rep. Beto O’Rourke’s “office released a letter Friday morning — Obama’s last in office — that was signed by Neil Kornze, director of the Bureau of Land Management, and Maureen Sullivan, deputy assistant secretary of defense.” The letter lays out “how the Interior and Defense departments will cooperate to meet the Antiquities Act’s requirements to qualify as a national monument.”

Additional coverage was provided by the [El Paso \(TX\) Times](#) (1/20, 149K).

FEDERAL AGENCIES SEEK INPUT ON NEXT STEPS FOR BEARS EARS. The [Deseret \(UT\) News](#) (1/20, 362K) reports that the Bureau of Land Management and the U.S. Forest Service are “currently reaching out to local governments, stakeholders and Indian tribes to schedule public open houses on the newly established Bears Ears National Monument.” The first meeting is expected to place in late February. Ed Roberson, director of the BLM in Utah, said in a statement, “The issuance of the proclamation designating the Bears Ears National Monument provides a new opportunity for public engagement and collaboration with partners and state and local government. I understand the strong feelings behind this new designation, both for and against, and I am committed to listening. Maintaining relationships will be the key to our success.”

Additional coverage of the designation was provided by the [High Country \(CO\) News](#) (1/23, 77K).

BLM ANNOUNCES FUNDING FOR DOTSERO LANDING RIVER ACCESS. The [Vail \(CO\) Daily](#) (1/20, 44K) reports that the Bureau of Land Management has “announced it is reprogramming \$76,000 from the Land and Water Conservation Fund to acquire a key public access point to the Colorado River.” Gloria Tibbetts, acting Colorado River Valley field manager, said, “Without Eagle County Open Space, the public would have lost this key access point. The idea all along was that BLM would eventually take ownership and continue to partner with Eagle County Open Space to manage this and other river access sites.”

BLM SHUTS DOWN GRAZING AREAS ALONG SALMON, LITTLE SALMON RIVERS. The [Spokane \(WA\) Spokesman-Review](#) (1/21, 170K) reports that the Bureau of Land Management has “formally barred sheep from three grazing allotments along the Salmon and Little Salmon rivers east and south of Riggins and reduced access to a fourth.” According to the article, “the move – made by BLM Idaho Director Timothy M. Murphy at Boise to protect wild bighorn sheep from a disease carried by domestic sheep – has been years in the making and follows action by the Payette National Forest in 2010 to close 70 percent of its sheep grazing allotments.” The Nez Perce-Clearwater National Forest is also “in the process of closing sheep grazing allotments along the Salmon River.”

FOR PLEAD GUILTY IN UTAH DINOSAUR FOSSIL THEFT CASE. The [Salt Lake \(UT\) Tribune](#) (1/20, 426K) reports that “four people from Texas charged with tampering with and theft of dinosaur bones in May 2015 from Bureau of Land Management lands in Wayne County have resolved their cases with pleas in abeyance.” According to the article, “a counselor and others from McLennan Community College, a Waco-based school that sends students to Utah for summer geology field trips, had visited the Mars Desert Research Station and the Burpee dinosaur quarry, about 10 miles northwest of Hanksville.” The article says that “on the weekend of May 23, 2015, the 53-year-old counselor and others associated with a McLennan field trip, including students, removed fossils and took them back to Texas, according to the BLM.” On Friday, “the four entered guilty pleas in abeyance to theft and criminal mischief counts and agreed to pay restitution of \$6,417.84.”

Securing America’s Energy Future:

Offshore Energy Development:

TRUMP COULD TEST OFFSHORE DRILLING BAN. [Bloomberg BNA](#) (1/20, 7K) reports that “President-elect Donald Trump will soon be able to test the question of whether a president can successfully rescind or modify a previous president’s ban on offshore oil and gas drilling.” Presidents have “terminated or modified offshore drilling bans in the past, but have never faced a court challenge over a president’s authority to do so.” As such, “a presidential reversal and a legal challenge to such a reversal are both in legal gray areas.”

Onshore Energy Development:

ARCTIC NATIONAL WILDLIFE REFUGE POISED FOR FRESH POLITICAL BATTLE. [Bloomberg News](#) (1/20, Nussbaum, 2.41M) reports that following Donald Trump’s election as President, some Republicans in Congress are pushing to open northern Alaska’s Arctic National Wildlife Refuge to oil exploration. For decades, the area has been a political battleground between conservationists and oil companies, but “the prospects for industry look better than they have in years, with Republicans in control of Congress and Trump vowing to boost U.S. energy production.” However, “No one really knows how much oil actually lies beneath the refuge, or how much producers like Exxon Mobil Corp. and ConocoPhillips care about it in a world awash in cheap oil, from Texas shale to offshore Africa.” Government estimates suggest the area could hold 12 billion barrels of crude, but “only one well has been sunk in the refuge, an exploratory project by BP PLC and Chevron Corp. in 1985.” The results of their project, which were “deemed proprietary, were never made public.” BP “referred questions to Chevron, which did not respond.” Wood Mackenzie senior research manager Imran Khan said, “There are a lot of other, cheaper areas that are currently open to exploration that big companies can attack.”

WESTERN LANDS MAY BE TARGETED FOR EXPLORATION UNDER TRUMP. The [San Antonio Express-News](#) (1/22, 844K) reports oil and gas companies are excited over the prospect of drilling in the little explored deserts and mountain ranges of the western US now that President Donald Trump has taken office. The federal government owns over 600 million acres in western states, and with Trump’s promise to grow local economies and make the country energy independent, energy companies are expected to develop more well locations. Kathleen Sgamma, president of the Western Energy Alliance, said, “We have shale plays on federal lands in the West we cannot get access to. ... When there’s no political will behind a development, the inertia in the bureaucracy really takes over.” However, low oil prices may make the development of new lands too expensive because of the lack of pipelines, road, and ready supply of workers.

ECONOMICS PROFESSOR: FEDERAL COAL LEASING PROGRAM NEEDS REFORM. In an op-ed for the [Twin Falls \(ID\) Times-News](#) (1/22, 81K), Meredith Fowlie, Associate Professor of Economics, University of California, Berkeley, expects that the Trump Administration will end the moratorium on leasing federal land for coal mining, which will “mark a return to business as usual in the federal coal program.” However, she argues that the program is “broken.” The federal coal program is supposed to manage vast federally owned coal reserves, which account for more than 40 percent of U.S. coal production, “for the benefit of current and future generations.” Fowlie argue that delaying changes will “deliver more good deals to the coal companies operating on federal lands, at the expense of taxpayers and the environment.”

TRIBAL COUNCILWOMAN BLASTS TRUMP’S EPA PICK AS “AKIN TO PUTTING CUSTER IN CHARGE OF INDIAN AFFAIRS”. In a guest op-ed for [The Hill](#) (1/20, Camp-Horineck, 1.25M) Casey Camp-Horineck, a tribal councilwoman for the Ponca Tribe in Oklahoma, sharply criticizes EPA Administrator-designate Scott Pruitt. Camp-Horineck writes that she has “seen firsthand here in Oklahoma what his policies mean for families and communities like mine.” Put simply, she claims that making him the head of the EPA is “akin to putting General George Custer in charge of the Bureau of Indian Affairs.”

Renewable Energy:

US WIND INDUSTRY MAY TEST TRUMP ENERGY AGENDA. The [New York Times](#) (1/21, Cardwell, Subscription Publication, 13.9M) reports that while “only a few years ago, the long-held dream of harnessing the strong, steady gusts off the Atlantic coast to make electricity seemed destined to remain” out of reach, “the industry is poised to take off, just as the American political landscape and energy policy itself face perhaps the greatest uncertainty in a generation.” According to the Times, projects off the coasts of Rhode Island, Massachusetts, and New York “could...become an important test case in establishing just how far states can go...to pursue their clean energy agendas under the Trump administration.”

Empowering Native American Communities:

INTER-TRIBAL COUNCIL BACKS CHEROKEE FOR INDIAN AFFAIRS POST. The [Muskogee \(OK\) Phoenix](#) (1/20, 51K) reports that “during its recent general session, the Inter-Tribal Council of the Five Civilized Tribes called on President Donald Trump to appoint a Cherokee citizen as assistant secretary for Indian Affairs.” Jana McKeag, “who has more than 40 years of experience working with tribal governments, is being considered for the post within the Department of Interior.” McKeag has “served as National Indian Gaming commissioner, director of Native American Programs for the U.S. Department of Agriculture and education director for the National Congress of American Indians.”

Additional coverage was provided by the [Ada \(OK\) News](#) (1/21, 23K).

COQUILLE INDIAN TRIBE'S MEDFORD CASINO TAKES ONE STEP FORWARD. The [Medford \(OR\) Mail Tribune](#) (1/20, 92K) reports that the Coquille Indian Tribe has "received word from the federal government that it could open a casino on its Medford property if it's declared reservation land." According to the article, "in a memo the tribe received from Paula Hart, director of the Office of Indian Gaming, a preliminary review determined that the south Medford property would qualify for gaming if the lands were taken in trust."

Additional coverage was provided by the [Roseburg \(OR\) News-Review](#) (1/21, 76K).

ELK GROVE CASINO PROJECT RECEIVES KEY APPROVAL. The [Sacramento \(CA\) Bee](#) (1/20, 574K) reports that "in a major boost for a proposed \$400 million Indian casino in Elk Grove, the federal government has agreed to let the tribe acquire 36 acres of land in the suburb for the embattled project." The Interior Department, "in a ruling made public as President Barack Obama left office Friday, said it will take the land 'into trust' for the Wilton Rancheria Indian tribe." According to the article, "while the tribe hailed the decision as 'a major milestone,' it doesn't necessarily end the political fight over the 600,000-square-foot project." The article notes that "casino opponents, led by a firm connected to the operator of two Sacramento-area card clubs, have qualified a ballot referendum aimed at stopping the casino."

Additional coverage was provided by the [Sacramento \(CA\) Business Journal](#) (1/20, Subscription Publication, 72K).

UTE TRIBE RENEWS ITS PROPOSAL FOR CASINO. The [Grand Junction \(CO\) Daily Sentinel](#) (1/22, 73K) reports that the Northern Ute Tribe is "back with a renewed proposal for a casino gaming project in the tiny town of Dinosaur just across the Colorado border, but this time with the idea of buying some nearby federal land as well." The change could "enable the Ute Indian Tribe of the Uintah and Ouray Reservation to avoid the need for approval from Colorado's governor to proceed with the gaming project." The tribe has proposed to the Bureau of Land Management that it acquire "2,453 acres of land between Dinosaur and the Utah border," which would "connect its reservation lands in Utah to the land in Dinosaur where the project is proposed, averting the need for gubernatorial support, said Thomasina Real Bird, an attorney representing the tribe on the matter."

WHITE MOUNTAIN APACHE TRIBE COULD LOSE FEDERAL FUNDS. The [White Mountain \(AZ\) Independent](#) (1/20, 31K) reports that the White Mountain Apache Tribe "could lose control of some of its programs if it doesn't comply with necessary auditing procedures by the end of the month, according to a Bureau of Indian Affairs document." The tribe was "notified Nov. 28 that if its 2014 annual audit is not submitted to the Federal Audit Clearinghouse and the U.S. Department of the Interior-Division of Internal Evaluation and Assessment by Jan. 31, 2017, at least some federal funds will be curtailed until the audit is submitted, accepted, and the feds reinstate tribal eligibility."

ADDITIONAL COVERAGE: HAVASUPAI NATION STUDENTS FILE LAWSUIT. Additional coverage of "federal lawsuit filed this month against the government by the Havasupai Tribe on behalf of nine students" was provided by the [New York Times](#) (1/23, Santos, Subscription Publication, 13.9M).

Tackling America's Water Challenges:

GROUP RELEASES REPORT ON LAKE MEAD'S WATER LEVEL. The [AP](#) (1/21, 10K) reports that "Arizona would be the first state to feel the effects of Colorado River cutbacks if the water level continues to fall at drought-stricken Lake Mead," according to a new report released by the Western Resource Advocates. The group "concluded that farmers would be first to feel the pinch; that suburban growth in Phoenix and Tucson could be slowed by cutbacks; and the cities themselves could face water reductions by 2020." The article notes that "the report release came the same week that outgoing Interior Secretary Sally Jewell warned that key drought contingency plans aimed at reducing the risk of water shortages in seven Western states remain unfinished as a new U.S. president takes office."

Coverage by the AP was also picked up by the [San Francisco \(CA\) Chronicle](#) (1/20, 2.2M), the [Merced \(CA\) Sun-Star](#) (1/20, 30K), the [Albuquerque \(NM\) Journal](#) (1/20, 234K), the [Provo \(UT\) Daily Herald](#) (1/20, 118K), the [Nevada Appeal](#) (1/20, 86K), the [Washington \(DC\) Times](#) (1/20, Ritter, 272K), the [Las Cruces \(NM\) Sun-News](#) (1/21, 56K), the [Las Vegas \(NV\) Sun](#) (1/20, 178K), [KSL-TV Salt Lake City \(UT\)](#) Salt Lake City (1/20, 547K), [KTNV-TV Las Vegas \(NV\)](#) Las Vegas (1/20, 39K), [KVVU-TV Las Vegas \(NV\)](#) Las Vegas (1/20, 109K), and [WRAL-TV Raleigh \(NC\)](#) Raleigh, NC (1/20, 135K).

Additional coverage of Jewell's directive was provided by the [Palm Springs \(CA\) Desert Sun](#) (1/20, 71K) and the [Visalia \(CA\) Times-Delta](#) (1/20, 42K).

Water Forecast Predicts Lake Mead Shortage Declaration In 2018. The [Las Vegas Review-Journal](#) (1/20, 676K) reports that "snow is piling up in the Rockies and Sierra Nevada, but this year's first official water forecast for the Colorado River still predicts Lake Mead will shrink enough to trigger a federal shortage declaration in 2018." According to the article, "federal forecasters expect the lake's surface to drop by about 9 feet by the end of 2017, which would put it inches below the all-important shortage line of 1,075 feet above sea level." That would mean Nevada and Arizona would have "to cut their use of Colorado River water under rules adopted a decade ago."

KLAMATH FALLS PAPER SENDING REPORTER TO "TAKINGS" HEARING. The [Klamath Falls \(OR\) Herald And News](#) (1/21, 45K) recalls "the symbolic Bucket Brigade protest of 2001 when water was shut off to irrigators in favor of protecting fish habitat downstream." Now, "sixteen years later, the claim that irrigators filed to recover damages from that so-called 'takings' of their resource has wound its way through the federal court system." A federal claims court judge will "hear testimony from some 30 farmers, ranchers, water experts and Bureau of Reclamation officials starting Jan. 30 in Washington, D.C." The paper "believes that this case is so important to resolving long-standing issues between irrigators and the federal government that we need a reporter in the courtroom."

Top National News:

MEDIA ANALYSES: WHITE HOUSE DEFENDING UNTRUTHS AS "ALTERNATIVE FACTS." The Trump White House is receiving extremely unflattering media reviews in the aftermath of its recent clashes with journalists. In particular, senior adviser Kellyanne Conway's contentious interview on [NBC's Meet The Press](#) provided media analysts with a theme ("alternative facts") which appears sprinkled throughout of the coverage. During her heated discussion with host Chuck Todd, Conway defended press secretary Sean Spicer's assertions about the crowd size at Friday's inauguration, indicating that Spicer provided the public with "alternative facts" – not those reported in the news coverage. The media interpreted Conway's wording much more broadly, as a suggestion that the Trump White House does not and would not abide by "facts" in its public utterances. [ABC World News Tonight](#) (1/22, story 4, 4:00, Bruce, 14.63M) and [NBC Nightly News](#) (1/22, story 5, 3:00, Snow, 16.61M), the two major network newscasts that aired last night, ran footage of the exchange. Across much of the media the tone of the criticism

of the White House was relentless and unrelenting – with stories openly mocking Conway and terming Spicer’s assertions false.

[McClatchy](#) (1/22, Hadley, 74K), for example, quips, “It’s the hottest new grammatical question in politics: What are alternative facts? And how do they compare to just plain old facts?” [Bloomberg Politics](#) (1/21, Talev, 201K), in fact, reports that “after Conway’s remarks, Merriam-Webster weighed in on [Twitter](#), posting a definition of the word ‘fact’ and a link to its website,” and pointing out that “lookups for ‘fact’ spiked after...Conway described false statements as ‘alternative facts.’” The [New York Daily News](#) (1/22, Silverstein, 4.45M) reports “the Trump administration is creating an ‘alternative’ reality with the media,” and [The Hill](#) (1/22, Calfas, 1.25M) that “using the hashtag #AlternativeFacts, Twitter users jumped at the opportunity to post some ‘alternative facts’ themselves,” with one user, for example, writing, “at&t: you didn’t pay your phone bill this month. me: that is an alternative fact.”

Said [Slate](#) (1/22, Politi, 1.83M), “Now they tell us. Turns out that...Trump’s administration doesn’t lie, it just has different versions of the truth.” Conway’s “phrase will go down in history because with two simple words,” she “perfectly illustrated how the Trump administration has a tortured relationship with the truth.” To Aaron Blake of the [Washington Post](#) (1/22, 11.43M), the Conway comments describe “the new reality for the political media — and for the truth — during the...Trump era,” [Esquire Magazine](#) (1/22, Wade, 14.97M) referred to “the latest Orwellian doublespeak to come out of the Trump Administration” in a story headlined “Lies Are No Longer Lies. They’re ‘Alternative Facts,’” and [Vanity Fair](#) (1/22, Stefansky, 6.22M) resorted to mythology as it likened Todd’s attempts “to get a straight answer out of...Conway” to “Sisyphus and his rock” and “Tantalus and his grapes.”

The [AP](#) (1/22, Pace), meanwhile, reports that the start of Trump’s presidency “left no doubt that” he “will govern, at least for now, as he campaigned: fixating on seemingly minor issues, letting no perceived slight slip by unchallenged, and, sometimes, creating his own set of facts.”

Others saw more sinister implications. [Politico](#) (1/22, Dove, Dawsey, 2.46M), for example, cites “national security and other government veterans” who warn that “‘alternative facts’ could kill...and eventually could unravel the fabric of democracy and America’s standing in the world.” Why? Because “this weekend, it was crowd size. By next week, it could be how many troops were killed, and who was responsible for the attack...or whether there is an actual threat to homeland security that requires government action. Or even a dispute with a foreign government over a sensitive detail in negotiations.”

The exchange in question came when Conway was pressed on why the Trump team continued to take issue with the coverage of the inauguration crowd size. Conway said on [NBC’s Meet The Press](#) (1/22, 157K), “I think it is a symbol of the unfair and incomplete treatment that this President often receives. I’m very heartened to see Nielsen just came out with the ratings, 31 million people watching the inauguration. President Obama had 20.5 million watching his second inauguration four short years ago.” Chuck Todd retorted, “You did not answer the question. Why did the President send out his press secretary...for the very first time, in front of that podium to utter a provable falsehood?” Conway shot back, “If we’re to keep referring to our press secretary in those types of terms, I think that we’re going to have to rethink our relationship here. ... You’re saying it’s a falsehood and Sean Spicer, our press secretary, gave alternative facts to that.” Todd then replied, “Alternative facts are not facts, they’re falsehoods.”

[USA Today](#) (1/22, Jackson, 5.28M) notes that Conway insisted, at that point, “I don’t think you can prove those numbers one way or another. There’s no way to really quantify crowds.” In the [Los Angeles Times](#)’ (1/22, Bennett, 4.52M) estimate, that last remark meant “Conway eventually backed off Spicer’s adamant claims and inflated crowd estimates.” Spicer, said the Times, had “incorrectly” said “Trump’s swearing-in ceremony drew ‘the largest audience to ever witness an inauguration.’”

The [Wall Street Journal](#) (1/22, Lee, Subscription Publication, 6.37M) notes that Nielsen indicated Trump’s inauguration drew 30.6 million viewers to Obama’s 20.6 million in 2013 (roughly what Conway noted), and that Obama’s 2009 inauguration drew 37.8 million. [ABC World News Tonight](#) (1/22, story 4, 4:00, Bruce, 14.63M) also reported Trump had “more” viewers “than four years ago, but fewer...than in 2009.” The [Washington Times](#) (1/22, Richardson, 272K), meanwhile, says “overhead photos of the event showed a larger crowd at...Obama’s first inaugural in 2009.”

[Business Insider](#) (1/22, Tani, 3.42M) reported that in the course of the “heated” interview, Conway also “argued that journalists intentionally mislead readers about Trump, noting that Time Magazine reporter Zeke Miller mistakenly sent out a White House pool report asserting that the bust of Martin Luther King Jr. had been removed from the Oval Office, an inaccurate claim that Miller quickly corrected within minutes.” Said Conway, “We allowed the press in and what happens almost immediately? A falsehood is told about removing the bust of Martin Luther King Jr. from the Oval Office.” But “Todd still appeared unsatisfied with Conway’s response.”

Conway said on [ABC’s This Week](#) (1/22, 6.61M), “The crowd size, it’s actually not a very animating topic to me for a very simple reason: He had hundreds of thousands of people here. There’s no question.” George Stephanopoulos asked, “Why does the President choose to talk about that at the CIA? Why does he send his press secretary out to talk about it in his first White House briefing and say things that aren’t true?”

The [New York Post](#) (1/22, Moore, 3.82M) reports White House chief of staff Priebus “defended Conway during an interview on ‘Fox News Sunday,’ saying the Trump administration will not stand by while the media tries to ‘de-legitimize’ the president.” [Reuters](#) (1/22, Chiacu) quotes Priebus as warning reporters, “We’re going to fight back tooth and nail every day and twice on Sunday.” Priebus said on [Fox News Sunday](#) (1/22, Wallace), “It’s really not about crowd size. What it’s about is honesty in the media.”

The [New York Times](#) (1/22, Haberman, Subscription Publication, 13.9M) reports, “For 18 months...Trump the candidate described polling leads he did not always maintain and vote tallies he did not always receive — and, especially, crowd sizes he did not always have.” The President “has long deployed what he described in his first book, ‘The Art of the Deal,’ as ‘truthful hyperbole,’ and others might call lies.”

In a separate story, the [New York Times](#) (1/22, Ember, Grynbaum, Subscription Publication, 13.9M) says “the news media world found itself in a state of shock on Sunday, a day after Mr. Trump declared himself in ‘a running war with the media’” and Spicer “used his first appearance on the White House podium to deliver a fiery jeremiad against the press.”

NYTimes A1: “Even His Top Aides” Troubled By Trump’s First Days In Office. Under the headline “Rocky First Weekend For Trump Troubles Even His Top Aides,” the [New York Times](#) (1/22, A1, Baker, Thrush, Haberman, Subscription Publication, 13.9M) reports on its front page that Trump’s “lack of discipline” since Friday “troubled even senior members of Mr. Trump’s circle.” The story does not name or quote (even anonymously) any disaffected Trump aides, but notes that “Dan Pfeiffer, a longtime adviser to former President Barack Obama,” said, “The adjustment from private citizen to running the country is unbelievably hard.” Also quoted is Newt Gingrich, who said of recent controversies, “The average American isn’t paying attention to this stuff.” The story concludes, nonetheless, reporting that “some of the president’s supporters found the first weekend troubling,” and quotes “L. Lin Wood, a prominent libel lawyer who was a vocal defender of Mr.

Trump's on Twitter during the campaign," saying, "This is going to go downhill quickly if it's not changed, and that's not good for any of us."

Reports, Commentators Dispute Veracity Of Spicer's Assertions. Reports in news outlets such as the [New York Times](#) and [TIME](#) call Spicer's assertions Saturday evening "false," while the [NBC Nightly News](#) (1/22, story 5, 3:00, Snow, 16.61M) termed them "inaccurate," George Stephanopoulos of [ABC's This Week](#) (1/22, 6.61M) "not true" and Chris Wallace of [Fox News Sunday](#) (1/22, Wallace) "just flat wrong." The [AP](#) (1/22, Bauder) calls them "demonstrably false" and notes "veteran journalist Dan Rather said Sunday it was the first time he could recall false material being delivered in this way." Glenn Kessler, in his "Fact Checker" blog for the [Washington Post](#) (1/22, 11.43M), marveled at the "rather remarkable" fact that "that the Trump White House has decided to make easily disproven claims about the size of the inaugural crowd." [Mic](#) (1/22, Solis, 554K), meanwhile, referred to Spicer's "blatant lies."

Bret Baier said on [Fox News Sunday](#) (1/22, Wallace), "One thing is clear": Spicer "was clearly was told to get out there and do this." Chris Matthews said on [NBC's Meet The Press](#) (1/22, Todd, 157K), "I got the feeling that he was like a babysitter and he knew that the mother had a camera on him and that every word he spoke was being watched in real time or later by Donald Trump. And Donald Trump said, get in there shove it at those guys." David Axelrod said on [CNN's State Of The Union](#) (1/22, Tapper, 420K), "The real question is, who can tell the President, do not do this? This is not worth our time."

Stephanie Cutter said on [ABC's This Week](#) (1/22, Stephanopoulos, 6.61M), "Now we're in a position where every time Sean Spicer takes the podium or the President says something, they don't need to just be fact-checked, you have to presume that they're not telling the truth."

Jonathan Karl said on [ABC's This Week](#) (1/22, Stephanopoulos, 6.61M), "I think the biggest problem, he left without taking a single question. I've never seen a White House press secretary do that." Susan Page said on [CBS' Face The Nation](#) (1/22, Dickerson, 4.61M), "I thought it was a tough start for the press secretary to come out, say accurate reporting was untrue and then leave without taking questions."

Juan Williams said on [Fox News Sunday](#) (1/22, Wallace), "I wish that there had been a reverse shot showing the reporters in the Briefing Room, because my guess is their jaws would have dropped. It would have been a look of complete astonishment. ... Where do you go from here? If that was the opening bid, if that's the way you feel, if the President is calling the press a bunch of dishonest human beings, and Spicer's sent out to scream and performing in that manner... I suspect this is about legitimacy."

Senate Minority Leader Schumer said on [ABC's This Week](#) (1/22, Stephanopoulos, 6.61M), "President Trump ought to realize, he's not campaigning anymore. He's president. And instead of talking about how many people showed up at his inauguration, he ought to be talking about how many people are going to stay into the middle class and move into the middle class."

Neal Urwitz, director of external relations at the Center for a New American Security, asks in [USA Today](#) (1/22, Urwitz, 5.28M), "Do facts still matter — and if they don't, will real journalism stay relevant? Or is the 'lamestream' media a relic?" To Urwitz, "Even in the post-factual age, when fake news proliferates and fringe conspiracies creep into online interactions, the 'lamestream' media will still control the national conversation. Facts still matter."

Daily Beast: "Experts" Say Just 160,000 People On Mall "Just Before" Trump's Speech. The [Daily Beast](#) (1/22, Desiderio, 1.11M) cited "crowd experts" who said Trump's ceremony "drew far fewer people than Obama's first inauguration in 2009 as well as an estimated one-third the number of people who showed up for the women's march in Washington on Saturday." In fact, "experts determined that 160,000 people were on the National Mall just before Trump's inaugural address."

Akamai Technologies: Inauguration "Record-Breaker For Live Online Video Streaming." The [Washington Times](#) (1/22, Harper, 272K) says "one phenomenon of note" is that "Trump's inauguration is a record-breaker for live online video streaming to phones, computers and digital devices — significant in an age of constantly evolving hybrid media and consumer behaviors." Akamai Technologies, "which provides delivery of video content to major news organizations, corporations, retailers and organizations around the world — has this to report: 'Video streaming coverage of the 2017 Presidential Inauguration is the largest single live news event that the company has delivered.'" The firm called the event "a new benchmark for live video traffic."

DEMOCRATIC LAWMAKERS, MEDIA ANALYSTS CRITICIZE INAUGURAL ADDRESS ON SUNDAY SHOWS. Senate Minority Leader Schumer said on [ABC's This Week](#) (1/22, Stephanopoulos, 6.61M), "He spoke only to his supporters. The grand tradition of these speeches is very simple: unify people, reach out to people who didn't vote for you, when, of course, the majority of people didn't vote for Donald Trump. But instead, he just spoke to his supporters."

Sen. Bernie Sanders said on [CBS' Face The Nation](#) (1/22, Dickerson, 4.61M), "I found it somewhat amusing that Mr. Trump, President Trump, was punching the establishment, but right behind him, sitting in the VIP sections were billionaire after billionaire after billionaire, some of the most powerful people in this country, who over the last 10, 20 years have become much, much richer, while the middle class has shrunk."

On [CBS' Face The Nation](#) (1/22, 4.61M), John Dickerson said, "The new president delivered a blunt condemnation of politicians of both parties gathered to celebrate his inauguration and gave a bleak assessment of America."

Frank Luntz said on [CBS' Face The Nation](#) (1/22, Dickerson, 4.61M), "When Donald Trump delivered his speech, he had some very powerful lines and talked about the people getting their government back. And that's to be applauded. But there was no respect for the previous president or any of the presidents. There was no respect for people who were up there on the podium."

Susan Page said on [CBS' Face The Nation](#) (1/22, Dickerson, 4.61M), "Previous presidents in their inaugurals have said things are bad. Ronald Reagan said things were bad. Presidents have taken over at times of greater national crisis than we face now, but they haven't been quite so unrelenting about it. I was surprised he didn't begin by acknowledging what President Obama has achieved as president. ... He didn't acknowledge the presidents on stage."

Chuck Todd said on [NBC's Meet The Press](#) (1/22, 157K), "Trump's 16-minute inaugural address, crafted by advisers Steve Bannon and Steven Miller, while pleasing supporters, was a declaration of combat. Mr. Trump presented a dark, dystopian picture of the country he is inheriting."

Juan Williams said on [Fox News Sunday](#) (1/22, Wallace), "The problem is that he exaggerated. He talked about 'American carnage' in what he called 'inner cities.' I suppose he's calling black areas of our metropolitan areas. And, to me, that's alarmist. It's an exaggeration. It's not reality. ... Crime is down, unemployment is at 4.7 percent."

Fareed Zakaria said on [CNN's Fareed Zakaria GPS](#) (1/22, 410K), "We heard the newly sworn in President of the United States deliver an inaugural address that was an exercise in undiluted pessimism. His description of the country he now leads vivid: 'American carnage.' It could be the title of a gangster movie. ... There's no precedent, no matter how grim the reality. He has chosen to begin his term in office in dark tones of despair."

MEDIA ANALYSES: UNCLEAR WHETHER DEMOCRATS CAN HARNESS ENERGY OF WOMEN'S MARCHES. Several reports and analyses this morning focus on whether Saturday's women's marches will have a lasting impact, in terms of being the beginning of an extended effort to combat Trump's agenda, or whether the residue of the protests will simply fade in the days and weeks ahead. For example, under the headline "Democrats Ponder How to Use Marches to Build Challenge to Trump," the [Wall Street Journal](#) (1/23, Tau, Subscription Publication, 6.37M) reports that in the wake of the marches, Democrats faced the challenge of figuring out a way to turn the day of demonstrations into ongoing opposition to the agenda of Trump. The Journal quotes David Axelrod, a former political strategist of ex-President Obama, as saying, "You've got a whole bunch of people who are leaving D.C. and elsewhere with a great, positive buzz and no real direction. The challenge for Democrats is, without a president and without a lot of structure, how do you channel that energy into electoral politics?"

Similarly, the [AP](#) (1/22, Riccardi) reports that while over "a million people turned out Saturday" in opposition to "Trump's agenda, a forceful showing that raised liberals' hopes after the election" left Republicans in control of the White House and Congress, "the question is whether that energy can be sustained and turned into political impact." The AP adds that march organizers "are promising 10 additional actions to take during the first 100 days of Trump's presidency. So far, the first and only is for supporters to write to their senators or representatives."

On its front page, the [Washington Post](#) (1/22, A1, Weigel, Portnoy, 11.43M) reports, "Democrats who had tried and failed to generate enthusiasm for Hillary Clinton saw crowds conquering cities, as well as small towns she'd badly lost. But after a day of massive protest, the party, and liberals more generally, are left to wonder what comes next. Just as Republicans once adapted to the emergence of the tea party movement, Democrats are trying to figure out what a new – and much larger – mobilization will mean for the fights against Trump and congressional Republicans."

The [New York Times](#) (1/22, Chira, Martin, Subscription Publication, 13.9M) describes the marches as "an extraordinary display of dissent against the Trump presidency," but says this "critical question remains: What happens now? The challenge facing the organizers is how to channel the resolve and outrage of an organic protest into action that produces political change at the local and national level. It is a goal that has eluded other popular movements, from Occupy Wall Street to Black Lives Matter. And it is a daunting task, given that Democrats were unable to" beat "Trump in 2016 despite an emerging demographic majority."

Under the headline "Will Women's March Movement Be Able To Transform Massive Crowds Into Lasting Legacy?", [USA Today](#) (1/22, Przybyla, 5.28M) says that in the wake of Saturday's marches, "women's groups and civil rights organizations, such as Planned Parenthood and EMILY's List, are scrambling to harness that energy by enlisting more supporters and encouraging women to run for local public office."

[Roll Call](#) (1/22, Pathé, 63K) reported, "Saturday's overwhelming turnout – and not just from pre-existing Democratic voters – will help Congress stand up to Trump, Democratic lawmakers said this weekend. But if, judging from the signs and slogans during Saturday's march, many participants already were Democratic voters, the march's political sponsors need to go a step further to deliver an electoral impact."

In a [Wall Street Journal](#) (1/22, O'Connor, Subscription Publication, 6.37M) column, Cori O'Connor, an assistant editorial features editor at the Journal, says that those who took part in Saturday's march in Washington weren't unified by a single message. In fact, says O'Connor, the individual marchers had a number of different messages and causes, such as, among others, support for: abortion rights, the Affordable Care Act, gay rights, the environment, and immigrants. O'Connor suggests that a lack of a focus on a single issue the marchers creates a challenge for those looking to build on the energy of the protesters.

In an "analysis," for [USA Today](#) (1/22, Page, 5.28M), Susan Page writes that Trump, in his inaugural address, boasted "he was leading 'a historic movement the likes of which the world has never seen before.' Turns out he helped spawn two of them." To that point, Page says that at Friday's inauguration, "a legion of Americans cheered Trump as a refreshingly pugnacious leader elected with a promise to shake the regular order in a country they say has gotten off on the wrong track. On Saturday, a multitude of Americans demonstrated against" Trump. Page adds that "historians struggle to cite a precedent for a new president who is both beneficiary and target of such powerful and rising grass-roots movements."

White House chief of staff Priebus said on [Fox News Sunday](#) (1/22, Wallace), "President Trump wants to be president for all people, including every one of those marchers yesterday, and I think over time, many of those people are going to be proud of this president. But, secondly, it's no different than what happened right after the election. I mean, it's the same marchers that showed up on Fifth Avenue in Manhattan."

Kellyanne Conway said on [ABC's This Week](#) (1/22, Stephanopoulos, 6.61M), "We respect people's First Amendment rights, but frankly didn't see the point. You have a day after he's uplifting and unifying, and you have folks here being on a diatribe where I think they could have requested a dialogue."

Senate Minority Leader Schumer said on [ABC's This Week](#) (1/22, Stephanopoulos, 6.61M), "I saw voting people, men and women, worried about women's health. ... The depth and sincerity of the protesters that I saw really fortified me. I get a lot of strength from this and I think there's going to be a lot of Americans who are really willing to be much more active than they were before, because they're worried about where Trump is headed."

Sen. John McCain said on [ABC's This Week](#) (1/22, Stephanopoulos, 6.61M), "On this march yesterday, it's also a testimony to the power of social networking. ... I think it was remarkable. And I think it's an urgent plea for us all to sit down together."

Sen. Bernie Sanders said on [CBS' Face The Nation](#) (1/22, Dickerson, 4.61M), "As you know, Mr. Trump lost the popular vote by almost three million votes. But I think the point that yesterday, which was extraordinary...all over the world, what people were saying to Mr. Trump, women are not going backward. They are not going to become second-class citizens."

Susan Page said on [CBS' Face The Nation](#) (1/22, Dickerson, 4.61M), "On Friday, we saw a new grassroots movement take over the White House and the Republican Party. And on Saturday, we saw an entirely separate grassroots movement rise up against that. And these are millions of Americans on each side who don't just disagree on policy, they think the other side is fundamentally attacking what makes their country great. ... And this is going to, I think, play out in a big way over the next four years."

Chuck Todd said on [NBC's Meet The Press](#) (1/22, 157K), "The huge crowds clearly rattled the White House."

On [CNN's State Of The Union](#) (1/22, Tapper, 420K), Nina Turner, referring to Trump's [initial tweet](#) about the event, said, "The President doesn't need to get into these little spats with folks. They are exercising their First Amendment right which is a beautiful thing, and the President should look at it this way. He knows how to move a crowd, bring a crowd out. He brought crowds of folks out all over the world, baby. He did that."

The [Washington Post](#) (1/20, 11.43M) offers "an update of a column" by E.J. Dionne "published Friday [that] includes material from a blog post published Saturday on the Women's March." In the piece, Dionne says, "If power shifted decisively Friday to Donald Trump and a Republican-controlled Congress, passion switched sides as well. As the marches showed, the political energy in the country is now arrayed against Trump and his agenda." Criticizing White House press secretary Sean Spicer and Trump as having "lied outright in exaggerating the numbers of those who attended Trump's inauguration," and seizing on White House senior advisor Kellyanne Conway's Sunday comments that Spicer "gave alternative facts," Dionne says, "Fear of a presidency willing to declare that up is down and down is up is why so many rallied to say a very loud 'no.'"

Trump Comments On Women's Marches On Twitter. On [ABC World News Tonight](#) (1/22, story 5, 1:55, Llamas, 14.63M), Tom Llamas reported that President Trump on Sunday reacted "to Saturday's women's rights marches across the country," offering "two tweets and two very different tones." ABC's Gloria Riviera added that Trump responded "to those demonstrations, [tweeting](#), 'Watched protests yesterday but was under the impression that we just had an election! Why didn't these people vote?' But later [adding](#), 'I recognize the rights of people to express their views.'"

The [Washington Post](#) (1/22, Wagner, 11.43M) says Trump "sarcastically" tweeted "that that he was 'under the impression that we just had an election!'" The Post adds that Trump also "boasted that the television ratings for his inaugural was higher than that of President Obama's swearing in four years ago. 'Wow, television ratings just out: 31 million people watched the Inauguration, 11 million more than the very good ratings from 4 years ago!' Trump" [tweeted](#).

On its website, [USA Today](#) (1/22, Jackson, 5.28M) reported that with his first tweet about the marches, Trump, "at first, he didn't seem impressed." USA Today added, "A few hours later, Trump struck a more conciliatory note," [tweeting](#), "Peaceful protests are a hallmark of our democracy. Even if I don't always agree, I recognize the rights of people to express their views." [Bloomberg Politics](#) (1/22, Wayne, Olorunnipa, Talev, 201K) also reported on Trump's tweets.

The [New York Times](#) (1/22, Shear, Subscription Publication, 13.9M) reports, "America inaugurated two very different presidents on Friday. One, who goes by the Twitter handle @POTUS, is gracious, understated and humble. Since taking office, @POTUS has posted seven messages, three of them merely to say thank you." The other "is the more familiar one. Posting to Twitter under the handle @realDonaldTrump, he is full of braggadocio, prone to leave out facts, sometimes harshly critical of his adversaries and more than a bit thin-skinned. In a half-dozen Twitter messages since his inauguration, @realDonaldTrump boasted about 'GREAT reviews' for his Inaugural Address and noted with pride that 31 million people in the United States had watched his inauguration on television – making sure to note that it was more than the number who watched President Obama's inauguration four years ago."

Priebus On Madonna Remark: "Can You Imagine Saying That About" Obama. Meanwhile, the [Washington Times](#) (1/22, Richardson, 272K) reports that Team Trump on Sunday ripped Madonna, after the entertainer – speaking at Saturday's Women's March on Washington – "said she had thought about blowing up the White House. 'Yes, I am angry,' Madonna said. 'Yes, I am outraged. Yes, I have thought an awful lot about blowing up the White House.'" Appearing on "Fox News Sunday," Priebus said of the comments, "I mean, can you imagine saying that about President Obama?" And on ABC's "This Week," Conway "called the singer's comments 'destructive.' 'And I read an article or two that the Secret Service may be investigating that,'" she added.

WPost: Marches Were "A Social-Media Phenomenon, Not A Mainstream-Media One." Meanwhile, the [Washington Post](#) (1/22, Farhi, 11.43M) reports on the Women's March on Washington "its many affiliated 'sister' marches," saying, "From its inception, it was a social-media phenomenon, not a mainstream-media one. The organizers of the" rallies "got the word out about their projects primarily via Facebook. From there, news spread from one feed to another, and from one mouth to another, feeding a vast river of humanity. By contrast, mainstream news outlets – focused primarily on the inauguration of a president, against whom many of the marchers were protesting – gave the run-up to the event relatively scant coverage." As a whole, the Post adds, the "marches were perhaps the largest single demonstration of the power of social media to create a mobilization."

Editorial Wrap-Up:

NEW YORK TIMES.

WASHINGTON POST. "Measured Sanctuary." The [Washington Post](#) (1/22, 11.43M) editorializes that DC Mayor Muriel Bowser's plans to award grant funding to those who can help the city's "estimated 25,000 undocumented immigrants in legal proceedings, including deportation" is an "admirable goal." Undocumented immigrants convicted of serious crimes in the District are sent to federal, not state, prisons, meaning there is "little or no chance they will be released back into the District upon completion of their sentence; they are most likely to be deported." The Post expresses concern about the "zeal" that other "so-called sanctuary cities" have shown to "defy federal immigration authorities," and believes undocumented immigrants with serious criminal records "should be exempted from whatever assistance the city's grant program might provide, once it is up and running later this year."

"Still Waiting On The Pope's Promises." In an editorial, the [Washington Post](#) (1/22, 11.43M) writes, "Pope Francis has said the right things but done too little" to address clerical sexual abuse of children in the Roman Catholic Church's dioceses, a matter that has challenged the church for more than 15 years. Francis established an "elite, nine-member Council of Cardinal Advisers" and elevated Cardinal Francisco Javier Errázuriz and Cardinal George Pell to the panel, but the two clergymen have been accused of ignoring allegations of sexual abuse and Pope Francis has not held them accountable for their negligence. The Post says by failing to keep the tribunal accountable for its negligence and for adopting other "symbolic" yet hollow steps to address the abuse, Pope Francis effectively undermined "his compassion for victims."

"Too Much Legislation Dies A Silent Death In Virginia." The [Washington Post](#) (1/22, 11.43M) editorializes the nonpartisan, volunteer-based Transparency Virginia concluded in a 2015 survey that a majority of proposed bills before the state's House of Delegates were killed by unrecorded voice votes, enabling lawmakers to "avoid awkward and embarrassing votes that might come back to haunt them." The Post says letting legislation, such as a recently-killed "so-called bathroom bill," die on unrecorded voice votes leaves legislators unaccountable and the public uninformed as to their elected representatives' voting records.

WALL STREET JOURNAL. “*The Winds of Green War*” The [Wall Street Journal](#) (1/22, Subscription Publication, 6.37M) editorializes that the Obama Administration routinely allowed climate change mitigation objectives to interfere with national defense and urges Homeland Security Secretary Kelly and Defense Secretary Mattis to ensure the US military remains focused on national security and defense instead. The Journal points to a wind farm project that was detrimental to national defense activities at Relocatable Over-the-Horizon Radar, or Rothr, sites, and says a review of this project is a good place to start.

“**Trump At The CIA.**” In an editorial, The [Wall Street Journal](#) (1/22, Subscription Publication, 6.37M) applauds Trump for visiting the CIA on his first full day as president as a way to repair misgivings his staff and the intelligence community have had in the past relating to leaks insinuating that Russia aided his campaign. However, the Journal criticizes Trump’s decision to challenge media reports about the size of his inaugural crowds at the event.

“**Obama’s Student-Loan Fiasco.**” In an editorial, the [Wall Street Journal](#) (1/22, Subscription Publication, 6.37M) encourages Congress to overturn a rule passed in October that enables student loan borrowers to discharge their debts if they claim they were defrauded by for-profit colleges. The Journal says the rule was finalized even though it was based on incorrectly computed College Scorecard repayment rates and only targeted for-profit universities; the Obama Administration credited itself for discovering the coding error, but it left a mess for the current Administration to clean and a loss for taxpayers to absorb.

Big Picture:

HEADLINES FROM TODAY’S FRONT PAGES.

Wall Street Journal:

[Trump Starts With Packed Agenda](#)

[President Donald Trump Makes Revised Trade Deals An Early Priority](#)

[US Eyes Flynn’s Links To Russia](#)

[Yahoo Faces SEC Probe Over Data Breaches](#)

New York Times:

[Rocky First Weekend For Trump Troubles Even His Top Aides](#)

[After Success Of Women’s March, A Question Remains: What’s Next?](#)

[Trump’s Vow To Repeal Health Law Revives Talk Of High-Risk Pools](#)

[To Secular Bangladeshis, Textbook Changes Are A Harbinger](#)

[Cubans Newly Blocked At US Border Place Hopes In Trump](#)

[At Least 18 Die As Tornadoes Sweep Southeast](#)

Washington Post:

[Despite GOP Pressure, Rubio Remains A Tillerson Holdout](#)

[Czech Republic Enlists Unit To Combat Disinformation](#)

[ACA Order Rattles System](#)

[Trump Signals Foreign Priorities](#)

[Size Of Women’s Marches Stirs Hope In Democrats](#)

Financial Times:

[May Set For “Frank” Discussions With Trump](#)

[Erdoğan Kicks-off Referendum Campaign To Add Powers](#)

[China Clamps Down On Banks Moving Currency Overseas](#)

Washington Times:

[Trump Rallies Senior Staffers, Schedules Meeting With World Leaders](#)

[Islamic State Finds Easy Recruits In Prisons Of Indonesia](#)

[Trump’s Cabinet Picks Delayed By Democrats, Only Two Confirmed](#)

[Manpower Shortage Threatens Trump’s Hopes To Rebuild Military](#)

[Trump Lifts Mandate For Obamacare Coverage In Symbolic Step To Repeal](#)

[Greeks, Turks See Glimmer Of Hope In Cyprus Reconciliation](#)

Story Lineup From Last Night’s Network News:

ABC: Severe Weather; Weather Forecast; Trump First Days; Trump-Women’s March; India Train Derailing; Italy Avalanche Rescue; San Antonio Mall Shooting; Utility Scams; Flood Rescue; American Air Flight Returned; Baseball Players Deaths; Texas Drug Smuggling; GHW Bush Couple Health; Uber Passenger Donation.

NBC: Severe Weather; San Antonio Mall Shooting; Trump First Days; Trump-Israel; Russia-Trump Election Influence; Police Violence Challenges; Hottest Year In Record 2016; Female Mechanics.

Network TV At A Glance:

Severe Weather – 12 minutes, 40 seconds

Trump First Days – 7 minutes

San Antonio Mall Shooting – 40 seconds

Story Lineup From This Morning’s Radio News Broadcasts:

ABC: United Airlines IT Error; Severe Weather; Trump-FBI Director Comey Meeting; NFL News.

CBS: Severe Weather; San Antonio Mall Shooting; Confirmation Hearings.

FOX: Severe Weather; United Airlines IT Error.

NPR: Trump Diplomatic Meetings; Severe Weather; Italy Avalanche Rescue; Baseball Players Deaths; NFL News.

Washington Schedule:

TODAY’S EVENTS IN WASHINGTON.

White House:

PRESIDENT TRUMP — Hosts breakfast and listening session with key business leaders; signs Executive Orders; has lunch with the Vice President; holds a listening session with Union Leaders and American Workers; hosts a Bicameral Leadership Reception; meets with House Speaker Paul Ryan.

VICE PRESIDENT PENCE — Has lunch with the President

US Senate: 4:30 PM Senate Foreign Relations Committee votes on Rex Tillerson to be secretary of state – Business meeting considers and votes on Rex Tillerson to be Secretary of State * President Donald Trump announced the nomination of the ExxonMobil chairman and CEO last month Location: Rm 419, Dirksen Senate Office Bldg, Washington, DC <http://foreign.senate.gov/>

6:30 PM GOP Sen. Thom Tillis hosts 'The State of Eugenics' presentation and panel discussion – Republican Sen. Thom Tillis hosts special presentation of 'The State of Eugenics' documentary, which focuses on North Carolina eugenics survivors, advocates, and journalists who bring their stories back into public consciousness. Screening followed by panel discussion with Sen. Tillis and filmmaker Dawn Sinclair Shapiro

Location: Auditorium and Atrium, U.S. Capitol Visitor Center, Washington, DC <http://www.tillis.senate.gov/public/>

<https://twitter.com/SenThomTillis>

US House: 12:00 PM Covenant of Democratic Nations launched – Covenant of Democratic Nations – a body designed to replace the United Nations and review, re-ratify, amend, or nullify all its acts and resolutions – officially launched. Panel discussion on 'the necessity of this change' features Republican Rep. Trent Franks, 'IBM and the Holocaust' author Edwin Black, attorney Nathan Lewin, EMET's Sarah Stern, former U.S. Civil Rights Commission director Kenneth Marcus, and The Israel Project's Ben Cohen Location: Rm 2168, Rayburn House Office Bldg, Washington, DC franks.house.gov <https://twitter.com/RepTrentFranks>

5:00 PM House Rules Committee hearing – Hearing on 'H.R. 7 – No Taxpayer Funding for Abortion and Abortion Insurance Full Disclosure Act of 2017' Location: H-313, U.S. Capitol, Washington, DC <http://www.rules.house.gov/> <https://twitter.com/RulesReps>

House of Representatives returns after Martin Luther King Day District Work Period Location: TBD <http://www.house.gov/>

Other: 8:00 AM State of the Net 2017 conference – Congressional Internet Caucus Advisory Committee State of the Net 2017 conference, with keynotes from Republican Sen. John Thune, Democratic Sen. Brian Schatz and FTC Commissioner Maureen Ohlhausen, conversations between Republican Rep. Bob Goodlatte and Cybereason CEO Lior Div and Democratic Rep. Suzan DelBene and Tech: NYC Executive Director Julie Samuels, and panelists Georgetown University Center for Business and Public Policy Project Director Larry Downes, Steptoe & Johnson partner Dr Markham Erickson, Open Society Foundation's Gigi Sohn, and Public Utility Research Center Senior Lecturer and Director Dr Mark Jamison Location: Knight Conference Center, Newseum, 555 Pennsylvania Ave, Washington, DC www.stateofthenet.org <https://twitter.com/NetCaucusAC>

3:30 PM GOP Rep. Peter Roskam speaks on tax reform – Republican Rep. Peter Roskam speaks on 'Tax Reform in the New Congress' at Heritage Foundation, discussing 'the pillars of pro-growth tax reform – growth, simplicity, and service' and 'the urgent need to end the 'Made in America' tax, lower tax rates for job creators of all sizes, and allow companies to fully write off the costs of new capital investments' Location: Heritage Foundation, 214 Massachusetts Ave NE, Washington, DC www.heritage.org <https://twitter.com/Heritage>

Last Laughs:

LATE NIGHT POLITICAL HUMOR.

All late-night talk shows were in re-runs or had no political jokes.

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Conversation Contents

Inauguration social media incident

Attachments:

/19. Inauguration social media incident/1.1 image1.JPG
/19. Inauguration social media incident/1.2 image2.JPG
/19. Inauguration social media incident/1.3 image3.PNG

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 13:39:38 GMT-0700 (MST)
To: Shaun Cavanaugh <shaun_cavanaugh@nps.gov>
CC: shane_compton@nps.gov, April Slayton <april_slayton@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Inauguration social media incident
Attachments: image1.JPG image2.JPG image3.PNG

Shaun,

Thank you for replying to my unexpected text this morning. I'm sorry to have bothered you on a weekend, but as we discussed, this situation has risen to a point that I felt it appropriate to contact you directly and immediately.

A (long) synopsis of the situation:

- Around 4:40 pm ET yesterday (January 20), I was contacted by multiple trusted sources sharing concern about a couple of retweets from the national NPS Twitter account (@natlparkservice, <https://www.twitter.com/NatlParkService>) that had been recently posted (screen capture attached).
- During those conversations, I received a call from AD for Communications April Slayton saying that external media sources were picking up the retweets, and that DOI was aware.
- I immediately contacted our Social Media Specialist Amber Smigiel to investigate and ask that she stop tweeting. Amber indicated that she had not posted the retweets. Multiple individuals have access to the account credentials (Twitter only provides one set of creds per account), so Amber started checking with other posters to verify who posted the retweets.
- Around 5:10 pm ET, DOI sent a directive to all bureaus to immediately stop tweeting until further notice. (This directive was lifted today.)
- After reviewing the account, I asked Amber to change the password and not share it until the situation was resolved.
- Twitter's account dashboard includes a list of IPs and OS used for recent account access (screen capture attached). We traced the IP to an ISP in the San Bruno, CA, area (screen capture attached), and checked all possible contacts in that area. All leads have so far failed.
- We also locked down access to all other national social media accounts. Today, guidance was sent to parks and programs suggesting that they immediately change their passwords and review who has access to their accounts.
- Although this initially appeared to be an accidental cross-posting from a personal account (this has happened on multiple occasions in the past with other NPS social media accounts), we are now concerned that the account may have been compromised but have no way to verify. After consulting with April, we determined it best to share this information with you for investigation as a potential security incident.
- Tangentially related, a PWR park reported today that they believe that their account has been compromised. I'm waiting now for more information from the region/park and will report it as well if need.

Thank you for reviewing this information. Obviously, this has become a very sensitive issue, especially since the President has gotten directly involved and contacted Acting Director Mike Reynolds concerned about one of the images that was retweeted.

Thank you very much for personally shepherding this, Shaun. As we discussed, I've cc'd both Shane and April for awareness as well as Amber so she can track this conversation.

Please let us know what we need to do and if you need any additional information. You have my cell, call anytime day or night.

Very sincerely,
Tim

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

image1.JPG

image2.JPG

image3.PNG

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sun Jan 22 2017 10:57:28 GMT-0700 (MST)
To: Shaun Cavanaugh <shaun_cavanaugh@nps.gov>
CC: "shane_compton@nps.gov" <shane_compton@nps.gov>, April Slayton <april_slayton@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Inauguration social media incident

Shaun, an update:

PWR reported that the Twitter account for Klondike Gold Rush National Historical Park, Seattle Unit (KLSE) was compromised by having the password changed by someone other than the park. I spoke with the park social media manager last night, and she explained that she received an automated email from Twitter Thursday night asking if she had changed the email address associated with the account (she hadn't). It indicated that the information had been changed from an IP address in "Santa Cruz or Clara, CA" (she wasn't sure and didn't have the email handy). She is sending me the email on Monday morning. In the meantime, we're communicating with our Twitter contact to regain access to the account.

Recall that our retweets were from the San Bruno area, which is within an hour from Santa Cruz and Santa Clara. As ISPs go, seems interestingly close since IP location reporting seems to include such a wide radius.

Just wanted to share. Thank you.

Tim

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On Jan 21, 2017, at 2:39 PM, Tim Cash <tim_cash@nps.gov> wrote:

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[image: image1.JPG]

[image: image2.JPG]

[image: image3.PNG]

<image1.JPG>

<image2.JPG>

<image3.PNG>

"Cavanaugh, Shaun" <shaun_cavanaugh@nps.gov>

From: "Cavanaugh, Shaun" <shaun_cavanaugh@nps.gov>
Sent: Sun Jan 22 2017 20:51:04 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: "shane_compton@nps.gov" <shane_compton@nps.gov>, April Slayton <april_slayton@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Inauguration social media incident

Tim,

Thanks for the detailed emails.

I imagine the Department will want an update on this so I'll want to try and determine if this indeed was a hack or a current / former user accidentally using this account while thinking it's their personal account.

In the meantime, it's good that all passwords were reset. If you and your team have not setup a security policy for your twitter account I think it's time we did. From just a brief bit of research it looks like adding two factor authentication to the account would be a good start. If you're not familiar with what that is here's what I'm talking about: <https://www.cnet.com/how-to/how-to-enable-twitters-two-factor-authentication/>

If based on our internal research we determine it is a hack from the outside then (b) (5)

Other things that would be helpful to find out (just off the top of my head):

What times were the tweets / retweets sent?

Who and how many have access to the account?

How often is the password changed?

What is the password policy (how complex is the password required to be)?

What the policy on using the account (are employees allowed to use it on their personal devices or is it restricted to govt equipment)?

Do we know where all people who have access to this account were physically located on Friday?

I'm definitely interested in the email you mentioned you'll send over tomorrow morning.

What did your Twitter contact have to say?

Have you heard anything else from the Director or the Department?

Thanks and we'll talk tomorrow.

Best,

Shaun M. Cavanaugh
Chief Information Security Officer
National Park Service
12201 Sunrise Valley Drive
Mailstop 2C404
Reston, VA 20192
Office - 202.354.1453
Mobile - 202.641.3445

Shaun M. Cavanaugh
Chief Information Security Officer
National Park Service
12201 Sunrise Valley Drive
Mailstop 2C404
Reston, VA 20192
Office - 202.354.1453
Mobile - 202.641.3445

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[image: image1.JPG]

[image: image2.JPG]

[image: image3.PNG]

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<image2.JPG>

<image3.PNG>

NationalParkService

@NatIParkService
America's Best Idea. #FindYourPark
#NPS100 RT/follow/likes#endorsement
417 locations
nps.gov
View on Periscope
Joined April 2009
Born on August 25

Tweet to NationalParkService



Tweets Tweets & replies Media

NationalParkService Retweeted
Binyamin Appelbaum @BCAppelbaum · 5h
Compare the crowds: 2009 inauguration at left, 2017 inauguration at right.
#Inauguration



1.4K 34K 34K

NationalParkService Retweeted
Anne Trumble @annetrumble · 1h
Civil rights, climate change, and health care scrubbed clean from White House website. Not a trace.



Who to follow - Refresh - View all

- Liz Allen** @LizMarieAllen Follow
- Jason Lloyd** @JasonLloydSA Follow
- jenfriedman13** @jenfnedma... Follow

Find friends

New York Trends - Change

- #YoureHired**
Good luck, President Trump. Manufacturers are ready to get to work.
Promoted by Nat Assoc of Mfg
- Delaware**
18.9K Tweets
- Jaden Smith**
9,072 Tweets
- Jackie Kennedy**
19.4K Tweets
- Pro Bowl**
2,293 Tweets
- Joint Base Andrews**
10.9K Tweets
- Hillary and Bill Clinton**
10.5K Tweets
- #Bellator170**
4,447 Tweets
- #TheFlash**
@THR is Tweeting about this

Login history

If you see any suspicious activity from an app, go to the [Apps tab](#) to revoke its access. In some cases the IP location may differ from your physical location. [Learn more](#)

APP	DATE & TIME	IP LOCATION
Twitter for Android	Jan 20, 2017 5:22 PM	(b) (7)(A) United States
Twitter for iPhone	Jan 20, 2017 5:21 PM	(b) (7)(A) United States
Twitter.com	Jan 20, 2017 5:21 PM	(b) (7)(A) United States
Twitter for Android	Jan 20, 2017 5:20 PM	(b) (7)(A) United States
Twitter.com	Jan 20, 2017 5:15 PM	(b) (7)(A) United States
Twitter.com	Jan 20, 2017 5:13 PM	(b) (7)(A) United States
Twitter for iPhone	Jan 20, 2017 5:00 PM	(b) (7)(A) United States
iOS	Jan 20, 2017 4:16 PM	(b) (7)(A) United States
Sprout Social	Jan 20, 2017 4:12 PM	(b) (7)(A) United States
Twitter for iPad	Jan 20, 2017 3:53 PM	(b) (7)(A) United States
Twitter for Android	Jan 20, 2017 3:30 PM	(b) (7)(A) United States

IP

Decimal

Hostname

ASN

ISP

Organization

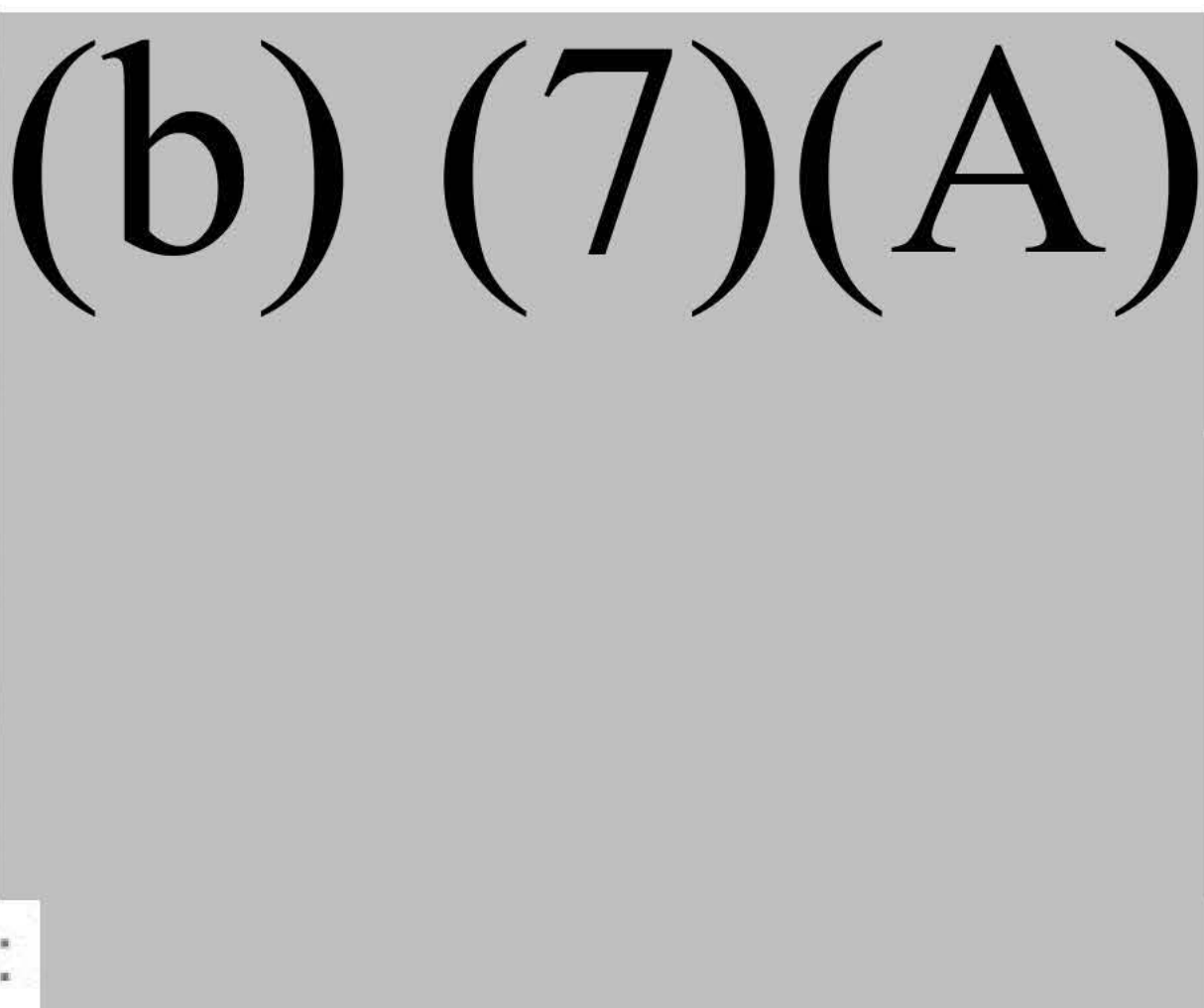
Services:

Type: [Broadband](#)

Assignment: [Static IP](#)

Blacklist:

[Blacklist Check](#)



(b) (7)(A)

(b) (7)(A)

Geolocation Information

Continent: North America

Country: United States 🇺🇸

State/Region

City

Latitude

Longitude

Postal Code

Conversation Contents

Draft briefing memo on Twitter incident

Attachments:

/20. Draft briefing memo on Twitter incident/1.1 Briefing Statement - Twitter incident.docx

"Slayton, April" <april_slayton@nps.gov>

From: "Slayton, April" <april_slayton@nps.gov>
Sent: Sun Jan 22 2017 13:50:26 GMT-0700 (MST)
To: Michael Reynolds <Michael_Reynolds@nps.gov>, Herbert Frost <bert_frost@nps.gov>, Lena McDowall <lena_mcdowall@nps.gov>, "Beverly (Grace) Stephens" <grace_stephens@nps.gov>, Alexa Viets <alexa_viets@nps.gov>
Subject: Draft briefing memo on Twitter incident
Attachments: Briefing Statement - Twitter incident.docx

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Tomorrow, I'd like to share this with the incoming DOI Office of Communications staff and with Maureen Foster.

Thanks,

April

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

"Stephens, Beverly (Grace)" <grace_stephens@nps.gov>

From: "Stephens, Beverly (Grace)" <grace_stephens@nps.gov>
Sent: Sun Jan 22 2017 13:55:42 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
Subject: Re: Draft briefing memo on Twitter incident

that's a good briefing statement!

i caught one typo

last bullet - says "immediate"

think it should be "immediately"

On Sun, Jan 22, 2017 at 3:50 PM, Slayton, April <april_slayton@nps.gov> wrote:

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April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

--

Grace Stephens
Office of the Chief Financial Officer
National Park Service
(202) 208-4228 (o)
(202) 538-5597 (c)

"Frost, Herbert" <bert_frost@nps.gov>

From: "Frost, Herbert" <bert_frost@nps.gov>
Sent: Sun Jan 22 2017 14:12:21 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
CC: Michael Reynolds <Michael_Reynolds@nps.gov>, Lena McDowall <lena_mcdowall@nps.gov>, "Beverly (Grace) Stephens" <grace_stephens@nps.gov>, Alexa Viets <alexa_viets@nps.gov>
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Bert

Herbert C. Frost, Ph.D.
Acting Deputy Director, Operations
National Park Service

202-208-3818 - Office

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April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

"Slayton, April" <april_slayton@nps.gov>

From: "Slayton, April" <april_slayton@nps.gov>
Sent: Sun Jan 22 2017 14:15:37 GMT-0700 (MST)
To: "Stephens, Beverly (Grace)" <grace_stephens@nps.gov>
Subject: Re: Draft briefing memo on Twitter incident

Thank you, and I noted the edit. :-)

--
April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

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Office of the Chief Financial Officer
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(202) 208-4228 (o)
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"Slayton, April" <april_slayton@nps.gov>

From: "Slayton, April" <april_slayton@nps.gov>
Sent: Sun Jan 22 2017 14:17:40 GMT-0700 (MST)
To: "Frost, Herbert" <bert_frost@nps.gov>
CC: Michael Reynolds <Michael_Reynolds@nps.gov>, Lena McDowall <lena_mcdowall@nps.gov>, "Beverly (Grace) Stephens" <grace_stephens@nps.gov>, Alexa Viets <alexa_viets@nps.gov>
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It would also be an opportunity to tell that to expect a further request from OCOMM to provide a POC for each park/region/program's social media accounts with after hours contact information.

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April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

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April Slayton
Assistant Director for Communications
National Park Service

"Reynolds, Michael" <michael_reynolds@nps.gov>

From: "Reynolds, Michael" <michael_reynolds@nps.gov>
Sent: Sun Jan 22 2017 15:50:53 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
CC: "Frost, Herbert" <bert_frost@nps.gov>, Lena McDowall <lena_mcdowall@nps.gov>, "Beverly (Grace) Stephens" <grace_stephens@nps.gov>, Alexa Viets <alexa_viets@nps.gov>
Subject: Re: Draft briefing memo on Twitter incident

yes we need to do this and document everything that went down....twitter or not!

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April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

--
Michael Reynolds
National Park Service
Acting Director
1849 C Street NW Ste. 3110
Washington, DC 20240
(202) 208 4621
(202) 208 3818
michael_reynolds@nps.gov



DRAFT Briefing Statement FY 2017

Bureau: National Park Service
Issue: Twitter retweets during inauguration
Program/Park: WASO

Key Points

- The National Park Service is actively investigating the situation to identify the individual who retweeted two tweets related to the inauguration from the NPS national Twitter account that were inappropriate for the NPS Twitter account.
- **Official NPS statement:** The two tweets posted on the National Park Service's social media account today were inappropriate and inconsistent with the agency's overall approach to engaging the public through social media. Moving forward, the agency will provide better guidance to all employees who post to official NPS social media accounts about best practices and appropriate content for posts and retweets. We apologize for these tweets and pledge to maintain the highest standards for our social media content moving forward.

Background

- Around 4:40 pm ET on January 20, NPS Office of Communications (OCOMM) staff was contacted by multiple trusted sources sharing concern about two retweets from the national NPS Twitter account, @natlparkservice.
- External media sources reported on the retweets, and NPS engaged with DOI's Office of Communications (OCO).
- NPS OCOMM immediately engaged our social media team, confirming that no one with access to @natlparkservice in Washington posted the retweets.
- Multiple individuals have access to the @natlparkservice account credentials (Twitter only provides one set of creds per account). OCOMM began to check with others outside of Washington with access to the credentials in an attempt to identify the source of the retweets.
- Around 5:10 pm ET, DOI OCO sent a directive to all bureaus to immediately stop tweeting until further notice. NPS forwarded this information to all regional communications offices nationwide to disperse this message to parks with Twitter accounts (193 parks have registered Twitter accounts)
 - On Saturday, January 22, NPS received updated guidance from DOI OCO indicating that national, park and program social media posting could resume.
 - NPS then posted a tweet on its national account indicating that it would resume posting. "We regret the mistaken RTs from our account yesterday and look forward to continuing to share the beauty and history of our parks with you"
 - DOI subsequently asked to see the content of posts for the NPS national Twitter account before it is posted for the following 48 hours, and NPS is following through on that request.

- NPS OCOMM also changed the password for the national Twitter and Facebook accounts and restricted access to a single point of contact in Washington, DC. It will not be shared with any other staff until the current situation is resolved.
- NPS OCOMM also sent guidance on Saturday, January 21 to all NPS park and program social media contacts recommending that they immediately change their passwords and review the list of staff who have access to their accounts.
- Using Twitter's account dashboard, which includes a list of IPs and OS used for recent account access, we traced the IP address used for the two questionable posts to an ISP in the San Bruno, CA, area and checked all possible NPS social media points of contacts in that area. None indicated that they had been active on NPS Twitter accounts on January 20.
- Initially, NPS OCOMM suspected that this incident was an accidental cross-posting from a personal Twitter account (this has happened on multiple occasions in the past with other NPS social media accounts). However, after additional review NPS OCOMM was concerned that the account may have been compromised. Consequently, NPS OCOMM contacted NPS IT security staff and requested that they investigate this as a potential security incident.

Current Status

- **Investigation in process:** NPS OCOMM will work closely with IT security specialists to support an investigation of these posts.
- **Possibly related park Twitter intrusion:** The social media manager at Klondike Gold Rush National Historical Park, Seattle Unit received an automated email from Twitter Thursday night, asking if she had changed the email address associated with the account. It indicated that the password had been changed using an IP address from "Santa Cruz or Clara, CA". The IP that posted our retweets was from the San Bruno area, which is about an hour away from those locations. NPS OCOMM is concerned that this proximity and the related nature of these two incidents may not be a coincidence. NPS IT security has been provided this related information.
- **Updated social media guidance for parks and programs:** NPS OCOMM will immediately begin a review of social media guidance for parks and programs to ensure that appropriate information about appropriate tweet and retweet content is up to date and relevant.
- **Improving communications channels for social media contacts:** NPS OCOMM will immediately begin the process of developing a national list of social media primary POC's for all parks and programs with active social media presences to ensure that we can quickly communicate important information with the account managers in cases of security or content related issues.

Contact Person: Assistant Director for Communications April Slayton, april_slayton@nps.gov, 202-208-4995

Last Updated: January 22, 2017

Conversation Contents

tomorrow

"Slayton, April" <april_slayton@nps.gov>

From: "Slayton, April" <april_slayton@nps.gov>
Sent: Sun Jan 22 2017 14:21:04 GMT-0700 (MST)
To: "Newman, Sara" <Sara_Newman@nps.gov>
CC: Kathy Kupper <kathy_kupper@nps.gov>
Subject: tomorrow

Dear Sara,
I hate to do this, but I am not going to be able to participate in the Healthy Parks Healthy People meeting tomorrow. I'm sure you saw the media coverage of our NPS Twitter account over the past two days, and we are still trying to determine who posted those unauthorized retweets. I need to meet with the new political staff at DOI and try to recover from this less than excellent first impression. Kathy should be able to attend and will be a great help to the team. I'll also get a full readout from her after the meetings. I'm really sorry - I would MUCH rather be with you guys than handling this unfortunate situation!
All the best,
April

--
April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

Sara Newman <sara_newman@nps.gov>

From: Sara Newman <sara_newman@nps.gov>
Sent: Sun Jan 22 2017 14:51:21 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
CC: Kathy Kupper <kathy_kupper@nps.gov>, Diana Allen <Diana_Allen@nps.gov>
Subject: Re: tomorrow

I completely understand April. No worries at all! I know we are in great hands with Kathy. Please take care

Sara B. Newman, DrPH, MCP
Captain
United States Public Health Service
Director, Office of Public Health
Office: 202-513-7225
Mobile: 202-222-8608

On Jan 22, 2017, at 4:21 PM, Slayton, April <april_slayton@nps.gov> wrote:

Dear Sara,
I hate to do this, but I am not going to be able to participate in the Healthy Parks Healthy People meeting tomorrow. I'm sure you saw the media coverage of our NPS Twitter account over the past two days, and we are still trying to determine who posted those unauthorized retweets. I need to meet with the new political staff at DOI and try to recover from this less than excellent first impression. Kathy should be able to attend and will be a great help to the team. I'll also get a full readout from her after the meetings. I'm really sorry - I would MUCH rather be with you guys than handling this unfortunate situation!
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April Slayton
Assistant Director for Communications
National Park Service
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Conversation Contents

Draft briefing paper for quick review

Attachments:

/22. Draft briefing paper for quick review/1.1 Briefing Statement - Twitter incident.docx

/22. Draft briefing paper for quick review/4.1 Briefing Statement - Twitter incident TC Input.docx

"Slayton, April" <april_slayton@nps.gov>

From: "Slayton, April" <april_slayton@nps.gov>
Sent: Sun Jan 22 2017 06:19:37 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Draft briefing paper for quick review
Attachments: Briefing Statement - Twitter incident.docx

Please take a look at the attached DRAFT briefing paper on the Twitter incident

--
April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sun Jan 22 2017 06:51:29 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
Subject: Re: Draft briefing paper for quick review

Looks good. I'm going to fire up the laptop here in a moment to give it a good scrub.

Tom Crosson
NPS Public Affairs

On Jan 22, 2017, at 8:20 AM, Slayton, April <april_slayton@nps.gov> wrote:

Please take a look at the attached DRAFT briefing paper on the Twitter incident

--
April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

<Briefing Statement - Twitter incident.docx>

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sun Jan 22 2017 06:55:21 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Draft briefing paper for quick review

Works for me. Found one edit. Points is spelled ponts in this paragraph:

• Using Twitter's account dashboard, which includes a list of IPs and OS used for recent account access, we traced the IP address used for the two questionable posts to an ISP in the San Bruno, CA, area and checked all possible NPS social media points of contacts in that area. None indicated that they had been active on NPS Twitter accounts on January 20.

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April Slayton
Assistant Director for Communications
National Park Service
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<Briefing Statement - Twitter incident.docx>

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sun Jan 22 2017 08:41:36 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: RE: Draft briefing paper for quick review
Attachments: Briefing Statement - Twitter incident TC Input.docx

Couple of comments.....

From: Slayton, April [mailto:april_slayton@nps.gov]
Sent: Sunday, January 22, 2017 8:20 AM
To: Thomas Crosson; Tim Cash; Amber Smigiel
Subject: Draft briefing paper for quick review

Please take a look at the attached DRAFT briefing paper on the Twitter incident

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sun Jan 22 2017 09:37:27 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>
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Thanks - Amber can you help me draft one addition key point that highlights that these 2 RTs are abnormal when compared to our standard tweets and retweets? For example, it is unusual for us to retweet a group we don't work with regularly or a reporter, correct?

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Assistant Director for Communications
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To: April Slayton <april_slayton@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Draft briefing paper for quick review

Hmmm. I'm not sure how to phrase that. We don't retweet anything that doesn't include park-verified information? If a reporter worked on a story with us, that is something I would RT so I don't feel comfortable saying that we never do it.

Sent from my iPhone

On Jan 22, 2017, at 11:37 AM, April Slayton <april_slayton@nps.gov> wrote:

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Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

<Briefing Statement - Twitter incident.docx>

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sun Jan 22 2017 10:12:50 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Draft briefing paper for quick review

Looks good to me.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

On Jan 22, 2017, at 7:20 AM, Slayton, April <april_slayton@nps.gov> wrote:

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--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

<Briefing Statement - Twitter incident.docx>

DRAFT Briefing Statement FY 2017

Bureau: National Park Service
Issue: Twitter retweets during inauguration
Program/Park: WASO

Key Points

- The National Park Service is actively investigating the situation to identify the individual who retweeted two tweets related to the inauguration from the NPS national Twitter account that were inappropriate for the NPS Twitter account.
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Contact Person: Assistant Director for Communications April Slayton, april_slayton@nps.gov, 202-208-4995

Last Updated: January 22, 2017

DRAFT Briefing Statement FY 2017

Bureau: National Park Service
Issue: Twitter retweets during inauguration
Program/Park: WASO

Key Points

- The National Park Service is actively investigating the situation to identify the individual who retweeted two tweets related to the inauguration from the NPS national Twitter account that were inappropriate for the NPS Twitter account.
- **Official NPS statement:** The two tweets posted on the National Park Service's social media account today were inappropriate and inconsistent with the agency's overall approach to engaging the public through social media. Moving forward, the agency will provide better guidance to all employees who post to official NPS social media accounts about best practices and appropriate content for posts and retweets. We apologize for these tweets and pledge to maintain the highest standards for our social media content moving forward.

Background

- Around 4:40 pm ET on January 20, NPS Office of Communications (OCOMM) staff was contacted by multiple trusted sources sharing concern about two retweets from the national NPS Twitter account, @natlparkservice.
- External media sources reported on the retweets, and NPS engaged with DOI's Office of Communications (OCO).
- NPS OCOMM immediately engaged our social media team, confirming that no one with access to @natlparkservice in Washington posted the retweets.
- Multiple individuals have access to the @natlparkservice account credentials (Twitter only provides one set of creds per account). OCOMM began to check with others outside of Washington with access to the credentials in an attempt to identify the source of the retweets.
- Around 5:10 pm ET, DOI OCO sent a directive to all bureaus to immediately stop tweeting until further notice. NPS forwarded this information to all regional communications offices nationwide to disperse this message to parks with Twitter accounts (193 parks have registered Twitter accounts)
 - On Saturday, January 22, NPS received updated guidance from DOI OCO indicating that national, park and program social media posting could resume.
 - NPS then posted a tweet on its national account indicating that it would resume posting. "We regret the mistaken RTs from our account yesterday and look forward to continuing to share the beauty and history of our parks with you"
 - DOI subsequently asked to see the content of posts for the NPS national Twitter account before it is posted for the following 48 hours, and NPS is following through on that request.

Comment [CTC1]: Should we mark the difference between career staff and incoming political?

Comment [CTC2]: This doesn't flow with the bullet above it. Perhaps the first bullet could be that we established communications with DOI OCO. The Second bullet can be that we scrubbed the list of folks who had access to that account and by our best determination, none of them retweeted the tweets.

Comment [CTC3]: Policy and inaugural-related posts

- NPS OCOMM also changed the password for the national Twitter and Facebook accounts and restricted access to a single point of contact in Washington, DC. It will not be shared with any other staff until the current situation is resolved.
- NPS OCOMM also sent guidance on Saturday, January 21 to all NPS park and program social media contacts recommending that they immediately change their passwords and review the list of staff who have access to their accounts.
- Using Twitter's account dashboard, which includes a list of IPs and OS used for recent account access, we traced the IP address used for the two questionable posts to an internet service provider (ISP) in the San Bruno, CA, area and checked all possible NPS social media points of contacts in that area. None indicated that they had been active on NPS Twitter accounts on January 20.
- Initially, NPS OCOMM suspected that this incident was an accidental cross-posting from a personal Twitter account (this has happened on multiple occasions in the past with other NPS social media accounts). However, after additional review NPS OCOMM was concerned that the account may have been compromised. Consequently, NPS OCOMM contacted NPS IT security staff and requested that they investigate this as a potential security incident.

Comment [CTC4]: directing them to immediately.... ?

Current Status

- **Investigation in process:** NPS OCOMM will work closely with IT security specialists to support an investigation of these posts.
- **Possibly related park Twitter intrusion:** The social media manager at Klondike Gold Rush National Historical Park, Seattle Unit received an automated email from Twitter Thursday night, asking if she had changed the email address associated with the account. It indicated that the password had been changed using an IP address from "Santa Cruz or Clara, CA". The IP that posted our retweets was from the San Bruno area, which is about an hour away from those locations. NPS OCOMM is concerned that this proximity and the related nature of these two incidents may not be a coincidence. NPS IT security has been provided this related information.
- **Updated social media guidance for parks and programs:** NPS OCOMM will immediately begin a review of social media guidance for parks and programs to ensure that appropriate information about appropriate tweet and retweet content is up to date and relevant.
- **Improving communications channels for social media contacts:** NPS OCOMM will immediately begin the process of developing a national list of social media primary POC's for all parks and programs with active social media presences to ensure that we can quickly communicate important information with the account managers in cases of security or content related issues.

Formatted: Font: (Default) Arial, 11 pt

Contact Person: Assistant Director for Communications April Slayton, april_slayton@nps.gov, 202-208-4995

Last Updated: January 22, 2017



Conversation Contents

Mount Rainer Tweet

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sun Jan 22 2017 06:51:52 GMT-0700 (MST)
To: Tom Crosson <thomas_crosson@nps.gov>, april_slayton@nps.gov,
tim_cash@nps.gov
Subject: Mount Rainer Tweet

Not sure this was necessary:

<https://twitter.com/mountrainiernps/status/823000446809690112>

Sent from my iPhone

Conversation Contents

KLSE Twitter Account Apparently Hacked

"Munoz, Andrew" <andrew_munoz@nps.gov>

From: "Munoz, Andrew" <andrew_munoz@nps.gov>
Sent: Fri Jan 20 2017 13:02:59 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: April Slayton <april_slayton@nps.gov>, Craig Dalby <craig_dalby@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, Julie Fonseca de Borges <julie_fonseca_de_borges@nps.gov>, "Burkhart, Stephanie" <stephanie_burkhart@nps.gov>
Subject: KLSE Twitter Account Apparently Hacked

Amber:

Do you have anyone we can contact at Twitter who can help us expedite the process to regain control of the park's account? Last night the password was changed. The park doesn't know by whom. Nothing has been post to the account, but the park is locked out. They have submitted a trouble ticket to Twitter.

- Andrew

Andrew S. Muñoz

Regional Spokesman & FOIA Program Manager

National Park Service
Pacific West Region, Office of Public Information

206 220-4260 phone
206 475-4598 cell
andrew_munoz@nps.gov

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 10:48:51 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
Subject: Fwd: KLSE Twitter Account Apparently Hacked

Sent from my iPhone

Begin forwarded message:

From: "Munoz, Andrew" <andrew_munoz@nps.gov>
Date: January 20, 2017 at 3:02:59 PM EST
To: Amber Smigiel <amber_smigiel@nps.gov>
Cc: April Slayton <april_slayton@nps.gov>, Craig Dalby <craig_dalby@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, Julie Fonseca de Borges <julie_fonseca_de_borges@nps.gov>, "Burkhart, Stephanie" <stephanie_burkhart@nps.gov>
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Andrew S. Muñoz

Regional Spokesman & FOIA Program Manager

National Park Service
Pacific West Region, Office of Public Information

206 220-4260 phone
206 475-4598 cell
andrew_munoz@nps.gov

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 11:02:46 GMT-0700 (MST)
To: andrew_munoz@nps.gov
CC: April Slayton <april_slayton@nps.gov>
Subject: Re: KLSE Twitter Account Apparently Hacked

Andrew, can you give me a contact at the park with whom I can discuss this?

Thank you,
Tim

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
[\(202\) 436-6206](tel:(202)436-6206)
www.nps.gov

On Jan 21, 2017, at 11:48 AM, April Slayton <april_slayton@nps.gov> wrote:

Sent from my iPhone

Begin forwarded message:

From: "Munoz, Andrew" <andrew_munoz@nps.gov>
Date: January 20, 2017 at 3:02:59 PM EST
To: Amber Smigiel <amber_smigiel@nps.gov>
Cc: April Slayton <april_slayton@nps.gov>, Craig Dalby <craig_dalby@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, Julie Fonseca de Borges <julie_fonseca_de_borges@nps.gov>, "Burkhart, Stephanie" <stephanie_burkhart@nps.gov>
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206 475-4598 cell
andrew_munoz@nps.gov

Andrew Munoz <andrew_munoz@nps.gov>

From: Andrew Munoz <andrew_munoz@nps.gov>
Sent: Sat Jan 21 2017 19:57:35 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: April Slayton <april_slayton@nps.gov>, julie_fonseca_de_borges@nps.gov
Subject: Re: KLSE Twitter Account Apparently Hacked

Julie Fonseca de Borges <julie_fonseca_de_borges@nps.gov>,

On Jan 21, 2017, at 10:02 AM, Tim Cash <tim_cash@nps.gov> wrote:

Andrew, can you give me a contact at the park with whom I can discuss this?

Thank you,
Tim

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

Sent from my iPhone

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Sent from my iPhone

Begin forwarded message:

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Date: January 20, 2017 at 3:02:59 PM EST
To: Amber Smigiel <amber_smigiel@nps.gov>
Cc: April Slayton <april_slayton@nps.gov>, Craig Dalby <craig_dalby@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, Julie Fonseca de Borges <julie_fonseca_de_borges@nps.gov>, "Burkhart, Stephanie" <stephanie_burkhart@nps.gov>
Subject: KLSE Twitter Account Apparently Hacked

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Regional Spokesman & FOIA Program Manager

National Park Service
Pacific West Region, Office of Public Information

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206 475-4598 cell
andrew_munoz@nps.gov

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>

Sent: Sat Jan 21 2017 21:05:12 GMT-0700 (MST)
To: Andrew Munoz <andrew_munoz@nps.gov>
CC: April Slayton <april_slayton@nps.gov>, "julie_fonseca_de_borges@nps.gov" <julie_fonseca_de_borges@nps.gov>, Charles Beall <charles_beall@nps.gov>
Subject: Re: KLSE Twitter Account Apparently Hacked

Thanks, Andrew. Julie and I spoke tonight, I very much appreciate the helpful information that she shared about the situation. We're also trying to get the KLSE access issue resolved ASAP.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

On Jan 21, 2017, at 8:57 PM, Andrew Munoz <andrew_munoz@nps.gov> wrote:

Julie Fonseca de Borges <julie_fonseca_de_borges@nps.gov>,

On Jan 21, 2017, at 10:02 AM, Tim Cash <tim_cash@nps.gov> wrote:

Andrew, can you give me a contact at the park with whom I can discuss this?

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Tim

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Sent from my iPhone

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Sent from my iPhone

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To: Amber Smigiel <amber_smigiel@nps.gov>
Cc: April Slayton <april_slayton@nps.gov>, Craig Dalby <craig_dalby@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, Julie Fonseca de Borges <julie_fonseca_de_borges@nps.gov>, "Burkhart, Stephanie" <stephanie_burkhart@nps.gov>
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Pacific West Region, Office of Public Information

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206 475-4598 cell
andrew_munoz@nps.gov

Andrew Munoz <andrew_munoz@nps.gov>

From: Andrew Munoz <andrew_munoz@nps.gov>
Sent: Sat Jan 21 2017 21:22:12 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: April Slayton <april_slayton@nps.gov>, "julie_fonseca_de_borges@nps.gov" <julie_fonseca_de_borges@nps.gov>, Charles Beall <charles_beall@nps.gov>
Subject: Re: KLSE Twitter Account Apparently Hacked

Thanks Tim. We appreciate the help!

Sent from my iPhone

On Jan 21, 2017, at 8:07 PM, Tim Cash <tim_cash@nps.gov> wrote:

Thanks, Andrew. Julie and I spoke tonight, I very much appreciate the helpful information that she shared about the situation. We're also trying to get the KLSE access issue resolved ASAP.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
[\(202\) 436-6206](tel:(202)436-6206)
www.nps.gov

On Jan 21, 2017, at 8:57 PM, Andrew Munoz <andrew_munoz@nps.gov> wrote:

Julie Fonseca de Borges <julie_fonseca_de_borges@nps.gov>,

On Jan 21, 2017, at 10:02 AM, Tim Cash <tim_cash@nps.gov> wrote:

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Tim

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<thomas_crosson@nps.gov>, Julie Fonseca de Borges <julie_fonseca_de_borges@nps.gov>, "Burkhart, Stephanie" <stephanie_burkhart@nps.gov>

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andrew_munoz@nps.gov

Conversation Contents

Fwd: Inauguration social media incident

Attachments:

/25. Fwd: Inauguration social media incident/1.1 image1.JPG
/25. Fwd: Inauguration social media incident/1.2 image2.JPG
/25. Fwd: Inauguration social media incident/1.3 image3.PNG

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 16:43:41 GMT-0700 (MST)
To: Michael Reynolds <Michael_Reynolds@nps.gov>, Herbert Frost <bert_frost@nps.gov>, Maureen Foster <maureen_foster@nps.gov>
Subject: Fwd: Inauguration social media incident
Attachments: image1.JPG image2.JPG image3.PNG

FYI only, This is the summary that was provided to IT security today.

Sent from my iPhone

Begin forwarded message:

From: Tim Cash <tim_cash@nps.gov>
To: Shaun Cavanaugh <shaun_cavanaugh@nps.gov>
Cc: "shane_compton@nps.gov" <shane_compton@nps.gov>, April Slayton <april_slayton@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Inauguration social media incident

Shaun,

Thank you for replying to my unexpected text this morning. I'm sorry to have bothered you on a weekend, but as we discussed, this situation has risen to a point that I felt it appropriate to contact you directly and immediately.

A (long) synopsis of the situation:

- Around 4:40 pm ET yesterday (January 20), I was contacted by multiple trusted sources sharing concern about a couple of retweets from the national NPS Twitter account (@natlparkservice, <https://www.twitter.com/NatIParkService>) that had been recently posted (screen capture attached).
- During those conversations, I received a call from AD for Communications April Slayton saying that external media sources were picking up the retweets, and that DOI was aware.
- I immediately contacted our Social Media Specialist Amber Smigiel to investigate and ask that she stop tweeting. Amber indicated that she had not posted the retweets. Multiple individuals have access to the account credentials (Twitter only provides one set of creds per account), so Amber started checking with other posters to verify who posted the retweets.
- Around 5:10 pm ET, DOI sent a directive to all bureaus to immediately stop tweeting until further notice. (This directive was lifted today.)
- After reviewing the account, I asked Amber to change the password and not share it until the situation was resolved.
- Twitter's account dashboard includes a list of IPs and OS used for recent account access (screen capture attached). We traced the IP to an ISP in the San Bruno, CA, area (screen capture attached), and checked all possible contacts in that area. All leads have so far failed.
- We also locked down access to all other national social media accounts. Today, guidance was sent to parks and programs suggesting that they immediately change their passwords and review who has access to their accounts.
- Although this initially appeared to be an accidental cross-posting from a personal account (this has happened on multiple occasions in the past with other NPS social media accounts), we are now concerned that the account may have been compromised but have no way to verify. After consulting with April, we determined it best to share this information with you for investigation as a potential security incident.
- Tangentially related, a PWR park reported today that they believe that their account has been compromised. I'm waiting now for more information from the region/park and will report it as well if need.

Thank you for reviewing this information. Obviously, this has become a very sensitive issue, especially since the President has gotten directly involved and contacted Acting Director Mike Reynolds concerned about one of the images that was retweeted.

Thank you very much for personally shepherding this, Shaun. As we discussed, I've cc'd both Shane and April for awareness as well as Amber so she can track this conversation.

Please let us know what we need to do and if you need any additional information. You have my cell, call anytime day or night.

Very sincerely,
Tim

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

image1.JPG

image2.JPG

image3.PNG

NationalParkService

@NatIParkService
America's Best Idea. #FindYourPark
#NPS100 RT/follow/likes#endorsement
417 locations
nps.gov
View on Periscope
Joined April 2009
Born on August 25

Tweet to NationalParkService



Tweets Tweets & replies Media

NationalParkService Retweeted
Binyamin Appelbaum @BCAppelbaum · 5h
Compare the crowds: 2009 inauguration at left, 2017 inauguration at right.
#Inauguration



1.4K 34K 34K

NationalParkService Retweeted
Anne Trumble @annetrumble · 1h
Civil rights, climate change, and health care scrubbed clean from White House website. Not a trace.



Who to follow - Refresh - View all

- Liz Allen** @LizMarieAllen Follow
- Jason Lloyd** @JasonLloydSA Follow
- jenfriedman13** @jenfnedma... Follow

Find friends

New York Trends - Change

#YoureHired
Good luck, President Trump. Manufacturers are ready to get to work.
Promoted by Nat Assoc of Mfg

Delaware
18.9K Tweets

Jaden Smith
9,072 Tweets

Jackie Kennedy
19.4K Tweets

Pro Bowl
2,293 Tweets

Joint Base Andrews
10.9K Tweets

Hillary and Bill Clinton
10.5K Tweets

#Bellator170
4,447 Tweets

#TheFlash
@THR is Tweeting about this

Login history

If you see any suspicious activity from an app, go to the [Apps tab](#) to revoke its access. In some cases the IP location may differ from your physical location. [Learn more](#)

APP	DATE & TIME	IP LOCATION
Twitter for Android	Jan 20, 2017 5:22 PM	(b) (7)(A) United States
Twitter for iPhone	Jan 20, 2017 5:21 PM	(b) (7)(A) United States
Twitter.com	Jan 20, 2017 5:21 PM	(b) (7)(A) United States
Twitter for Android	Jan 20, 2017 5:20 PM	(b) (7)(A) United States
Twitter.com	Jan 20, 2017 5:15 PM	(b) (7)(A) United States
Twitter.com	Jan 20, 2017 5:13 PM	(b) (7)(A) United States
Twitter for iPhone	Jan 20, 2017 5:00 PM	(b) (7)(A) United States
iOS	Jan 20, 2017 4:16 PM	(b) (7)(A) United States
Sprout Social	Jan 20, 2017 4:12 PM	(b) (7)(A) United States
Twitter for iPad	Jan 20, 2017 3:53 PM	(b) (7)(A) United States
Twitter for Android	Jan 20, 2017 3:30 PM	(b) (7)(A) United States

IP

Decimal

Hostname

ASN

ISP

Organization

Services:

Type: [Broadband](#)

Assignment: [Static IP](#)

Blacklist:

(b) (7)(A)

Geolocation Information

Continent: North America

Country: United States 🇺🇸

State/Region

City

Latitude

Longitude

Postal Code

(b) (7)(A)

Conversation Contents

Proposed Tweet

Attachments:

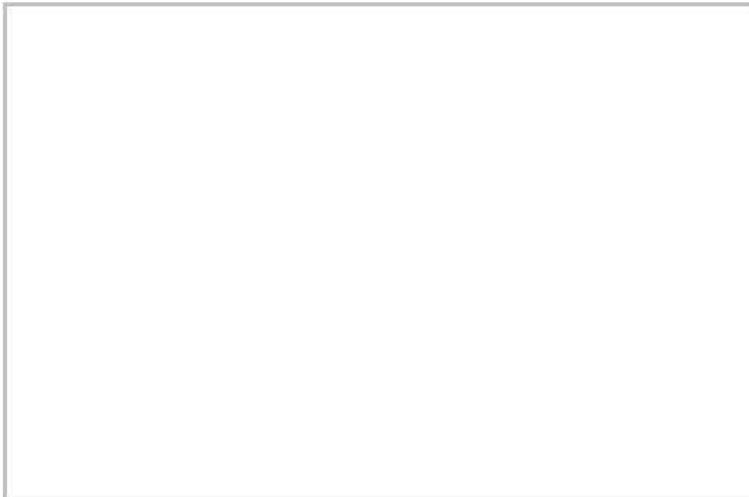
/26. Proposed Tweet/1.1 Screen Shot 2017-01-21 at 4.02.54 PM.png

/26. Proposed Tweet/2.1 Screen Shot 2017-01-21 at 4.02.54 PM.png

/26. Proposed Tweet/3.1 Screen Shot 2017-01-21 at 4.02.54 PM.png

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 14:04:20 GMT-0700 (MST)
To: Tom Crosson <thomas_crosson@nps.gov>, "Slayton, April" <april_slayton@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>
Subject: Proposed Tweet
Attachments: Screen Shot 2017-01-21 at 4.02.54 PM.png



Here is the FB post: <https://www.facebook.com/nationalparkservice/posts/10154112053366389>

Please let me know if this is ok to tweet!

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>

Sent: Sat Jan 21 2017 14:05:52 GMT-0700 (MST)
To: Tom Crosson <thomas_crosson@nps.gov>, "Slayton, April" <april_slayton@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>
Subject: Re: Proposed Tweet
Attachments: Screen Shot 2017-01-21 at 4.02.54 PM.png

Except I will spell Voyageurs correctly!

On Sat, Jan 21, 2017 at 4:04 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:



Here is the FB post: <https://www.facebook.com/nationalparkservice/posts/10154112053366389>

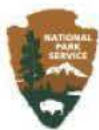
Please let me know if this is ok to tweet!

—
Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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—
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www.nps.gov



Follow America's Best Idea
[Facebook](#) [Twitter](#) [Instagram](#) [YouTube](#) [Flickr](#)

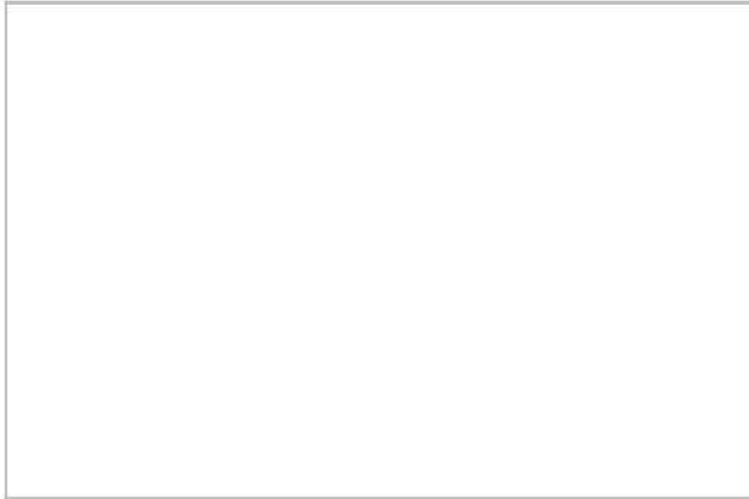
Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 14:10:29 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: "Slayton, April" <april_slayton@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Proposed Tweet
Attachments: Screen Shot 2017-01-21 at 4.02.54 PM.png

Got it. Staffing it.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 4:04 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:



Here is the FB post: <https://www.facebook.com/nationalparkservice/posts/10154112053366389>

Please let me know if this is ok to tweet!

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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 14:16:17 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: "Slayton, April" <april_slayton@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Proposed Tweet

Good to go. All clear.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 4:05 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

Except I will spell Voyageurs correctly!

On Sat, Jan 21, 2017 at 4:04 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:
<Screen Shot 2017-01-21 at 4.02.54 PM.png>

Here is the FB post: <https://www.facebook.com/nationalparkservice/posts/10154112053366389>

Please let me know if this is ok to tweet!

--

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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--

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
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Check out some of the elusive animals caught on camera in [#VoyagersNP](#)
<https://www.facebook.com/nationalparkservice/posts/10154112053366389>
[#FindYourPark](#)



Add description



Add description

 Who's in these photos?



GIF



33

 Tweet

Check out some of the elusive animals caught on camera in [#VoyagersNP](#)
<https://www.facebook.com/nationalparkservice/posts/10154112053366389>
[#FindYourPark](#)



Add description



Add description

 Who's in these photos?



GIF



33

 Tweet

Check out some of the elusive animals caught on camera in [#VoyagersNP](#)
<https://www.facebook.com/nationalparkservice/posts/10154112053366389>
[#FindYourPark](#)



Add description



Add description

 Who's in these photos?



GIF



33

 Tweet

Conversation Contents

Updated Social Media Guidance

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Sat Jan 21 2017 07:11:15 GMT-0700 (MST)
To: DOI_OPA_Bureau_Contacts <doi_opa_bureau_contacts@ios.doi.gov>
Subject: Updated Social Media Guidance

Good morning, FYI

Below is updated social media guidance sent to the DOI webcouncil this morning:

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

Now that social media guidance has been clarified, the Department and its bureaus should resume Twitter engagement as normal this weekend, with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation. If you have any questions about content to be posted, please contact Frank Quimby or Larry Gillick.

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 08:33:04 GMT-0700 (MST)
To: John Quinley <John_Quinley@nps.gov>, Craig Dalby <craig_dalby@nps.gov>, Andrew Munoz <andrew_munoz@nps.gov>, Stephanie Burkhart <stephanie_burkhart@nps.gov>, James Doyle <james_doyle@nps.gov>, "rick_frost@nps.gov" <rick_frost@nps.gov>, Alex Picavet <Alexandra_Picavet@nps.gov>, Christine Powell <chris_powell@nps.gov>, Jane Ahern <jane_ahern@nps.gov>, "stephanie_loeb@nps.gov" <stephanie_loeb@nps.gov>, Jennifer Mummart <jennifer_mummart@nps.gov>, Jenny Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>, Saudia Muwwakkil <saudia_muwwakkil@nps.gov>, Sally Mayberry <sally_mayberry@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Michael Reynolds <Michael_Reynolds@nps.gov>, Herbert Frost <bert_frost@nps.gov>, Maureen Foster <maureen_foster@nps.gov>
Subject: Fwd: Updated Social Media Guidance

Team,

Below is updated DOI guidance on social media use for the field. Please distribute it broadly as soon as possible.

To summarize the situation leading to this guidance, yesterday, two retweets posted on the National Park Service's main Twitter account were inconsistent with the agency's approach to engaging the public through social media.

We decided that it was critical for us to halt the use of Twitter on the main NPS account and investigate the situation involving these tweets, but the Department's communications staff issued department-wide guidance to stand down Twitter activity across the entire Department.

That social media guidance has been clarified, and effective immediately, NPS social media managers should resume social media activity, including Twitter engagement, as normal.

If you haven't already, please initiate password changes on all your social media accounts. Also, review your accounts to ensure only authorized, appropriate, and trained personnel can post from your accounts.

Additional information will be forthcoming, but in the interim, if you have any questions regarding NPS social media use and

policy, please contact me, Amber, Tom and Tom (on the cc: line).

Many thanks,

April

Sent from my iPad

Begin forwarded message:

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Date: January 21, 2017 at 9:11:15 AM EST
To: DOI_OPA_Bureau_Contacts <doi_opa_bureau_contacts@ios.doi.gov>
Subject: Updated Social Media Guidance

Good morning, FYI

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Jane Ahern <jane_ahern@nps.gov>

From: Jane Ahern <jane_ahern@nps.gov>
Sent: Sat Jan 21 2017 08:38:55 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: Re: Updated Social Media Guidance

Got it -- sending now -/ thank you

Jane Ahern
Associate Regional Director
External Affairs
National Park Service
(215)597- 0865 phone
(215)817-5870 cell
Experience Your America: Find Your Park

On Jan 21, 2017, at 10:33 AM, April Slayton <april_slayton@nps.gov> wrote:

Team,

Below is updated DOI guidance on social media use for the field. Please distribute it broadly as soon as possible.

To summarize the situation leading to this guidance, yesterday, two retweets posted on the National Park Service's main Twitter account were inconsistent with the agency's approach to engaging the public through social media.

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Additional information will be forthcoming, but in the interim, if you have any questions regarding NPS social media use and policy, please contact me, Amber, Tom and Tom (on the cc: line).

Many thanks,

April

Sent from my iPad

Begin forwarded message:

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Date: January 21, 2017 at 9:11:15 AM EST
To: DOI_OPA_Bureau_Contacts <doi_opa_bureau_contacts@ios.doi.gov>
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Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 08:41:34 GMT-0700 (MST)
To: nps_web_council@nps.gov
CC: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Fwd: Updated Social Media Guidance

All, FYI below on revised guidance as a follow-up to yesterday's message. Please maximize internal distribution of this in a way that may reach as many of our social media managers as quickly as possible.

Thank you.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

Begin forwarded message:

From: April Slayton <april_slayton@nps.gov>
Date: January 21, 2017 at 9:33:04 AM CST
To: John Quinley <John_Quinley@nps.gov>, Craig Dalby <craig_dalby@nps.gov>, Andrew Munoz <andrew_munoz@nps.gov>, Stephanie Burkhart <stephanie_burkhart@nps.gov>, James Doyle <james_doyle@nps.gov>, "rick_frost@nps.gov" <rick_frost@nps.gov>, Alex Picavet <Alexandra_Picavet@nps.gov>, Christine Powell <chris_powell@nps.gov>, Jane Ahern <jane_ahern@nps.gov>, "stephanie_loeb@nps.gov" <stephanie_loeb@nps.gov>, Jennifer Mummart <jennifer_mummart@nps.gov>, Jenny Anzelmo-Sarles <jennv_anzelmo-sarles@nps.gov>, Saudia Muwwakkil <saudia_muwwakkil@nps.gov>, Sally Mayberry <sally_mayberry@nps.gov>
Cc: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Michael Reynolds <Michael_Reynolds@nps.gov>, Herbert Frost <bert_frost@nps.gov>, Maureen Foster <maureen_foster@nps.gov>
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Many thanks,

April

Sent from my iPad

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Saudia Muwwakkil <saudia_muwwakkil@nps.gov>

From: Saudia Muwwakkil <saudia_muwwakkil@nps.gov>
Sent: Sat Jan 21 2017 12:48:04 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: Re: Updated Social Media Guidance

Done

Sent from my iPhone

On Jan 21, 2017, at 10:33 AM, April Slayton <april_slayton@nps.gov> wrote:

Team,

Below is updated DOI guidance on social media use for the field. Please distribute it broadly as soon as possible. To summarize the situation leading to this guidance, yesterday, two retweets posted on the National Park Service's main Twitter account were inconsistent with the agency's approach to engaging the public through social media. We decided that it was critical for us to halt the use of Twitter on the main NPS account and investigate the situation involving these tweets, but the Department's communications staff issued department-wide guidance to stand down Twitter activity across the entire Department.

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Many thanks,
April

Sent from my iPad

Begin forwarded message:

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Date: January 21, 2017 at 9:11:15 AM EST
To: DOI_OPA_Bureau_Contacts <doi_opa_bureau_contacts@ios.doi.gov>
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Conversation Contents

Fwd: WORL Facebook

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 12:08:46 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: Fwd: WORL Facebook

FYI.

Tom Crosson
NPS Public Affairs

Begin forwarded message:

From: Jane Ahern <jane_ahern@nps.gov>
Date: January 21, 2017 at 2:02:38 PM EST
To: thomas_crosson@nps.gov
Subject: Fwd: WORL Facebook

Didn't know this (park getting contacted by DRD) was happening - just wanted to be sure you were aware.

Jane Ahern
Associate Regional Director
External Affairs
National Park Service
(215)597- 0865 phone
(215)817-5870 cell
Experience Your America: Find Your Park

Begin forwarded message:

From: Rosalyn Fennell <rose_fennell@nps.gov>
Date: January 21, 2017 at 1:16:25 PM EST
To: Jonathan Meade <jonathan_meade@nps.gov>, Jane Ahern <jane_ahern@nps.gov>, Cinda Waldbuesser <cinda_waldbuesser@nps.gov>
Subject: WORL Facebook

I received a call from Bert Frost this afternoon over concerns about a posting in the WORL Facebook page on the Twitter policy that went out yesterday. I contacted the superintendent. She is taking it down immediately. I told her that she was to have staff have her approve all postings and that they should focus only on visitor services info and not anything having to do with internal policy or politics.

Rose Fennell
Deputy Regional Director
Northeast Region
857-248-1107 cell

Conversation Contents

Guidance on national NPS twitter account

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 10:16:08 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>, Tim Cash <tim_cash@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Guidance on national NPS twitter account

Amber, please, for the next 48 hours...please let April and I know what you are tweeting out from the national NPS account before you tweet it out. Wait for a thumbs up from us before tweeting. Regardless of topic. Will fill you in more later. Please acknowledge receipt. Tom Crosson
NPS Public Affairs

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 10:20:37 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: Guidance on national NPS twitter account

Okay, will do. FB too?

On Sat, Jan 21, 2017 at 12:16 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

Amber, please, for the next 48 hours...please let April and I know what you are tweeting out from the national NPS account before you tweet it out. Wait for a thumbs up from us before tweeting. Regardless of topic. Will fill you in more later. Please acknowledge receipt.

Tom Crosson
NPS Public Affairs

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 10:26:03 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>

CC: Tim Cash <tim_cash@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: Guidance on national NPS twitter account

Just twitter unless told otherwise

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 12:20 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

Okay, will do. FB too?

On Sat, Jan 21, 2017 at 12:16 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

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Tom Crosson
NPS Public Affairs

--
Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 11:00:03 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: Guidance on national NPS twitter account

Even retweets BTW.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 12:20 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

Okay, will do. FB too?

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"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 11:05:17 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: Guidance on national NPS twitter account

Yes, I figured.

On Sat, Jan 21, 2017 at 1:00 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:
Even retweets BTW.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 12:20 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

Okay, will do. FB too?

On Sat, Jan 21, 2017 at 12:16 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:
Amber, please, for the next 48 hours...please let April and I know what you are tweeting out from the national NPS account before you tweet it out. Wait for a thumbs up from us before tweeting. Regardless of topic. Will fill you in more later. Please acknowledge receipt.

Tom Crosson
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Conversation Contents

Article on The Hill

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 10:57:09 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>, Tom Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Article on The Hill

<http://thehill.com/blogs/blog-briefing-room/news/315450-national-park-service-allowed-back-on-twitter-after-apologizing>

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 11:02:54 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: "Slayton, April" <april_slayton@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Article on The Hill

Thanks

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 12:57 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

<http://thehill.com/blogs/blog-briefing-room/news/315450-national-park-service-allowed-back-on-twitter-after-apologizing>

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
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Conversation Contents

given the women's march and other events this weekend

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Sat Jan 21 2017 10:03:06 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>, April Slayton <april_slayton@nps.gov>
CC: Rebecca Matulka <rebecca_matulka@ios.doi.gov>, Larry Gillick <larry_gillick@ios.doi.gov>
Subject: given the women's march and other events this weekend

can we assume that nps and other bureaus are taking special care to monitor government twitter accounts and take actions they deem appropriate to maintain policies governing these accounts.

Conversation Contents

Resume Normal Social Media Activity - Updated Guidance

"Burkhart, Stephanie" <stephanie_burkhart@nps.gov>

From: "Burkhart, Stephanie" <stephanie_burkhart@nps.gov>
Sent: Sat Jan 21 2017 09:36:57 GMT-0700 (MST)
NPS PWR Superintendents <pwr_superintendents@nps.gov>, NPS PWR Public Affairs Officers <nps_pwr_public_affairs_officers@nps.gov>, NPS PWR Management Team <nps_pwr_management_team@nps.gov>, NPS PWR KLMN Superintendents <pwr_klmn_superintendents@nps.gov>, NPS PWR MEDN Superintendents <pwr_medn_superintendents@nps.gov>, NPS PWR MOJN Superintendents <pwr_mojn_superintendents@nps.gov>, NPS PWR NCCN Superintendents <pwr_nccn_superintendents@nps.gov>, NPS PWR PACN Superintendents <pwr_pacn_superintendents@nps.gov>, NPS PWR SFAN Superintendents <pwr_sfan_superintendents@nps.gov>, NPS PWR UCBN Superintendents <pwr_ucbn_superintendents@nps.gov>, NPS PWR SIEN Superintendents <pwr_sien_superintendents@nps.gov>
To: <pwr_klmn_superintendents@nps.gov>, NPS PWR MEDN Superintendents <pwr_medn_superintendents@nps.gov>, NPS PWR MOJN Superintendents <pwr_mojn_superintendents@nps.gov>, NPS PWR NCCN Superintendents <pwr_nccn_superintendents@nps.gov>, NPS PWR PACN Superintendents <pwr_pacn_superintendents@nps.gov>, NPS PWR SFAN Superintendents <pwr_sfan_superintendents@nps.gov>, NPS PWR UCBN Superintendents <pwr_ucbn_superintendents@nps.gov>, NPS PWR SIEN Superintendents <pwr_sien_superintendents@nps.gov>
BCC: april_slayton@nps.gov
Subject: Resume Normal Social Media Activity - Updated Guidance

All,

We can resume our normal social media activity, including twitter engagement, per the guidance below. If you haven't already, please initiate password changes on all your social media accounts. Also, review your accounts to ensure only authorized, appropriate, and trained personnel can post from your accounts.

Below you'll find information on the situation that led to the decision to temporarily stand down National Park Service twitter engagement. We anticipate getting more information in the coming days and will share as it is available. We'll also add this as a topic for our February public affairs call.

Thanks to all of you for your support yesterday on this.

Stephanie Burkhart
Associate Regional Director, Communications, Oversight and Analysis
National Park Service, Pacific West Region
333 Bush Street, Suite 500
San Francisco, CA 94104-2828
Phone: (415) 623-2103
Email: stephanie_burkhart@nps.gov

----- Forwarded message -----

From: April Slayton <april_slayton@nps.gov>
Date: Sat, Jan 21, 2017 at 7:33 AM
Subject: Fwd: Updated Social Media Guidance
To: John Quinley <John_Quinley@nps.gov>, Craig Dalby <craig_dalby@nps.gov>, Andrew Munoz <andrew_munoz@nps.gov>, Stephanie Burkhart <stephanie_burkhart@nps.gov>, James Doyle <james_doyle@nps.gov>, "rick_frost@nps.gov" <rick_frost@nps.gov>, Alex Picavet <Alexandra_Picavet@nps.gov>, Christine Powell <chris_powell@nps.gov>, Jane Ahem <jane_ahem@nps.gov>, "stephanie_loeb@nps.gov" <stephanie_loeb@nps.gov>, Jennifer Mummart <jennifer_mummart@nps.gov>, Jenny Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>, Saudia Muwwakkil <saudia_muwwakkil@nps.gov>, Sally Mayberry <sally_mayberry@nps.gov>
Cc: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Michael Reynolds <Michael_Reynolds@nps.gov>, Herbert Frost <bert_frost@nps.gov>, Maureen Foster <maureen_foster@nps.gov>

Team,

Below is updated DOI guidance on social media use for the field. Please distribute it broadly as soon as possible.

To summarize the situation leading to this guidance, yesterday, two retweets posted on the National Park Service's main Twitter account were inconsistent with the agency's approach to engaging the public through social media.

We decided that it was critical for us to halt the use of Twitter on the main NPS account and investigate the situation involving these tweets, but the Department's communications staff issued department-wide guidance to stand down Twitter activity across the entire Department.

That social media guidance has been clarified, and effective immediately, NPS social media managers should resume social media activity, including Twitter engagement, as normal.

If you haven't already, please initiate password changes on all your social media accounts. Also, review your accounts to ensure only authorized, appropriate, and trained personnel can post from your accounts.

Additional information will be forthcoming, but in the interim, if you have any questions regarding NPS social media use and policy, please contact me, Amber, Tom and Tom (on the cc: line).

Many thanks,
April

Sent from my iPad

Begin forwarded message:

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Date: January 21, 2017 at 9:11:15 AM EST
To: DOI_OPA_Bureau_Contacts <doi_opa_bureau_contacts@ios.doi.gov>
Subject: Updated Social Media Guidance

Good morning, FYI

Below is updated social media guidance sent to the DOI webcouncil this morning:

-- --

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

Now that social media guidance has been clarified, the Department and its bureaus should resume Twitter engagement as normal this weekend, with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation. If you have any questions about content to be posted, please contact Frank Quimby or Larry Gillick.

Conversation Contents

Fwd: Social media guidance for inauguration + future

"Cash, Tim" <tim_cash@nps.gov>

From: "Cash, Tim" <tim_cash@nps.gov>
Sent: Thu Jan 19 2017 10:42:23 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: Fwd: Social media guidance for inauguration + future

FYI

----- Forwarded message -----

From: Smigiel, Amber <amber_smigiel@nps.gov>
Date: Thu, Jan 19, 2017 at 11:31 AM
Subject: Fwd: Social media guidance for inauguration + future
To: NPS Web Council <nps_web_council@nps.gov>
Cc: Tom Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Stephanie Loeb <stephanie_loeb@nps.gov>

Here's is the official guidance from DOI for this weekend's events. Please forward it on to anyone who will be handling social.

Let me know if there are any questions!

Amber

----- Forwarded message -----

From: Matulka, Rebecca <rebecca_matulka@ios.doi.gov>
Date: Thu, Jan 19, 2017 at 11:25 AM
Subject: Social media guidance for inauguration + future

Hi all,

I know tomorrow is a federal holiday for DC, but I wanted to share social media guidance from Departmental Ethics Office consulted and the Office of Special Counsel for inauguration and the future. Please share with those in the field.

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Let me know if you have any questions!

Rebecca

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Rebecca Matulka
Deputy Director of Digital
Interior Department
202.208.5337

--
Amber Smigiel

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National Park Service
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Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Fri Jan 20 2017 15:34:40 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>, Tom Crosson <thomas_crosson@nps.gov>, "Slayton, April" <april_slayton@nps.gov>
Subject: Fwd: Social media guidance for inauguration + future

This is what went out and then I sent it to the Web Council list

----- Forwarded message -----

From: **Matulka, Rebecca** <rebecca_matulka@ios.doi.gov>
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Subject: Re: Social media guidance for inauguration + future
To: Amber Smigiel <amber_smigiel@nps.gov>, Danielle Brigida <danielle_brigida@fws.gov>, Amy Krause <alkrause@blm.gov>, "Robinson, Blossom" <blossom_robinson@boem.gov>, Scott Horvath <shorvath@usqs.gov>, "Merony, Kristin" <kristin_merony@ios.doi.gov>, Scott M Layman <slayman@usqs.gov>, "Morris, George" <george_morris@bia.gov>, "Peterson, Jodie F" <jodie.peterson@onrr.gov>, Stephen Major <smajor@usbr.gov>, Sarah McBride <smcbride@usbr.gov>, Robyn Broyles <robyn_broyles@bia.gov>, Emily Quinn <emquinn@usbr.gov>, Christopher Holmes <cholmes@osmre.gov>
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www.nps.gov



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"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 09:13:15 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
Subject: Fwd: Social media guidance for inauguration + future

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Subject: Re: Social media guidance for inauguration + future
To: Amber Smigiel <amber_smigiel@nps.gov>, Danielle Brigida <danielle_brigida@fws.gov>, Amy Krause <alkrause@blm.gov>, "Robinson,

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 09:27:43 GMT-0700 (MST)
To: Herbert Frost <bert_frost@nps.gov>
Subject: Fwd: Social media guidance for inauguration + future

Bert - before I send this (b) (5)

. What do you think?

Sent from my iPad

Begin forwarded message:

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Date: January 21, 2017 at 11:13:15 AM EST
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Amber Smigiel
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Herbert Frost <bert_frost@nps.gov>

From: Herbert Frost <bert_frost@nps.gov>
Sent: Sat Jan 21 2017 09:29:30 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: Re: Social media guidance for inauguration + future

I think that is fine. We don't want to create a larger issue by over reacting.

Bert Frost
Acting Deputy Director, Operations
National Park Service

On Jan 21, 2017, at 11:27 AM, April Slayton <april_slayton@nps.gov> wrote:

Bert - before I send (b) (7)(A)

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Conversation Contents

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To: Thomas Crosson <thomas_crosson@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: I sent this to lisa Jense at Fox News in response to her inquiry

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

Now that social media guidance has been clarified, the Department and its bureaus are resuming Twitter engagement as normal this weekend, with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation.

as you saw in Megan's note NPS has responded to the other three.

MeganI spoke to AP and ABC News (b) (6)
Hopefully we're on the backend of this.

Conversation Contents

has nps responded to media as per Crosson's email to megan this morning

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Sat Jan 21 2017 07:30:15 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: has nps responded to media as per Crosson's email to megan this morning

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 07:31:32 GMT-0700 (MST)
To: Frank Quimby <frank_quimby@ios.doi.gov>, April Slayton <april_slayton@nps.gov>
Subject: RE: has nps responded to media as per Crosson's email to megan this morning

Yes

From: Quimby, Frank [mailto:frank_quimby@ios.doi.gov]
Sent: Saturday, January 21, 2017 9:30 AM
To: April Slayton; Thomas Crosson
Subject: has nps responded to media as per Crosson's email to megan this morning

Conversation Contents

Fwd: good morning- Fox News question

Leah Duran <leah_duran@ios.doi.gov>

From: Leah Duran <leah_duran@ios.doi.gov>
Sent: Sat Jan 21 2017 07:00:43 GMT-0700 (MST)
To: Frank Quimby <frank_quimby@ios.doi.gov>
CC: interior_press@ios.doi.gov, april_slayton@nps.gov, thomas_crosson@nps.gov, Paul Ross <paul_ross@ios.doi.gov>
Subject: Fwd: good morning- Fox News question

Another one

Sent from my iPhone

Begin forwarded message:

From: "Jansen, Lesa" <Lesajansen@FOXNEWS.COM>
Date: January 21, 2017 at 7:12:21 AM EST
To: "interior_press@ios.doi.gov" <interior_press@ios.doi.gov>
Subject: good morning- Fox News question

Hi can you confirm the Department of Interior was ordered to shut down its official Twitter accounts Friday after re-tweeting two somewhat critical tweets of the incoming POTUS during the Inaugural? Thank you

Lesajansen
White House Producer
FOX News
(b) (6) iPhone
(b) (6) mobile
202-628-1742 WH Booth

This message and its attachments may contain legally privileged or confidential information. It is intended solely for the named addressee. If you are not the addressee indicated in this message (or responsible for delivery of the message to the addressee), you may not copy or deliver this message or its attachments to anyone. Rather, you should permanently delete this message and its attachments and kindly notify the sender by reply e-mail. Any content of this message and its attachments that does not relate to the official business of Fox News or Fox Business must not be taken to have been sent or endorsed by either of them. No representation is made that this email or its attachments are without defect.

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 07:04:31 GMT-0700 (MST)
To: Leah Duran <leah_duran@ios.doi.gov>
CC: Frank Quimby <frank_quimby@ios.doi.gov>, "interior_press@ios.doi.gov" <interior_press@ios.doi.gov>, "thomas_crosson@nps.gov" <thomas_crosson@nps.gov>, Paul Ross <paul_ross@ios.doi.gov>
Subject: Re: good morning- Fox News question

Who is taking the lead on responding to these inquiries? DOI Comms? That seems most reasonable, but we can do it from NPS if you want. NPS can share the statement on the original tweets as well if that is approved.

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"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Sat Jan 21 2017 07:06:08 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: Re: good morning- Fox News question

i am checking wity megan on that question now

On Sat, Jan 21, 2017 at 9:04 AM, April Slayton <april_slayton@nps.gov> wrote:

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Leah Duran <leah_duran@ios.doi.gov>

From: Leah Duran <leah_duran@ios.doi.gov>
Sent: Sat Jan 21 2017 07:11:33 GMT-0700 (MST)
To: april_slayton@nps.gov
Subject: Fwd: good morning- Fox News question

Sent from my iPhone

Begin forwarded message:

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Date: January 21, 2017 at 9:03:24 AM EST
To: Leah Duran <leah_duran@ios.doi.gov>
Subject: Re: good morning- Fox News question

Tom Crosson is responding to media at request of Megan I will forward this request to him I am checking with Megan now on whether oco should or should not issue a statement

On Sat, Jan 21, 2017 at 9:00 AM, Leah Duran <leah_duran@ios.doi.gov> wrote:

Another one

Sent from my iPhone

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New guidance from DOI

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 06:02:43 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
CC: April Slayton <april_slayton@nps.gov>
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Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 06:34:16 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: New guidance from DOI

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Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
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www.nps.gov

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Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 06:36:49 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: RE: New guidance from DOI

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Cc: Amber Smigiel; April Slayton
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Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 06:41:35 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: New guidance from DOI

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Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 06:30:28 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: New guidance from DOI

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Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 06:48:12 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: Thomas Crosson <Thomas_Crosson@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: New guidance from DOI

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 06:54:33 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: Thomas Crosson <Thomas_Crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: New guidance from DOI

My suggested edits below.

We should put this on top of Larry's guidance when we get it. Tom, please send it to the folks I sent to yesterday, and we should follow up with texts to the regional POCs. Amber and Tim can share through their channels too.

Team,

Below is an updated guidance on social media use for the field.

To summarize the situation leading to this guidance, yesterday, two retweets posted on the National Park Service's main Twitter account were inconsistent with the agency's approach to engaging the public through social media. We decided that it was critical for us to halt the use of Twitter on the main NPS account and investigate the situation involving these tweets, but the Department's communications staff issued department-wide guidance to stand down Twitter activity across the entire Department.

That social media guidance has been clarified, and effective immediately, NPS social media managers should resume social media activity, including Twitter engagement, as normal.

If you haven't already, please initiate password changes on all your social media accounts. Also, review your accounts to ensure only authorized, appropriate, and trained personnel can post from your accounts.

Additional information will be forthcoming, but in the interim, if you have any questions regarding NPS social media use and policy, please contact Amber/Tim/Tom/April.

Sent from my iPhone

On Jan 21, 2017, at 8:43 AM, Amber Smigiel <amber_smigiel@nps.gov> wrote:

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 06:58:56 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: New guidance from DOI

Is a tweet about the weather too cheeky? We could retweet the NPF post about unbelievable photos of national park weather that they posted yesterday.

Sent from my iPhone

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Sent: Sat Jan 21 2017 07:01:33 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: New guidance from DOI

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Cc: Amber Smigiel; April Slayton
Subject: Re: New guidance from DOI

I haven't seen anything yet. Spoke with Larry about 1:30-2 am, he mentioned that he thought that Twitter would be opened back up to 99% of content today, but that's the last I heard.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

On Jan 21, 2017, at 7:02 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

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Tom Crosson

Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 07:01:57 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: Thomas Crosson <Thomas_Crosson@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: New guidance from DOI

I defer to Tom/April.

--

Tim Cash
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(202) 436-6206
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On Jan 21, 2017, at 7:48 AM, Amber Smigiel <amber_smigiel@nps.gov> wrote:

Ok, well, we got about 10k new followers overnight who are waiting for our next tweet. Any ideas what it should be?

Sent from my iPhone

On Jan 21, 2017, at 8:41 AM, Tim Cash <tim_cash@nps.gov> wrote:

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From: Tim Cash [mailto:tim_cash@nps.gov]
Sent: Saturday, January 21, 2017 8:34 AM
To: Thomas Crosson
Cc: Amber Smigiel; April Slayton
Subject: Re: New guidance from DOI

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 07:06:15 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: New guidance from DOI

What original content do we have ready to go?

Sent from my iPhone

On Jan 21, 2017, at 9:02 AM, Tim Cash <tim_cash@nps.gov> wrote:

I defer to Tom/April.

--

Tim Cash
Chief of Digital Strategy

Office of Communications
National Park Service
(202) 436-6206
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Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Conversation Contents

Updated guidance on the use of Social Media

Rebecca Matulka <rebecca_matulka@ios.doi.gov>

From: Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Sent: Sat Jan 21 2017 07:01:12 GMT-0700 (MST)
Amber Smigiel <amber_smigiel@nps.gov>, Danielle Brigida <danielle_brigida@fws.gov>, Amy Krause <alkrause@blm.gov>, "Robinson, Blossom" <blossom.robinson@boem.gov>, Scott Horvath <shorvath@usgs.gov>, "Merony, Kristin" <kristin_merony@ios.doi.gov>, Scott M Layman <slayman@usgs.gov>, "Morris, George" <george.morris@bia.gov>, "Peterson, Jodie F" <jodie.peterson@onrr.gov>, Stephen Major <smajor@usbr.gov>, Sarah McBride <smcbride@usbr.gov>, Robyn Broyles <robyn.broyles@bia.gov>, Emily Quinn <emquinn@usbr.gov>, Christopher Holmes <cholmes@osmre.gov>, Nathan Adams <nathan_adams@ios.doi.gov>, Leah Duran <leah_duran@ios.doi.gov>, "april_slayton@nps.gov" <april_slayton@nps.gov>
To:
CC: "Gillick, Larry" <larry_gillick@ios.doi.gov>, Frank J Quimby <Frank_Quimby@ios.doi.gov>
Subject: Updated guidance on the use of Social Media

Good morning,

Below is updated social media guidance:

-- --

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

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Sent from my iPhone

Conversation Contents

Fwd: Updated guidance on the use of Social Media

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 06:54:15 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>, April Slayton <april_slayton@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Fwd: Updated guidance on the use of Social Media

FYI

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
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www.nps.gov

Begin forwarded message:

From: larry_gillick@ios.doi.gov
Date: January 21, 2017 at 7:46:35 AM CST
To: tim_cash@nps.gov, czwemke@blm.gov, rebecca_goodman@fws.gov, slayman@usgs.gov, genevieve_billia@ost.doi.gov, jack_sullivan@bia.gov, nedra_darling@ios.doi.gov, robert_garcia@bsee.gov, deron_m_johnson@ios.doi.gov, richard_reibeling@bsee.gov, larry_gillick@ios.doi.gov, karmstrong@usgs.gov, trent_randall@ios.doi.gov, danielle_brigida@fws.gov, gary_garrison@bia.gov, kim_vique@bie.edu, temery@osmre.gov, stephen_carlisle@ost.doi.gov, kraynal_alfred@bia.gov, emily_bokar@ios.doi.gov, rqabour@usbr.gov, alkrause@blm.gov, dawn_buras@boem.gov, shorvath@usgs.gov, mstomas@blm.gov, treci.johnson@onrr.gov, george.morris@bia.gov, david_yeargin@fws.gov, dihenry@blm.gov, rebecca_matulka@ios.doi.gov, ken_handwerker@nps.gov, shawn.pensoneau@bia.gov, ralph.johnson@onrr.gov
Subject: Updated guidance on the use of Social Media
Reply-To: larry_gillick@ios.doi.gov

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Thanks for your help yesterday. Your response speed was much appreciated.

Larry

Larry Gillick
Acting Director of Digital Strategy
U.S. Department of the Interior
202-573-0306 (c)

DOI Weekly Web Council Meeting

When Fri Jan 27, 2017 11am – 11:30am Eastern Time

Where 1-(b) (5) (map)

Video call (b) (5)

Who

- larry_gillick@ios.doi.gov - organizer
- trent_randall@ios.doi.gov
- David Yeargin
- genevieve_billia@ost.doi.gov
- jack.sullivan@bia.gov
- Ken Handwerger
- rebecca_goodman@fws.gov
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- Gary Garrison

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 06:55:27 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: Updated guidance on the use of Social Media

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FYI

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 06:56:22 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: Updated guidance on the use of Social Media

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Sent: Sat Jan 21 2017 06:59:38 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Updated guidance on the use of Social Media

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Tom Crosson
NPS Public Affairs

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202-573-0306 (c)

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April Slayton <april_slayton@nps.gov>

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Sent: Sat Jan 21 2017 07:00:47 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Updated guidance on the use of Social Media

I added that to the edited draft I sent a few minutes ago.

Sent from my iPhone

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Sent from my iPhone

On Jan 21, 2017, at 8:55 AM, Amber Smigiel <amber_smigiel@nps.gov> wrote:

I can put this on diginterp. Do we want it sent out at the regional level?

Sent from my iPhone

On Jan 21, 2017, at 8:54 AM, Tim Cash <tim_cash@nps.gov> wrote:

FYI

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

Begin forwarded message:

From: larry_gillick@ios.doi.gov
Date: January 21, 2017 at 7:46:35 AM CST
To: tim_cash@nps.gov, czwemke@blm.gov,
rebecca_goodman@fws.gov, slayman@usgs.gov,
genevieve_billia@ost.doi.gov, jack_sullivan@bia.gov,
nedra_darling@ios.doi.gov, robert_garcia@bsee.gov,
deron_m_johnson@ios.doi.gov, richard_reibeling@bsee.gov,
larry_gillick@ios.doi.gov, karmstrong@usgs.gov,
trent_randall@ios.doi.gov, danielle_brigida@fws.gov,
gary_garrison@bia.gov, kim_vique@bie.edu, temerv@osmre.gov,
stephen_carlisle@ost.doi.gov, kraynal_alfred@bia.gov,
emily_bokar@ios.doi.gov, rgabour@usbr.gov, alkrause@blm.gov,
dawn_buras@boem.gov, shorvath@usgs.gov, mstthomas@blm.gov,
treci_johnson@onrr.gov, george_morris@bia.gov,
david_veargin@fws.gov, djhenry@blm.gov,
rebecca_matulka@ios.doi.gov, ken_handwerker@nps.gov,
shawn_pensoneau@bia.gov, ralph_johnson@onrr.gov
Subject: Updated guidance on the use of Social Media
Reply-To: larry_gillick@ios.doi.gov

Good morning Web Council:

We have the following updated guidance confirmed.

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

Now that social media guidance has been clarified, the Department and its bureaus should resume Twitter engagement as normal this weekend,

with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation. If you have any questions about content to be posted, please contact Frank Quimby or Larry Gillick.

Thanks for your help yesterday. Your response speed was much appreciated.

Larry

Larry Gillick
Acting Director of Digital Strategy
U.S. Department of the Interior
202-573-0306 (c)

DOI Weekly Web Council Meeting

When Fri Jan 27, 2017 11am – 11:30am Eastern Time

Where 1-(b) (5) ([map](#))

Video call (b) (5)

Who

- larry_gillick@ios.doi.gov - organizer
- trent_randall@ios.doi.gov
- David Yeargin
- genevieve_billia@ost.doi.gov
- jack.sullivan@bia.gov
- Ken Handwerger
- rebecca_goodman@fws.gov
- Richard Reibeling
- shawn.pensoneau@bia.gov
- Amy Krause
- czwemke@blm.gov
- treci.johnson@onrr.gov
- Derrick Henry
- temery@osmre.gov
- Robert Gabour
- emily_bokar@ios.doi.gov
- Rebecca Matulka
- stephen_carlisle@ost.doi.gov
- deron_m_johnson@ios.doi.gov
- kraynal.alfred@bia.gov
- kim.vigue@bie.edu
- ralph.johnson@onrr.gov
- Karen Armstrong
- Dawn Buras
- Tim Cash
- danielle_brigida@fws.gov
- robert.garcia@bsee.gov
- Scott Layman
- Michelle Thomas
- Nedra Darling
- Scott Horvath
- George Morris
- Gary Garrison

Conversation Contents

Proposed Cover Letter - guidance to the field

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 06:34:48 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Proposed Cover Letter - guidance to the field

Team, first crack at a memo the comms folks in the field regarding Twttter. Most of this is what DOI is saying.

Team, just wanted to update you about last night's event regarding NPS Twitter accounts and the guidance to halt all social media use across NPS.

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

While it was critical for us to halt the use of, and investigate the situation involving these tweets from our main NPS account, the Department's communications staff issued department-wide guidance to stand down Twitter activity across the entire Department.

Effective immediately, now that social media guidance has been clarified, NPS social media managers should resume Twitter engagement as normal.

If you haven't already, please initiate password changes on all your social media accounts. Also, review your accounts to ensure only authorized personnel can post from your accounts.

Additional information will be forthcoming, but in the interim, if you have any questions regarding NPS social media use and policy, please contact Amber/Tim/Tom/April.

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 06:38:42 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: April Slayton <april_slayton@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Proposed Cover Letter - guidance to the field

Looks good. Only potential adjustment that comes to mind is to say "only authorized, appropriate, and trained personnel can post", but that's likely just because I'm cranky this morn.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

On Jan 21, 2017, at 7:34 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

Team, first crack at a memo the comms folks in the field regarding Twttter. Most of this is what DOI is saying.

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Additional information will be forthcoming, but in the interim, if you have any questions regarding NPS social media use and policy, please contact Amber/Tim/Tom/April.

Conversation Contents

FW: Email

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 06:00:50 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: FW: Email

Guidance from Megan...I haven't seen the "new guidance" yet. Will send a note to Tim and Amber here asking if they have seen it. But it looks like we are up and running.

From: Megan Bloomgren [mailto:[\(b\) \(6\) - Personal Email Meg Bloomgre@gmail.com](mailto:(b) (6) - Personal Email Meg Bloomgre@gmail.com)]
Sent: Saturday, January 21, 2017 7:54 AM
To: Thomas Crosson
Cc: larry_gillick@ios.doi.gov; frank_quimby@ios.doi.gov; Heather Swift
Subject: Re: Email

Yes policy was clarified and new guidance issued this morning encouraging bureaus to engage on twitter as normal.

Yes please get a tweet up. Any idea on what topic - it'll get a lot of scrutiny no doubt?

And yes this can go to media.

On Jan 21, 2017, at 7:49 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

Thanks. So I'm good to send this to the reporters who have asked, right?
n Have we lifted the Twitter ban? (Media have been asking how long this is.....I personally think we need to get
Twitter back up ASAP.
n Can we send the new guidance out to media? (because I'm sure they'll ask)

From: Megan Bloomgren [mailto:[\(b\) \(6\) - Personal Email Meg Bloomgre@gmail.com](mailto:(b) (6) - Personal Email Meg Bloomgre@gmail.com)]
Sent: Saturday, January 21, 2017 7:45 AM
To: Thomas Crosson
Subject: Re: Email

Subject: Updated guidance on the use of Social Media

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

Now that social media guidance has been clarified, the Department and its bureaus should resume Twitter engagement as normal this weekend, with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation. If you have any questions about content to be posted, please contact me or Larry Gillick.

On Jan 21, 2017, at 7:44 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

Tom Crosson
Chief of Public Affairs

National Park Service
(202) 208-3046
Visit us at www.nps.gov

Conversation Contents

I'm calling Megan....

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 22:02:37 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: I'm calling Megan....

I'll send you a read out.

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 04:48:30 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: I'm calling Megan....

Thanks for doing that. Let me know if you want to talk this morning.

Sent from my iPad

On Jan 21, 2017, at 12:02 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

I'll send you a read out.

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 05:46:03 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: RE: I'm calling Megan....

Just spoke to her now (7:45 am Saturday) She is sending me a statement that I can use.....apparently a huge miscom going on. They (new team) never intended for a full Twitter shutdown. I'll send you her approved guidance as soon as it rolls in.

From: April Slayton [mailto:april_slayton@nps.gov]
Sent: Saturday, January 21, 2017 6:49 AM

To: Thomas Crosson
Subject: Re: I'm calling Megan....

Thanks for doing that. Let me know if you want to talk this morning.

Sent from my iPad

On Jan 21, 2017, at 12:02 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

I'll send you a read out.

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 05:57:26 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: I'm calling Megan....

Ok - thanks. Definitely keep me posted.

Sent from my iPhone

On Jan 21, 2017, at 7:46 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

Just spoke to her now (7:45 am Saturday) She is sending me a statement that I can use.....apparently a huge miscom going on. They (new team) never intended for a full Twitter shutdown. I'll send you her approved guidance as soon as it rolls in.

From: April Slayton [mailto:april_slayton@nps.gov]
Sent: Saturday, January 21, 2017 6:49 AM
To: Thomas Crosson
Subject: Re: I'm calling Megan....

Thanks for doing that. Let me know if you want to talk this morning.

Sent from my iPad

On Jan 21, 2017, at 12:02 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

I'll send you a read out.

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 05:58:02 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>

Subject: RE: I'm calling Megan....

Can you take a call?

From: April Slayton [mailto:april_slayton@nps.gov]
Sent: Saturday, January 21, 2017 7:57 AM
To: Thomas Crosson
Subject: Re: I'm calling Megan....

Ok - thanks. Definitely keep me posted.

Sent from my iPhone

On Jan 21, 2017, at 7:46 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

Just spoke to her now (7:45 am Saturday) She is sending me a statement that I can use.....apparently a huge miscom going on. They (new team) never intended for a full Twitter shutdown. I'll send you her approved guidance as soon as it rolls in.

From: April Slayton [mailto:april_slayton@nps.gov]
Sent: Saturday, January 21, 2017 6:49 AM
To: Thomas Crosson
Subject: Re: I'm calling Megan....

Thanks for doing that. Let me know if you want to talk this morning.

Sent from my iPad

On Jan 21, 2017, at 12:02 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

I'll send you a read out.

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 06:07:08 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: I'm calling Megan....

Yes, I will call you now.

Sent from my iPhone

On Jan 21, 2017, at 7:58 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

Can you take a call?

From: April Slayton [mailto:april_slayton@nps.gov]
Sent: Saturday, January 21, 2017 7:57 AM
To: Thomas Crosson
Subject: Re: I'm calling Megan....

Ok - thanks. Definitely keep me posted.

Sent from my iPhone

On Jan 21, 2017, at 7:46 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

Just spoke to her now (7:45 am Saturday) She is sending me a statement that I can use.....apparently a huge miscom going on. They (new team) never intended for a full Twitter shutdown. I'll send you her approved guidance as soon as it rolls in.

From: April Slayton [mailto:april_slayton@nps.gov]
Sent: Saturday, January 21, 2017 6:49 AM
To: Thomas Crosson
Subject: Re: I'm calling Megan....

Thanks for doing that. Let me know if you want to talk this morning.

Sent from my iPad

On Jan 21, 2017, at 12:02 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

I'll send you a read out.

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Conversation Contents

Fwd: Emails

Michael Reynolds <michael_reynolds@nps.gov>

From: Michael Reynolds <michael_reynolds@nps.gov>
Sent: Sat Jan 21 2017 05:03:58 GMT-0700 (MST)
To: Bert Frost <Bert_Frost@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Fwd: Emails

Sent from my iPhone-sorry for typos.

Begin forwarded message:

From: Maureen Foster <maureen_foster@ios.doi.gov>
Date: January 20, 2017 at 10:16:05 PM EST
To: Reynolds Michael <Michael_Reynolds@nps.gov>
Subject: Emails

Mike

Please loop me in on emails related to the Twitter issue. I need to be up to speed on this.

Also if there are any other topics that arise over the weekend, please loop me in. I will do the same.

Thanks.

Maureen D. Foster
Chief of Staff
Office of the Assistant Secretary for
Fish and Wildlife and Parks.
202.208.5970 office
202.306.3845 cell

Conversation Contents

names of asking reporters

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Fri Jan 20 2017 21:02:07 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, "Duran, Leah" <leah_duran@ios.doi.gov>, Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Subject: names of asking reporters

which reporter is it at wash post asking for comment apart from Cama at Hill who else is asking for comment

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 21:06:17 GMT-0700 (MST)
To: Frank Quimby <frank_quimby@ios.doi.gov>, April Slayton <april_slayton@nps.gov>, Leah Duran <leah_duran@ios.doi.gov>, Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Subject: RE: names of asking reporters

Lisa Rein (WashPo)
Ari Natter (Bloomberg)
Arden Farhi (CBS News)

From: Quimby, Frank [mailto:frank_quimby@ios.doi.gov]
Sent: Friday, January 20, 2017 11:02 PM
To: April Slayton; Thomas Crosson; Duran, Leah; Rebecca Matulka
Subject: names of asking reporters

which reporter is it at wash post asking for comment apart from Cama at Hill who else is asking for comment

Leah Duran <leah_duran@ios.doi.gov>

From: Leah Duran <leah_duran@ios.doi.gov>
Sent: Fri Jan 20 2017 21:06:41 GMT-0700 (MST)
To: "Quimby, Frank" <frank_quimby@ios.doi.gov>
CC: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Subject: Re: names of asking reporters

Ari from Bloomberg also asked. April made a suggested statement- please let me know if I can send that or something else to reporters or not. Thanks, -Leah Sent from my iPhone > On Jan 20, 2017, at 11:02 PM, Quimby, Frank <frank_quimby@ios.doi.gov> wrote: > > which reporter is it at wash post asking for comment apart from Cama at Hill who else is asking for comment

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 21:10:57 GMT-0700 (MST)
To:

Leah Duran <leah_duran@ios.doi.gov>, Frank Quimby <frank_quimby@ios.doi.gov>

CC: April Slayton <april_slayton@nps.gov>, Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Subject: RE: names of asking reporters

Making sure you all saw this: <http://gizmodo.com/national-park-service-banned-from-tweeting-after-anti-t-1791449526> I know we are on the same page here....but this just reinforces the fact that we need to get something out. -----Original Message----- From: Leah Duran [mailto:leah_duran@ios.doi.gov] Sent: Friday, January 20, 2017 11:07 PM To: Quimby, Frank Cc: April Slayton; Thomas Crosson; Rebecca Matulka Subject: Re: names of asking reporters Ari from Bloomberg also asked. April made a suggested statement- please let me know if I can send that or something else to reporters or not. Thanks, -Leah Sent from my iPhone > On Jan 20, 2017, at 11:02 PM, Quimby, Frank <frank_quimby@ios.doi.gov> > wrote: > > which reporter is it at wash post asking for comment apart from Cama at > Hill who else is asking for comment

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 21:16:14 GMT-0700 (MST)
To: Leah Duran <leah_duran@ios.doi.gov>, Frank Quimby <frank_quimby@ios.doi.gov>
CC: April Slayton <april_slayton@nps.gov>, Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Subject: RE: names of asking reporters

And between us here...what do you think the timeline is on this "Twitter pause?" I think the quicker it is lifted, the better. With lifting the pause, I'd urge that we send out guidance asking all account holders to 1) change their passwords and 2) scrub the list of folks who have access to the account/can post from the account. Think the speculation/conspiracy theories are running starting to gain traction...and that's just among NPS employees. -----Original Message----- From: Leah Duran [mailto:leah_duran@ios.doi.gov] Sent: Friday, January 20, 2017 11:07 PM To: Quimby, Frank Cc: April Slayton; Thomas Crosson; Rebecca Matulka Subject: Re: names of asking reporters Ari from Bloomberg also asked. April made a suggested statement- please let me know if I can send that or something else to reporters or not. Thanks, -Leah Sent from my iPhone > On Jan 20, 2017, at 11:02 PM, Quimby, Frank <frank_quimby@ios.doi.gov> > wrote: > > which reporter is it at wash post asking for comment apart from Cama at > Hill who else is asking for comment

Rebecca Matulka <rebecca_matulka@ios.doi.gov>

From: Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Sent: Fri Jan 20 2017 21:25:01 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: Leah Duran <leah_duran@ios.doi.gov>, Frank Quimby <frank_quimby@ios.doi.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: names of asking reporters

It doesn't help that parks are doing stuff like

this: <https://m.facebook.com/womensrightsnps/photos/a.267724729919486.75809.266599646698661/1556366187721994/?type=3>

Sent from my iPhone

On Jan 20, 2017, at 11:16 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

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Thanks,
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Sent from my iPhone

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wrote:

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Hill who else is asking for comment

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 21:32:13 GMT-0700 (MST)
To: Rebecca Matulka <rebecca_matulka@ios.doi.gov>
CC: Leah Duran <leah_duran@ios.doi.gov>, Frank Quimby <frank_quimby@ios.doi.gov>, April Slayton <april_slayton@nps.gov>
Subject: RE: names of asking reporters

I'll flag this for the region PA staff.
All the more reason to get this ban lifted ASAP. Again...I know I'm preaching to the choir.

From: Rebecca Matulka [mailto:rebecca_matulka@ios.doi.gov]
Sent: Friday, January 20, 2017 11:25 PM
To: Thomas Crosson
Cc: Leah Duran; Frank Quimby; April Slayton
Subject: Re: names of asking reporters

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this: <https://m.facebook.com/womensrightsnps/photos/a.267724729919486.75809.266599646698661/1556366187721994/?type=3>

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Thanks,
-Leah

Sent from my iPhone

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wrote:

which reporter is it at wash post asking for comment apart from Cama at Hill who else is asking for comment

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 08:26:47 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: Rebecca Matulka <rebecca_matulka@ios.doi.gov>, Leah Duran <leah_duran@ios.doi.gov>, Frank Quimby <frank_quimby@ios.doi.gov>
Subject: Re: names of asking reporters

Our first tweet is live
<https://twitter.com/natlparkservice/status/822826371844018177>

Sent from my iPad

On Jan 20, 2017, at 11:32 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

I'll flag this for the region PA staff.
All the more reason to get this ban lifted ASAP. Again...I know I'm preaching to the choir.

From: Rebecca Matulka [mailto:rebecca_matulka@ios.doi.gov]
Sent: Friday, January 20, 2017 11:25 PM
To: Thomas Crosson
Cc: Leah Duran; Frank Quimby; April Slayton
Subject: Re: names of asking reporters

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this: <https://m.facebook.com/womensrightsnps/photos/a.267724729919486.75809.266599646698661/1556366187721994/?type=3>

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To: Quimby, Frank
Cc: April Slayton; Thomas Crosson; Rebecca Matulka
Subject: Re: names of asking reporters

Ari from Bloomberg also asked.

April made a suggested statement- please let me know if I can send that or something else to reporters or not.

Thanks,
-Leah

Sent from my iPhone

On Jan 20, 2017, at 11:02 PM, Quimby, Frank <frank_quimby@ios.doi.gov>
wrote:

which reporter is it at wash post asking for comment apart from Cama at Hill who else is asking for comment

Conversation Contents

Twitter directive is now a story

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 19:49:03 GMT-0700 (MST)
To: Frank Quimby <frank_quimby@ios.doi.gov>, rebecca_matulka@ios.doi.gov, larry_gillick@ios.doi.gov, Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Leah Duran <leah_duran@ios.doi.gov>
Subject: Twitter directive is now a story

Frank and all:

The information about the Twitter moratorium is now in the news:

<http://gizmodo.com/national-park-service-banned-from-tweeting-after-anti-t-1791449526>

We are getting press inquiries about this - how should we proceed? Should we refer them to DOI Comms? Or is there a statement we should make?

Sent from my iPhone

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Fri Jan 20 2017 19:58:50 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Frank Quimby <frank_quimby@ios.doi.gov>, "rebecca_matulka@ios.doi.gov" <rebecca_matulka@ios.doi.gov>, "larry_gillick@ios.doi.gov" <larry_gillick@ios.doi.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Leah Duran <leah_duran@ios.doi.gov>
Subject: Re: Twitter directive is now a story

This story is prompting the WashPost to ask about this. Also have other national outlets asking too. My strongest recommendation is to get a statement out ASAP. Even if it just confirms the main points.

Tom Crosson
NPS Public Affairs

On Jan 20, 2017, at 9:49 PM, April Slayton <april_slayton@nps.gov> wrote:

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Sent from my iPhone

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 20:10:30 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
CC: Frank Quimby <frank_quimby@ios.doi.gov>, "rebecca_matulka@ios.doi.gov" <rebecca_matulka@ios.doi.gov>, "larry_gillick@ios.doi.gov" <larry_gillick@ios.doi.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Leah Duran <leah_duran@ios.doi.gov>
Subject: Re: Twitter directive is now a story

The statement should likely come from DOI not NPS - I would recommend the statement say something along the lines of:

While we investigate the situation involving some questionable tweets published on Friday, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, with an exception made for public safety messages.

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On Jan 20, 2017, at 9:58 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

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Sent from my iPhone

Larry Gillick <larry_gillick@ios.doi.gov>

From: Larry Gillick <larry_gillick@ios.doi.gov>
Sent: Fri Jan 20 2017 21:30:19 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Frank Quimby <frank_quimby@ios.doi.gov>, "rebecca_matulka@ios.doi.gov" <rebecca_matulka@ios.doi.gov>
Subject: Re: Twitter directive is now a story

I'm inclined to see if this dies by Monday. If not, I'm inclined to agree in principle with April.

Sent from my iPhone

On Jan 20, 2017, at 10:10 PM, April Slayton <april_slayton@nps.gov> wrote:

The statement should likely come from DOI not NPS - I would recommend the statement say something along the lines of:

While we investigate the situation involving some questionable tweets published on Friday, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, with an exception made for public safety messages.

Sent from my iPhone

On Jan 20, 2017, at 9:58 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

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NPS Public Affairs

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Sent from my iPhone

Conversation Contents

got thru to Megan Bloomgres

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Fri Jan 20 2017 21:00:22 GMT-0700 (MST)
To: Rebecca Matulka <rebecca_matulka@ios.doi.gov>, April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: got thru to Megan Bloomgres

who is heather's assistant and told her we need to respond. Her initial message is we can not respond tonight sent her the draft language below and told her somebody needs to respond tonight waiting for her reply

The two tweets posted on the National Park Service's social media account Friday were inappropriate and inconsistent with the agency's overall approach to engaging the public through social media.

Moving forward, the agency will provide better guidance to all employees who post to official NPS social media accounts about best practices and appropriate content for posts and retweets. We apologize for these tweets and pledge to maintain the highest standards for our social media content moving forward.

Out of an abundance of caution, while we investigate the situation involving some questionable tweets published on Friday, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, with an exception made for public safety messages.

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Fri Jan 20 2017 21:02:09 GMT-0700 (MST)
To: Frank Quimby <frank_quimby@ios.doi.gov>, Rebecca Matulka <rebecca_matulka@ios.doi.gov>, April Slayton <april_slayton@nps.gov>
Subject: RE: got thru to Megan Bloomgres

Copy, Frank....thanks for tracking this down. Standing by.

From: Quimby, Frank [mailto:frank_quimby@ios.doi.gov]
Sent: Friday, January 20, 2017 11:00 PM
To: Rebecca Matulka; April Slayton; Thomas Crosson
Subject: got thru to Megan Bloomgres

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Conversation Contents

Fwd: Twitter

Rebecca Matulka <rebecca_matulka@ios.doi.gov>

From: Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Sent: Fri Jan 20 2017 19:53:32 GMT-0700 (MST)
To: frank_quimby@ios.doi.gov, Leah Duran <leah_duran@ios.doi.gov>, april_slayton@nps.gov, paul_ross@ios.doi.gov
CC: interior_press@ios.doi.gov
Subject: Fwd: Twitter

The Hill is asking about it too

Sent from my iPhone

Begin forwarded message:

From: Timothy Cama <tcama@thehill.com>
Date: January 20, 2017 at 9:39:55 PM EST
To: Interior Press <interior_press@ios.doi.gov>
Subject: Twitter

Hi-

Could you please confirm the report in Gizmodo that all Interior bureaus have been instructed to stop tweeting because of the NPS anti-Trump retweets? <http://gizmodo.com/national-park-service-banned-from-tweeting-after-anti-t-1791449526>

Conversation Contents

this is the correct language for handling the stop tweeting directive

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Fri Jan 20 2017 15:10:22 GMT-0700 (MST)
To: DOI_OPA_Bureau_Contacts <doi_opa_bureau_contacts@ios.doi.gov>
Subject: this is the correct language for handling the stop tweeting directive

The new administration has said that the Department and all Bureaus are not supposed to tweet this weekend and wait for guidance until Monday.

Please make sure to that any scheduled tweets are no longer scheduled.

If you have questions, you can contact Rebecca Matlulka at (b) (6)

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 15:20:12 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Fwd: this is the correct language for handling the stop tweeting directive

Sent from my iPhone

Begin forwarded message:

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Date: January 20, 2017 at 5:10:22 PM EST
To: DOI_OPA_Bureau_Contacts <doi_opa_bureau_contacts@ios.doi.gov>
Subject: this is the correct language for handling the stop tweeting directive

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"Cash, Tim" <tim_cash@nps.gov>

From: "Cash, Tim" <tim_cash@nps.gov>
Sent: Fri Jan 20 2017 15:34:06 GMT-0700 (MST)
To: NPS Web Council <nps_web_council@nps.gov>
CC: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Fwd: this is the correct language for handling the stop tweeting directive

All, FYI below, please distribute to your park, program, and office digital and social media managers. We must stop tweeting immediately from ALL NPS accounts. AD for Communications April Slayton has also sent this to regional PIOs, but please also share with other relevant NPS channels so we maximize coverage for this critical directive.

----- Forwarded message -----

From: April Slayton <april_slayton@nps.gov>
Date: Fri, Jan 20, 2017 at 4:20 PM
Subject: Fwd: this is the correct language for handling the stop tweeting directive

To: Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>

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--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Fri Jan 20 2017 15:46:59 GMT-0700 (MST)
To: "Quinn, Michael" <michael_quinn@nps.gov>
CC: "Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>, Kirby-Lynn Shedlowski <kirbylynn_shedlowski@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: this is the correct language for handling the stop tweeting directive

Looping in NPS Comms for awareness and guidance.

--

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On Jan 20, 2017, at 4:45 PM, Quinn, Michael <michael_quinn@nps.gov> wrote:

Tim, Rebecca,

Just to let you know, we're in the middle of a major winter storm and Twitter is an established way that we connect with travelers - and inform them of park road closures and deliver safety messages.

We also use Twitter to exchange info with the AZ Dept of Transportation and the National Weather Service.

Any suggestions?

<snowpeak.JPG>

Michael Quinn
Visual Information Specialist
Website Coordinator
Grand Canyon National Park
P.O. Box 129
2C Albright Avenue
Grand Canyon, AZ 86023
(928) 638-7784
michael_quinn@nps.gov

On Fri, Jan 20, 2017 at 3:34 PM, Cash, Tim <tim_cash@nps.gov> wrote:

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"Shedlowski, Kirby-Lynn" <kirbylynn_shedlowski@nps.gov>

From: "Shedlowski, Kirby-Lynn" <kirbylynn_shedlowski@nps.gov>
Sent: Fri Jan 20 2017 15:58:50 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: "Quinn, Michael" <michael_quinn@nps.gov>, "Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>, Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: this is the correct language for handling the stop tweeting directive

Thanks Tim!

April and Tom- the weather and road conditions are deteriorating. The forecast hasn't been totally on target for this storm so far (we've received more snow in the first 24 hours than predicted). Current visibility is poor.

Being able to provide visitors with up-to-date information is imperative.

Please feel free to call me.

Kirby

Kirby-Lynn Shedlowski
Acting Public Affairs Officer
Grand Canyon National Park
P.O. Box 129
Grand Canyon, AZ 86023
928-638-7958 office
928-606-9905 cell
928-638-7815 fax

[Grand Canyon News Releases](#)



On Fri, Jan 20, 2017 at 3:46 PM, Tim Cash <tim_cash@nps.gov> wrote:
Looping in NPS Comms for awareness and guidance.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

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Rebecca Matulka <rebecca_matulka@ios.doi.gov>

From: Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Sent: Fri Jan 20 2017 15:59:44 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>, "Quinn, Michael" <michael_quinn@nps.gov>, frank_quimby@ios.doi.gov
CC: Kirby-Lynn Shedlowski <kirbylynn_shedlowski@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: this is the correct language for handling the stop tweeting directive

Adding Frank, who is in touch with the new political team. He can ask about getting an exemption for weather-related public safety tweets.

Sent from my iPhone

On Jan 20, 2017, at 5:47 PM, Tim Cash <tim_cash@nps.gov> wrote:

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--

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Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Fri Jan 20 2017 16:04:38 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>
Subject: Fwd: this is the correct language for handling the stop tweeting directive

We have multiple accounts that tweet or post safety messages. Should we try to get an exception for that alone?

I'm around at any hour if we need to get on the phone.

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 16:20:26 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: this is the correct language for handling the stop tweeting directive

We probably need to handle these on a case by case basis.

Sent from my iPhone

On Jan 20, 2017, at 6:04 PM, Tim Cash <tim_cash@nps.gov> wrote:

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To: "Quinn, Michael" <michael_quinn@nps.gov>
Cc: "Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>, Kirby-Lynn Shedlowski <kirbylynn_shedlowski@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: this is the correct language for handling the stop tweeting directive

Looping in NPS Comms for awareness and guidance.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

On Jan 20, 2017, at 4:45 PM, Quinn, Michael <michael_quinn@nps.gov> wrote:

Tim, Rebecca,

Just to let you know, we're in the middle of a major winter storm and Twitter is an established way that we connect with travelers - and inform them of park road closures and deliver safety messages.

We also use Twitter to exchange info with the AZ Dept of Transportation and the National Weather Service.

Any suggestions?

<snowpeak.JPG>

Michael Quinn
Visual Information Specialist
Website Coordinator
Grand Canyon National Park
P.O. Box 129
2C Albright Avenue
Grand Canyon, AZ 86023
(928) 638-7784
michael_quinn@nps.gov

On Fri, Jan 20, 2017 at 3:34 PM, Cash, Tim <tim_cash@nps.gov> wrote:

All, FYI below, please distribute to your park, program, and office digital and social media managers. We must stop tweeting immediately from ALL NPS accounts. AD for Communications April Slayton has also sent this to regional PIOs, but please also share with other relevant NPS channels so we maximize coverage for this critical directive.

----- Forwarded message -----

From: **April Slayton** <april_slayton@nps.gov>

Date: Fri, Jan 20, 2017 at 4:20 PM

Subject: Fwd: this is the correct language for handling the stop tweeting directive

To: Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>

Sent from my iPhone

Begin forwarded message:

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>

Date: January 20, 2017 at 5:10:22 PM EST

To: DOI_OPA_Bureau_Contacts <doi_opa_bureau_contacts@ios.doi.gov>

Subject: this is the correct language for handling the stop tweeting directive

The new administration has said that the Department and all Bureaus are not supposed to tweet this weekend and wait for guidance until Monday.

Please make sure to that any scheduled tweets are no longer scheduled.

If you have questions, you can contact Rebecca Matulka at (b) (6)

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Tim Cash
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Office of Communications
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(202) 436-6206
www.nps.gov

Rebecca Matulka <rebecca_matulka@ios.doi.gov>

From: Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Sent: Fri Jan 20 2017 16:20:42 GMT-0700 (MST)

To: "Shedlowski, Kirby-Lynn" <kirbylynn_shedlowski@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, "Quinn, Michael" <michael_quinn@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, frank_quimby@ios.doi.gov
Subject: Re: this is the correct language for handling the stop tweeting directive

The new team says you can continue to tweet for about the weather for public safety.

Sorry if someone else already sent this to you.

Sent from my iPhone

On Jan 20, 2017, at 5:58 PM, Shedlowski, Kirby-Lynn <kirbylynn_shedlowski@nps.gov> wrote:

Thanks Tim!

April and Tom- the weather and road conditions are deteriorating. The forecast hasn't been totally on target for this storm so far (we've received more snow in the first 24 hours than predicted). Current visibility is poor.

Being able to provide visitors with up-to-date information is imperative.

Please feel free to call me.

Kirby

Kirby-Lynn Shedlowski
Acting Public Affairs Officer
Grand Canyon National Park
P.O. Box 129
Grand Canyon, AZ 86023
928-638-7958 office
928-606-9905 cell
928-638-7815 fax

[Grand Canyon News Releases](#)



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"Shedlowski, Kirby-Lynn" <kirbylynn_shedlowski@nps.gov>

From: "Shedlowski, Kirby-Lynn" <kirbylynn_shedlowski@nps.gov>
Sent: Fri Jan 20 2017 16:25:24 GMT-0700 (MST)
To: Rebecca Matulka <rebecca_matulka@ios.doi.gov>
CC: Tim Cash <tim_cash@nps.gov>, "Quinn, Michael" <michael_quinn@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, frank_quimby@ios.doi.gov
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Thank you all for the quick response.

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Kirby-Lynn Shedlowski
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Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

Conversation Contents

OK on grand Canyon exemption

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Fri Jan 20 2017 16:15:11 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>, Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Subject: OK on grand Canyon exemption

Heather says public safety issue so yes Grand Canyon NP can still twitter as they normally do

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 16:19:00 GMT-0700 (MST)
To: Kirby-Lynn Shedlowski <kirbylynn_shedlowski@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Fwd: OK on grand Canyon exemption

FYI - Amber and Tim, if you hear about any other public safety issues, let me know and we will run them through Frank to Heather.

Sent from my iPhone

Begin forwarded message:

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Date: January 20, 2017 at 6:15:11 PM EST
To: April Slayton <april_slayton@nps.gov>, Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Subject: OK on grand Canyon exemption

Heather says public safety issue so yes Grand Canyon NP can still twitter as they normally do

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Fri Jan 20 2017 16:20:48 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Kirby-Lynn Shedlowski <kirbylynn_shedlowski@nps.gov>, Tim Cash <tim_cash@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: OK on grand Canyon exemption

I'm sure a lot of parks have scheduled tweets for this weekend and they will not see the notification. Do we have any guidance on that? Do we have to contact each park that tweets and tell them to take it down?

On Fri, Jan 20, 2017 at 6:19 PM, April Slayton <april_slayton@nps.gov> wrote:

FYI - Amber and Tim, if you hear about any other public safety issues, let me know and we will run them through Frank to Heather.

Sent from my iPhone

Begin forwarded message:

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Date: January 20, 2017 at 6:15:11 PM EST
To: April Slayton <april_slayton@nps.gov>, Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Subject: OK on grand Canyon exemption

Heather says public safety issue so yes Grand Canyon NP can still twitter as they normally do

--
Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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Conversation Contents

Heather waiting for WH guidance on NPS draft statement

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Fri Jan 20 2017 16:18:05 GMT-0700 (MST)
To: Rebecca Matulka <rebecca_matulka@ios.doi.gov>, April Slayton <april_slayton@nps.gov>, Larry Gillick <larry_gillick@ios.doi.gov>
Subject: Heather waiting for WH guidance on NPS draft statement

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 16:19:18 GMT-0700 (MST)
To: "Quimby, Frank" <frank_quimby@ios.doi.gov>
CC: Rebecca Matulka <rebecca_matulka@ios.doi.gov>, Larry Gillick <larry_gillick@ios.doi.gov>
Subject: Re: Heather waiting for WH guidance on NPS draft statement

Understood - thanks. Sent from my iPhone > On Jan 20, 2017, at 6:18 PM, Quimby, Frank <frank_quimby@ios.doi.gov> wrote: > >

Conversation Contents

Fwd: NPS Twitter

"Jennifer (JJ) Di Bella" <jennifer_dibella@nps.gov>

From: "Jennifer (JJ) Di Bella" <jennifer_dibella@nps.gov>
Sent: Fri Jan 20 2017 15:33:24 GMT-0700 (MST)
To: april_slayton@nps.gov, Alexa Viets <alexa_viets@nps.gov>
Subject: Fwd: NPS Twitter

Did you all see this? Just got it from a friend. -JJ

Sent from my iPhone

Begin forwarded message:

From: Jennifer DiBella <jidi_bella@yahoo.com>
Date: January 20, 2017 at 2:30:24 PM PST
To: <jennifer_dibella@nps.gov>
Subject: NPS Twitter

https://gizmodo.com/national-parks-service-owns-trump-on-twitter-one-last-t-1791442451?rev=1484947800254&utm_campaign=socialflow_gizmodo_facebook&utm_source=gizmodo_facebook&utm_medium=socialflow

Sent from my iPhone

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 15:57:51 GMT-0700 (MST)
To: "Jennifer (JJ) Di Bella" <jennifer_dibella@nps.gov>
CC: Alexa Viets <alexa_viets@nps.gov>
Subject: Re: NPS Twitter

We are working on a response. Thanks, JJ

Sent from my iPhone

On Jan 20, 2017, at 5:33 PM, Jennifer (JJ) Di Bella <jennifer_dibella@nps.gov> wrote:

Did you all see this? Just got it from a friend. -JJ

Sent from my iPhone

Begin forwarded message:

From: Jennifer DiBella <jidi_bella@yahoo.com>
Date: January 20, 2017 at 2:30:24 PM PST
To: <jennifer_dibella@nps.gov>
Subject: NPS Twitter

https://gizmodo.com/national-parks-service-owns-trump-on-twitter-one-last-t-1791442451?rev=1484947800254&utm_campaign=socialflow_gizmodo_facebook&utm_source=gizmodo_facebook&utm_medium=socialflow

Sent from my iPhone

"Jennifer (JJ) Di Bella" <jennifer_dibella@nps.gov>

From: "Jennifer (JJ) Di Bella" <jennifer_dibella@nps.gov>

Sent: Fri Jan 20 2017 16:05:20 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Alexa Viets <alexa_viets@nps.gov>
Subject: Re: NPS Twitter

Good luck.

Sent from my iPhone

On Jan 20, 2017, at 2:57 PM, April Slayton <april_slayton@nps.gov> wrote:

We are working on a response. Thanks, JJ

Sent from my iPhone

On Jan 20, 2017, at 5:33 PM, Jennifer (JJ) Di Bella <jennifer_dibella@nps.gov> wrote:

Did you all see this? Just got it from a friend. -JJ

Sent from my iPhone

Begin forwarded message:

From: Jennifer DiBella <jdi_bella@yahoo.com>
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Sent from my iPhone

Conversation Contents

Out of the Office Re: NPS Twitter

"Viets, Alexa" <alexa_viets@nps.gov>

From: "Viets, Alexa" <alexa_viets@nps.gov>
Sent: Fri Jan 20 2017 15:57:56 GMT-0700 (MST)
To: april_slayton@nps.gov
Subject: Out of the Office Re: NPS Twitter

I will be out of the office until Monday, Jan 23rd. If you have an urgent matter, Alma Ripps (alma_ripps@nps.gov) will be Acting Chief of Staff during this time.

Best,

Alexa Viets

--

Alexa Viets
Chief of Staff (Acting)
National Park Service
202-208-4530

Conversation Contents

Draft NPS response to inappropriate tweets

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 15:46:00 GMT-0700 (MST)
To: Frank Quimby <frank_quimby@ios.doi.gov>
Subject: Draft NPS response to inappropriate tweets

For review - please call me at (b) (6) with any guidance. Understanding the social media stand down, it would be useful to consider posting this in the place of the deleted tweets, but we are flexible and can modify as requested. I have only one media query from Timothy Cama at The Hill but I have not been able to reach Tom to determine if he has received more inquiries. The two tweets posted on the National Park Service's social media account today were inappropriate and inconsistent with the agency's overall approach to engaging the public through social media. Moving forward, the agency will provide better guidance to all employees who post to official NPS social media accounts about best practices and appropriate content for posts and retweets. We apologize for these tweets and pledge to maintain the highest standards for our social media content moving forward. Sent from my iPhone

Conversation Contents

No more tweeting

"Cash, Tim" <tim_cash@nps.gov>

From: "Cash, Tim" <tim_cash@nps.gov>
Sent: Fri Jan 20 2017 14:51:24 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: No more tweeting

Larry G from DOI just let me know that an order has come down (where from I don't know yet) for no more tweeting until further notice. I just spoke with April, we are going to stop posting anything on any accounts until further guidance.

Amber, some of the retweets are getting attention, I'm getting messages across channels about the one regarding the inauguration attendance and the wiping of the White House site. April/Tom, would one of you please review our activity for today and determine if anything needs to be addressed?

I'm available by phone if you need me.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 15:03:03 GMT-0700 (MST)
To: "Cash, Tim" <tim_cash@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: No more tweeting

The two tweets posted to the national account today are not appropriate at all, and I need a clear understanding about why the decision was made to post them. How soon can we get on a conference call?

Sent from my iPhone

On Jan 20, 2017, at 4:51 PM, Cash, Tim <tim_cash@nps.gov> wrote:

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"Cash, Tim" <tim_cash@nps.gov>

From: "Cash, Tim" <tim_cash@nps.gov>
Sent: Fri Jan 20 2017 15:09:26 GMT-0700 (MST)

To: April Slayton <april_slayton@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: No more tweeting

It wasn't Amber, I'm trying to track down what happened. Amber, please take those down.

I can call in whenever. Larry just sent guidance to us, it needs to go out to the field, what channels do you want to use?

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 15:10:10 GMT-0700 (MST)
To: "Cash, Tim" <tim_cash@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: No more tweeting

Don't take them down until we can all talk please.

Sent from my iPhone

On Jan 20, 2017, at 5:09 PM, Cash, Tim <tim_cash@nps.gov> wrote:

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 15:10:57 GMT-0700 (MST)
To: "Cash, Tim" <tim_cash@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: No more tweeting

And use all channels we have to share this out. I sent it to the regional PIOs.

Sent from my iPhone

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www.nps.gov

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Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Fri Jan 20 2017 15:16:49 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: No more tweeting

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Sent: Fri Jan 20 2017 15:22:27 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: No more tweeting

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 15:24:54 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
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To: April Slayton <april_slayton@nps.gov>
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From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 15:28:33 GMT-0700 (MST)
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CC: Tim Cash <tim_cash@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
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To: April Slayton <april_slayton@nps.gov>
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To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: No more tweeting

Draft statement - need feedback in 5 minutes:

The two tweets posted on the National Park Service's social media account today were inappropriate and inconsistent with the agency's overall approach to engaging the public through social media. Moving forward, the agency will provide better guidance to all employees who post to official NPS social media accounts about best practices and appropriate content for posts and retweets. We apologize for these tweets and pledge to maintain the highest standards for our social media content moving forward.

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From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Fri Jan 20 2017 15:37:15 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
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From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 15:37:46 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
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Conversation Contents

tell amber to take down the inappropriate tweet...she says she can't unless you tell her

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Fri Jan 20 2017 15:37:49 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: tell amber to take down the inappropriate tweet...she says she can't unless you tell her

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 15:38:34 GMT-0700 (MST)
To: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Subject: Re: tell amber to take down the inappropriate tweet...she says she can't unless you tell her

I told her just now Sent from my iPhone > On Jan 20, 2017, at 5:37 PM, Quimby, Frank <frank_quimby@ios.doi.gov> wrote: > >

Conversation Contents

IMMEDIATE ACTION REQUIRED: Twitter Stand Down

"Burkhart, Stephanie" <stephanie_burkhart@nps.gov>

From: "Burkhart, Stephanie" <stephanie_burkhart@nps.gov>
Sent: Fri Jan 20 2017 15:32:24 GMT-0700 (MST)
NPS PWR Superintendents <pwr_superintendents@nps.gov>, NPS PWR Public Affairs Officers <nps_pwr_public_affairs_officers@nps.gov>, NPS PWR Management Team <nps_pwr_management_team@nps.gov>, NPS PWR KLMN Superintendents <pwr_klmn_superintendents@nps.gov>, NPS PWR MEDN Superintendents <pwr_medn_superintendents@nps.gov>, NPS PWR MOJN Superintendents <pwr_mojn_superintendents@nps.gov>, NPS PWR NCCN Superintendents <pwr_nccn_superintendents@nps.gov>, NPS PWR PACN Superintendents <pwr_pacn_superintendents@nps.gov>, NPS PWR SFAN Superintendents <pwr_sfan_superintendents@nps.gov>, NPS PWR UCBN Superintendents <pwr_ucbn_superintendents@nps.gov>, NPS PWR SIEN Superintendents <pwr_sien_superintendents@nps.gov>
To:
BCC: april_slayton@nps.gov
Subject: IMMEDIATE ACTION REQUIRED: Twitter Stand Down

All:

We have received direction from the Department through WASO that directs all DOI bureaus to immediately cease use of government Twitter accounts until further notice.

PWR parks that use Twitter as part of their crisis communications plans need to alter their contingency plans to accommodate this requirement. Please ensure all scheduled posts are deleted and automated cross-platform social media connections to your Twitter accounts are severed. The expectation is there will be absolutely no posts to Twitter.

In summary, this Twitter stand down means we will cease use of Twitter immediately. However, there is no need to suspend or delete government accounts until directed.

This does not affect use of other approved social media platforms. We expect further guidance to come next week and will share accordingly.

Thanks for your help!

Stephanie

Stephanie Burkhart
Associate Regional Director, Communications, Oversight and Analysis
National Park Service, Pacific West Region
333 Bush Street, Suite 500
San Francisco, CA 94104-2828
Phone: (415) 623-2103
Email: stephanie_burkhart@nps.gov

Conversation Contents

Re: National Park Service tweets pics of Obama vs. Trump inauguration crowds

Rebecca Matulka <rebecca_matulka@ios.doi.gov>

From: Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Sent: Fri Jan 20 2017 15:20:51 GMT-0700 (MST)
To: Leah Duran <leah_duran@ios.doi.gov>, frank_quimby@ios.doi.gov, april_slayton@nps.gov, paul_ross@ios.doi.gov
Subject: Re: National Park Service tweets pics of Obama vs. Trump inauguration crowds

++

Here's the link: <http://www.politico.com/story/2017/01/obama-vs-trump-inauguration-attendance-nps-233937>

Already making its rounds on social media.

Sent from my iPhone

On Jan 20, 2017, at 5:19 PM, Leah Duran <leah_duran@ios.doi.gov> wrote:

Sent from my iPhone

Begin forwarded message:

From: POLITICO Pro Energy Whiteboard <politicoemail@politicopro.com>
Date: January 20, 2017 at 5:09:09 PM EST
To: <Leah_Duran@ios.doi.gov>
Subject: National Park Service tweets pics of Obama vs. Trump inauguration crowds
Reply-To: POLITICO subscriptions <reply-fe861271736c0c797d-553241_HTML-637934844-1376319-31379@politicoemail.com>

By Louis Nelson

01/20/2017 05:04 PM EDT

The official Twitter accounts for the president, vice president, first lady and press secretary may have changed hands on Inauguration Day, but at least one official government account is seemingly stuck in the Obama era.

The verified Twitter account for the National Park Service retweeted a post from New York Times reporter Binyamin Appelbaum showing side by side images of the crowds at Trump's inauguration and at President Barack Obama's record-setting 2009 swearing-in. Obama's, on the left, shows a jam-packed National Mall while Trump's, on the right, is more sparsely populated.

It's unclear if the pictures were taken at comparable times.

The photos are stark evidence that Trump's prediction of an "unbelievable, perhaps record-setting turnout" did not come to fruition.

The National Park Service account also retweeted another post noting that "civil rights, climate change, and health care scrubbed clean from White House website. Not a trace."

Compare the crowds: 2009 inauguration at left, 2017 inauguration at right [#Inauguration pic.twitter.com/y7RhIR2nfC](https://twitter.com/y7RhIR2nfC)

— Binyamin Appelbaum (@BCAppelbaum) [January 20, 2017](#)

To view online:

<https://www.politicopro.com/energy/whiteboard/2017/01/national-park-service-tweets-pics-of-obama-vs-trump-inauguration-crowds-082607>



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1000 Wilson Blvd. Arlington, VA, 22209, USA

Conversation Contents

Tweets

Attachments:

/72. Tweets/1.1 image1.PNG

/72. Tweets/1.2 image2.PNG

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Fri Jan 20 2017 15:15:54 GMT-0700 (MST)
To: Herbert Frost <bert_frost@nps.gov>, Michael Reynolds <Michael_Reynolds@nps.gov>
Subject: Tweets
Attachments: image1.PNG image2.PNG

Still tracking down what happened. Amber said she didn't post these, but here is the content: Sent from my iPhone

NationalParkService

7,623 Tweets



RT/follow/likes≠endorsement

 417 locations nps.gov

Born on August 25

2,633 FOLLOWING

305.2K FOLLOWERS

Tweets

Media

Likes

NationalParkService Retweeted

**Binyamin Appelbaum** @B... · 5h

Compare the crowds: 2009 inauguration at left, 2017 inauguration at right.

#Inauguration



1,557

36.4K

37.2K



Home



Notifications



Moments



Messages



Me

NationalParkService

7,623 Tweets



Tweets

Media

Likes

NationalParkService Retweeted

**Anne Trumble** @annetrumble · 1h

Civil rights, climate change, and health care scrubbed clean from White House website. Not a trace.



Civil Rights, Climate Change, and Healthcare Were All Scrubbed f...
esquire.com

23

321

331



NationalParkService Retweeted

**Wilderness Society** @Wil... · 21h

.@NatIParkService #LGBTQ theme



Home



Notifications



Moments



Messages



Me

Conversation Contents

call me at (b) (6)

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Fri Jan 20 2017 15:15:22 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Subject: call me at (b) (6)

Conversation Contents

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Fri Jan 20 2017 15:14:46 GMT-0700 (MST)
To: "Duran, Leah" <leah_duran@ios.doi.gov>, April Slayton <april_slayton@nps.gov>
Subject:

we are waiting for guidance on how to respond to media inquires



Conversation Contents

URGENT MESSAGE RE Your Twitter Platforms

"Quimby, Frank" <frank_quimby@ios.doi.gov>

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Sent: Fri Jan 20 2017 14:56:27 GMT-0700 (MST)
To: DOI_OPA_Bureau_Contacts <doi_opa_bureau_contacts@ios.doi.gov>
Subject: URGENT MESSAGE RE Your Twitter Platforms

all bureaus and the department have been directed by incoming administration to shut down twitter platforms immediately until further notice, The DOI webcouncil has been informed of this directive and will also be contacting all bureau web masters to shut down twitter platforms until further directed.

please contact your bureau web staff immediately and make sure they are complying.

Conversation Contents

No tweets this weekend

Rebecca Matulka <rebecca_matulka@ios.doi.gov>

From: Rebecca Matulka <rebecca_matulka@ios.doi.gov>
Sent: Fri Jan 20 2017 14:54:36 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>, Danielle Brigida <danielle_brigida@fws.gov>, Amy Krause <alkrause@blm.gov>, "Robinson, Blossom" <blossom.robinson@boem.gov>, Scott Horvath <shorvath@usgs.gov>, "Merony, Kristin" <kristin_merony@ios.doi.gov>, Scott M Layman <slayman@usgs.gov>, "Morris, George" <george.morris@bia.gov>, "Peterson, Jodie F" <jodie.peterson@onrr.gov>, Stephen Major <smajor@usbr.gov>, Sarah McBride <smcbride@usbr.gov>, Robyn Broyles <robyn.broyles@bia.gov>, Emily Quinn <emquinn@usbr.gov>, Christopher Holmes <cholmes@osmre.gov>, Nathan Adams <nathan_adams@ios.doi.gov>, Leah Duran <leah_duran@ios.doi.gov>, april_slayton@nps.gov
CC: "Gillick, Larry" <larry_gillick@ios.doi.gov>, Frank J Quimby <Frank_Quimby@ios.doi.gov>
Subject: No tweets this weekend

The new administration has said that the Department and all Bureaus are not supposed to tweet this weekend and wait for guidance until Monday. Please make sure to that any scheduled tweets are no longer scheduled. If you have questions, you can contact me at (b) (6)
Sent from my iPhone

Conversation Contents

Fwd: NPS twitter

Timothy Cama <tcama@thehill.com>

From: Timothy Cama <tcama@thehill.com>
Sent: Fri Jan 20 2017 14:47:11 GMT-0700 (MST)
To: <thomas_crosson@nps.gov>, April Slayton <April_Slayton@nps.gov>
Subject: Fwd: NPS twitter

Hey April and Thomas-

Just being impatient with this, wanted to make sure someone at NPS is seeing it.

Thanks.

--

Timothy Cama, Staff writer
The Hill
(202) 695-6245 (Also on Signal and WhatsApp)
www.thehill.com

----- Forwarded message -----

From: **Timothy Cama** <tcama@thehill.com>
Date: Fri, Jan 20, 2017 at 4:19 PM
Subject: NPS twitter
To: Jessica Kershaw <Interior_Press@ios.doi.gov>

Hi folks-

It looks like the NPS twitter account is re-tweeting some anti-Trump tweets. Want to comment?

Thanks.

--

Timothy Cama, Staff writer
The Hill
(202) 695-6245 (Also on Signal and WhatsApp)
www.thehill.com

Conversation Contents

Is this allowed?

"Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>

From: "Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>
Sent: Thu Jan 19 2017 12:33:51 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
Subject: Is this allowed?

Did you see this? Is it allowed?

<https://www.facebook.com/events/1208621462567915/permalink/1208621475901247/>

--

Rebecca Matulka
Deputy Director of Digital
Interior Department
202.208.5337

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Thu Jan 19 2017 13:47:00 GMT-0700 (MST)
To: Karissa DeCarlo <karissa_decarlo@nps.gov>
CC: "Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>
Subject: Fwd: Is this allowed?

Hey lady! Can you take a look at this? The event is a fundraiser so I'm not 100% sure what the rules are about the parking promoting it.

----- Forwarded message -----

From: **Matulka, Rebecca** <rebecca_matulka@ios.doi.gov>
Date: Thu, Jan 19, 2017 at 2:33 PM
Subject: Is this allowed?
To: Amber Smigiel <amber_smigiel@nps.gov>

Did you see this? Is it allowed?

<https://www.facebook.com/events/1208621462567915/permalink/1208621475901247/>

--

Rebecca Matulka
Deputy Director of Digital
Interior Department
202.208.5337

--

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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"DeCarlo, Karissa" <karissa_decarlo@nps.gov>

From: "DeCarlo, Karissa" <karissa_decarlo@nps.gov>
Sent: Thu Jan 19 2017 13:53:13 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: "Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>
Subject: Re: Is this allowed?

Looking now

On Thu, Jan 19, 2017 at 12:47 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:
Hey lady! Can you take a look at this? The event is a fundraiser so I'm not 100% sure what the rules are about the parking promoting it.

----- Forwarded message -----

From: **Matulka, Rebecca** <rebecca_matulka@ios.doi.gov>
Date: Thu, Jan 19, 2017 at 2:33 PM
Subject: Is this allowed?
To: Amber Smigiel <amber_smigiel@nps.gov>

Did you see this? Is it allowed?

<https://www.facebook.com/events/1208621462567915/permalink/1208621475901247/>

--

Rebecca Matulka
Deputy Director of Digital
Interior Department
202.208.5337

--

Amber Smigiel
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--

Karissa DeCarlo
Centennial Partnership Specialist
Centennial Office &
Office of Partnerships and Philanthropic Stewardship
1201 Eye Street NW
FLR 9, RM 73
Washington, DC 20005

202-256-2102 cell
202-371-1837 fax

Karissa_DeCarlo@nps.gov

Happy Second Century! Let's continue to connect with and create the next generation of park visitors, supporters, and advocates.

"DeCarlo, Karissa" <karissa_decarlo@nps.gov>

From: "DeCarlo, Karissa" <karissa_decarlo@nps.gov>
Sent: Fri Jan 27 2017 16:29:11 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: "Reginald (Reggie) Chapple" <reginald_chapple@nps.gov>, Karyn Ferro <karyn_ferro@nps.gov>
Subject: Re: Is this allowed?

Hi Amber,

Not sure if you still need this, but here you go.

This is an interesting question and one for which we do not have a solid answer. This crosses into the Director's Order section on how we work with partners in their fundraising as well as the limits of how we can talk about our partnerships. In addition this also overlaps into the category of how NPS presents itself to a visitor online vs in the digital space. There is a goal to have a seamless experience and we have much to consider as we contemplate how we may get there. We will look to include guidance on this in the Reference Manual.

V/r,

-Karissa

RE: Did you see this? Is it allowed?

<https://www.facebook.com/events/1208621462567915/permalink/1208621475901247/>

On Thu, Jan 19, 2017 at 12:47 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:
Hey lady! Can you take a look at this? The event is a fundraiser so I'm not 100% sure what the rules are about the parking promoting it.

----- Forwarded message -----

From: **Matulka, Rebecca** <rebecca_matulka@ios.doi.gov>
Date: Thu, Jan 19, 2017 at 2:33 PM
Subject: Is this allowed?
To: Amber Smigiel <amber_smigiel@nps.gov>

Did you see this? Is it allowed?

<https://www.facebook.com/events/1208621462567915/permalink/1208621475901247/>

--
Rebecca Matulka
Deputy Director of Digital
Interior Department
202.208.5337

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Washington, DC 20005

202-256-2102 cell
202-371-1837 fax

Karissa_DeCarlo@nps.gov

Happy Second Century! Let's continue to connect with and create the next generation of park visitors, supporters, and advocates.

Conversation Contents

Using Storify for BICR, FRRI, and REER

"Josey, Matthew" <matthew_josey@nps.gov>

From: "Josey, Matthew" <matthew_josey@nps.gov>
Sent: Fri Jan 20 2017 08:46:20 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>, Rebecca Matulka <rebecca_matulka@ios.doi.gov>
CC: Gary Horne <gary_horne@nps.gov>
Subject: Using Storify for BICR, FRRI, and REER

Hey Amber & Rebecca,

Hope y'all are staying safe with all the Inauguration craziness!

We're currently assembling a team of people to help manage the CMS, Facebook, and Twitter pages for BICR, FRRI, and REER; and we were wondering whether (a) there's any precedent of DOI entities using Storify to help keep an eye on feeds and maintain a blog presence and (b) whether that's been cleared to use. I know I didn't see it on the official list of approved social media platforms; but I feel like it never hurts to ask.

Thanks for the help!

Best,

Matt Josey
Centennial Program Assistant
National Park Service Southeast Region

100 Alabama Street SW
1924 Bldg. Sam Nunn Federal Center
Atlanta, GA 30303

404-507-5861
matthew_josey@nps.gov

*I found my park in 2005 at Cape Lookout National Seashore.
[Have you found yours?](#)*

"Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>

From: "Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>
Sent: Mon Jan 23 2017 13:52:16 GMT-0700 (MST)
To: "Josey, Matthew" <matthew_josey@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Gary Horne <gary_horne@nps.gov>
Subject: Re: Using Storify for BICR, FRRI, and REER

Hi Matt,

It looks like we have Terms of Service for Storify but not a Privacy Impact Assessment. Not sure if NPS has done their own Privacy Impact Assessment for Storify.

Best,
Rebecca

On Fri, Jan 20, 2017 at 10:46 AM, Josey, Matthew <matthew_josey@nps.gov> wrote:
Hey Amber & Rebecca,

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We're currently assembling a team of people to help manage the CMS, Facebook, and Twitter pages for BICR, FRRI, and REER; and we were wondering whether (a) there's any precedent of DOI entities using Storify to help keep an eye on feeds and maintain a blog presence and (b) whether that's been cleared to use. I know I didn't see it on the official list of approved social media platforms; but I feel like it never hurts to ask.

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--
Rebecca Matulka
Deputy Director of Digital
Interior Department
202.208.5337

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Fri Jan 27 2017 09:14:16 GMT-0700 (MST)
To: "Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>
CC: "Josey, Matthew" <matthew_josey@nps.gov>, Gary Horne <gary_horne@nps.gov>
Subject: Re: Using Storify for BICR, FRRRI, and REER

We have not done an assessment on it yet. If you guys could put together a briefing document on how you plan to use it and why nothing we currently have access to can do it. Then we can start the process either with DOI or our general council.

On Jan 23, 2017, at 3:52 PM, Matulka, Rebecca <rebecca_matulka@ios.doi.gov> wrote:

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--

Rebecca Matulka
Deputy Director of Digital
Interior Department
202.208.5337

"Josey, Matthew" <matthew_josey@nps.gov>

From: "Josey, Matthew" <matthew_josey@nps.gov>
Sent: Fri Jan 27 2017 09:17:06 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: "Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>, Gary Horne <gary_horne@nps.gov>, Saudia Muwwakkil <saudia_muwwakkil@nps.gov>
Subject: Re: Using Storify for BICR, FRRI, and REER

Thanks, Amber! We'll brainstorm a bit and see whether we want to invest that energy in that. Have a good weekend!

Matt Josey
Partnership Associate
National Park Service Southeast Region

100 Alabama Street SW
1924 Bldg. Sam Nunn Federal Center
Atlanta, GA 30303

404-507-5861
matthew_josey@nps.gov

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On Fri, Jan 27, 2017 at 11:14 AM, Amber Smigiel <amber_smigiel@nps.gov> wrote:
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"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Fri Jan 27 2017 09:57:19 GMT-0700 (MST)
To: "Josey, Matthew" <matthew_josey@nps.gov>
CC: "Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>, Gary Horne <gary_horne@nps.gov>, Saudia Muwwakkil <saudia_muwwakkil@nps.gov>
Subject: Re: Using Storify for BICR, FRRI, and REER

Have you looked into Medium? It's been approved by DOI and might fit some of your needs.

On Fri, Jan 27, 2017 at 11:17 AM, Josey, Matthew <matthew_josey@nps.gov> wrote:
Thanks, Amber! We'll brainstorm a bit and see whether we want to invest that energy in that. Have a good weekend!

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Partnership Associate
National Park Service Southeast Region

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matthew_josey@nps.gov

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Rebecca Matulka
Deputy Director of Digital
Interior Department
202.208.5337

--

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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Conversation Contents

Re:

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Mon Jan 23 2017 15:25:44 GMT-0700 (MST)
To: Matt Holly <Matt_Holly@nps.gov>
Subject: Re:

Yeah people are just nervous after this weekend. Sent from my iPhone > On Jan 23, 2017, at 5:17 PM, Matt Holly <Matt_Holly@nps.gov> wrote: > > Which we've always done a pretty decent job about anyway, I think. There were a couple times I knew I was pushing it but felt like we had that support for wiggle room in the past. Now we know we just have to play it slightly safer

Conversation Contents

null

Matt Holly <Matt_Holly@nps.gov>

From: Matt Holly <Matt_Holly@nps.gov>
Sent: Mon Jan 23 2017 15:13:36 GMT-0700 (MST)
To:
Subject:

Any idea why Tom Crosson would have left me a voicemail? I never had access to the Twitter account, I promise

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Mon Jan 23 2017 15:13:57 GMT-0700 (MST)
To:
Subject:

hee no

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Mon Jan 23 2017 15:14:18 GMT-0700 (MST)
To:
Subject:

there was some question from golden gate i think about guidance for talking about climate change

Matt Holly <Matt_Holly@nps.gov>

From: Matt Holly <Matt_Holly@nps.gov>

Sent: Mon Jan 23 2017 15:15:45 GMT-0700 (MST)
To:
Subject:

Oh, got it, haha. We're talking tomorrow with our NRSS director about messaging going forward and will know more then. It sounds like our plan is to just make sure we stick very carefully to the science and impacts and make sure we do not venture into advocacy

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Mon Jan 23 2017 15:16:20 GMT-0700 (MST)
To:
Subject:

excellent!

Matt Holly <Matt_Holly@nps.gov>

From: Matt Holly <Matt_Holly@nps.gov>
Sent: Mon Jan 23 2017 15:17:41 GMT-0700 (MST)
To:
Subject:

Which we've always done a pretty decent job about anyway, I think. There were a couple times I knew I was pushing it but felt like we had that support for wiggle room in the past. Now we know we just have to play it slightly safer

Conversation Contents

media inquiry - National Parks digital communications

Eve Peyser <eve.peyser@gizmodo.com>

From: Eve Peyser <eve.peyser@gizmodo.com>
Sent: Mon Jan 23 2017 14:30:28 GMT-0700 (MST)
To: <amber_smigiel@nps.gov>
Subject: media inquiry - National Parks digital communications

Hi there,

I'm a reporter at Gizmodo and we've been covering changes in digital communications protocol at the National Parks Service. I was wondering if there's any chance you could hop on the phone to chat, either on the record or off.

Thanks so much,
Eve

--

Eve Peyser
Night Editor @ Gizmodo
(b) (6)

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Mon Jan 23 2017 14:31:39 GMT-0700 (MST)
To: Tom Crosson <thomas_crosson@nps.gov>, "Slayton, April" <april_slayton@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Fwd: media inquiry - National Parks digital communications

Looks like my name go out there. Please let me know how to proceed.

----- Forwarded message -----

From: **Eve Peyser** <eve.peyser@gizmodo.com>
Date: Mon, Jan 23, 2017 at 4:30 PM
Subject: media inquiry - National Parks digital communications
To: amber_smigiel@nps.gov

Hi there,

I'm a reporter at Gizmodo and we've been covering changes in digital communications protocol at the National Parks Service. I was wondering if there's any chance you could hop on the phone to chat, either on the record or off.

Thanks so much,
Eve

--

Eve Peyser
Night Editor @ Gizmodo
(b) (6)

--

Amber Smigiel
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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Mon Jan 23 2017 14:34:37 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: "Slayton, April" <april_slayton@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: media inquiry - National Parks digital communications

Refer Eve to me.

Tom Crosson
NPS Public Affairs

On Jan 23, 2017, at 4:31 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

Looks like my name go out there. Please let me know how to proceed.

----- Forwarded message -----

From: **Eve Peyser** <eve.peyser@gizmodo.com>

Date: Mon, Jan 23, 2017 at 4:30 PM

Subject: media inquiry - National Parks digital communications

To: amber_smigiel@nps.gov

Hi there,

I'm a reporter at Gizmodo and we've been covering changes in digital communications protocol at the National Parks Service. I was wondering if there's any chance you could hop on the phone to chat, either on the record or off.

Thanks so much,
Eve

--

Eve Peyser
Night Editor @ Gizmodo
(b) (6)

--

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Mon Jan 23 2017 14:49:58 GMT-0700 (MST)
To: Eve Peyser <eve.peyser@gizmodo.com>

CC: Tom Crosson <thomas_crosson@nps.gov>
Subject: Re: media inquiry - National Parks digital communications

Eve,

Thanks for reaching out! Let me refer you to our Chief of Public Affairs Tom Crosson. He's copied on this email or you can reach him by phone at 202-208-3046.

Thanks,
Amber

On Mon, Jan 23, 2017 at 4:30 PM, Eve Peyser <eve.peyser@gizmodo.com> wrote:

Hi there,

I'm a reporter at Gizmodo and we've been covering changes in digital communications protocol at the National Parks Service. I was wondering if there's any chance you could hop on the phone to chat, either on the record or off.

Thanks so much,
Eve

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Eve Peyser
Night Editor @ Gizmodo
(b) (6)

--
Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service

Eve Peyser <eve.peyser@gizmodo.com>

From: Eve Peyser <eve.peyser@gizmodo.com>
Sent: Mon Jan 23 2017 14:52:24 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
Subject: Re: media inquiry - National Parks digital communications

Thanks so much.

Tom, would you be available for a quick chat on the phone at around 5:45 today?

On Mon, Jan 23, 2017 at 4:49 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

Eve,

Thanks for reaching out! Let me refer you to our Chief of Public Affairs Tom Crosson. He's copied on this email or you can reach him by phone at [202-208-3046](tel:202-208-3046).

Thanks,
Amber

On Mon, Jan 23, 2017 at 4:30 PM, Eve Peyser <eve.peyser@gizmodo.com> wrote:

Hi there,

I'm a reporter at Gizmodo and we've been covering changes in digital communications protocol at the National Parks Service. I was wondering if there's any chance you could hop on the phone to chat, either on the record or off.

Thanks so much,
Eve

--

Eve Peyser
Night Editor @ Gizmodo
(b) (6)

--

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service

--

Eve Peyser
Night Editor @ Gizmodo

Conversation Contents

Re: Petrified Forest + NPS Snapchat Questions

"Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>

From: "Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>
Sent: Mon Jan 23 2017 14:17:26 GMT-0700 (MST)
To: Chris Silver <(b) (6) - Personal email@gmail.com>, Amber Smigiel <amber_smigiel@nps.gov>
CC: "Ullmann, Richard" <Richard_Ullmann@nps.gov>, "Larsen, Hallie" <Hallie_Larsen@nps.gov>
Subject: Re: Petrified Forest + NPS Snapchat Questions

Hi Chris,

1. No, we don't have internal standards for submitting park geofilters. We suggest that you follow the best practices that snapchat to ensure your geofilter is accepted.

For a geofilter style guide, that is a question for NPS's social media lead Amber (copied here). However, I will say that in talking with our snapchat contact, she suggested that geofilters shouldn't have a standard design but have a unique look and feel for that location.

2. I was unaware that snapchat provided data/analytics for community geofilter. I thought that was only for the on-demand geofilters (the paid ones), which the Department cannot do. If your park has a friends group or a foundation, they can create an on-demand geofilter for a park event.

3. Since community geofilters don't have data, I don't think it's necessary to submit geofilters through one email address.

On Wed, Jan 18, 2017 at 6:14 PM, Chris Silver <(b) (6) - Personal email@gmail.com> wrote:

Hi Rebecca,

Thank you for your reply.

As you mentioned, there are no terms of service in place for Snapchat usage, and geofilter approval is handled on Snapchat's end. Since individual park accounts seem to be out of the question in terms of policy and practicality, I have a few follow-up comments and questions about geofilters and the Department account.

Geofilters can be submitted and used by anybody, but their metrics can only be accessed using the credentials from the individual account on which the geofilter was

submitted. The problem with this system is that there is no easy way to unify this geofilter usage data from parks, as filters are submitted by independent users.

1) Does the Department have any kind of standard internal guidelines for submitting park geofilters?

2) Do you believe that geofilter data is worth compiling and analyzing? Could the Department (or the NPS itself) set a standardized set of guidelines for park geofilters to continue to foster a stronger sense of social media continuity amongst parks?

3) If you do think that the geofilter data is worth assembling and examining, what do you think about the idea of submitting all park geofilters under the singular Department account in order to have all that geofilter usage data easily accessible in one place?

I'd love to know more about the account and I am almost always available during normal business hours, so I can work around your schedule. What days and times work best for you the rest of this week or early next week?

Thanks again!

On Wed, Jan 18, 2017 at 3:00 PM, Matulka, Rebecca <rebecca_matulka@ios.doi.gov> wrote:

Hi Chris,

Thanks for the email and interest in using snapchat. I must have written your email down wrong when listening to your voicemail because I tried reaching you earlier today.

To answer your questions:

1. Attached is the working guidance for the account. We'll also have to have a quick call to go over how the account works before you use it the first time.

2. Yes, currently we only have one snapchat account for the entire Department. It's because of paperwork that still needs to be done.

3. No, because parks don't have enough staff to manage their own snapchat and it's hard to gain a lot of friends on the app.

4. Yes, individual parks can create (and have created) their own geofilters. If you have problems getting them approved, I'm here to help coordinate with snapchat. I'm also working with snapchat to do a training on best practices for creating and submitting geofilters.

Let me know if there is some time in the next week or two that you want to chat about using the account!

Rebecca

On Wed, Jan 18, 2017 at 1:32 PM, Chris Silver <(b) (6) - Personal email[gmail.com](mailto:@gmail.com)> wrote:

Hello Deputy Director Matulka,

My name is Chris Silver and I'm a consultant performing work for Petrified Forest National Park. Petrified Forest is looking to get into Snapchat, and I was told that you are in charge of the Department of the Interior's Snapchat account (among other responsibilities). As such, I had a few questions about the DoI's account and Snapchat policy as it pertains to both Petrified Forest and the NPS in general:

- 1) How do parks access the shared DoI account for usage? Is there some sort of application or rental process channeled through your office?
- 2) Are there any current restrictions limiting the the usage or promotion of NPS or individual park Snapchat accounts?
- 3) Are there plans in the works to create official contracts and/or guidelines (similar to what are in place for the use of Facebook, Twitter, and Instagram) regarding NPS or individual park Snapchat usage?
- 4) Has there been any kind of dialogue between the DoI, NPS, individual parks, and/or Snapchat about geofilter creation and usage in parks?

Thank you for your time,
Chris Silver

--

Rebecca Matulka
Deputy Director of Digital
Interior Department
[202.208.5337](tel:202.208.5337)

--

Rebecca Matulka
Deputy Director of Digital
Interior Department
202.208.5337

Conversation Contents

Case# 50032680: Impersonation - natlparkserv

Twitter Support <support@twitter.com>

From: Twitter Support <support@twitter.com>
Sent: Mon Jan 23 2017 13:34:55 GMT-0700 (MST)
To: "amber_smigiel@nps.gov" <amber_smigiel@nps.gov>
Subject: Case# 50032680: Impersonation - natlparkserv

@NatIParkService.

Hello,

This is a confirmation that we've received your report regarding impersonation on the Twitter platform. Someone from our team will review it and reply to you shortly.

Please note: Twitter allows parody, commentary, and fan accounts. Accounts in full compliance with our parody, commentary, and fan account policy are not considered in violation of our impersonation policy.

Thanks,

Twitter Support
<http://support.twitter.com>
@Support

Reference #ref:00DA0000000K0A8.500G0000019mtwF:ref

[Help](#)

Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

Conversation Contents

Another imposter Twitter

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Mon Jan 23 2017 13:33:51 GMT-0700 (MST)
To: Tom Crosson <thomas_crosson@nps.gov>, "Slayton, April" <april_slayton@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Another imposter Twitter

<https://twitter.com/natlparkserv>

I'm reporting it now!

--

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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Conversation Contents

This a problem?

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Mon Jan 23 2017 13:14:52 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
Subject: This a problem?

<https://twitter.com/GoldenGateNPS>

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Mon Jan 23 2017 13:16:28 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: This a problem?

I don't think so. It links to a gov site and it doesn't use the CC label. As far as I know, there hasn't been any guidance related to avoiding that subject sent out from us or NRSS.

On Mon, Jan 23, 2017 at 3:14 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

<https://twitter.com/GoldenGateNPS>

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

--

Amber Smigiel
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Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Mon Jan 23 2017 13:26:52 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
Subject: RE: This a problem?

Ok...thanks.

From: Smigiel, Amber [mailto:amber_smigiel@nps.gov]
Sent: Monday, January 23, 2017 3:16 PM
To: Thomas Crosson
Subject: Re: This a problem?

I don't think so. It links to a gov site and it doesn't use the CC label. As far as I know, there hasn't been any guidance related to avoiding that subject sent out from us or NRSS.

On Mon, Jan 23, 2017 at 3:14 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:
<https://twitter.com/GoldenGateNPS>

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Conversation Contents

Twitter Password hack

"Piazza, Thomas" <chad_piazza@nps.gov>

From: "Piazza, Thomas" <chad_piazza@nps.gov>
Sent: Mon Jan 23 2017 12:03:32 GMT-0700 (MST)
To: "Cavanaugh, Shaun" <shaun_cavanaugh@nps.gov>, Tim Cash <tim_cash@nps.gov>
CC: Jeff Levy <jeff_levy@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Gary Gresham <gary_gresham@ios.doi.gov>
Subject: Twitter Password hack

<http://www.hackstree.com/twitter-password-hack-step-by-step-guide/>

--
Chad Piazza
IT Security Office
National Park Service
202 354 6977

From: [Smigiel, Amber](#)
To: [Piazza, Thomas](#)
Cc: [Tim Cash](#)
Subject: Re: Case# 49258621: I can't log in
Date: Monday, January 23, 2017 11:36:01 AM

Sure!

Twitter for Andriod
Hootsuite
Twitter for iPhone (this I have restored so I can monitor from my phone)
SproutSocial (this is our social analytics provider)
Twitter for iOS
Twitterrific

On Mon, Jan 23, 2017 at 1:15 PM, Piazza, Thomas <chad_piazza@nps.gov> wrote:
I am glad that amber mentioned Apps.

Did you keep track of the revoked applications?

Note that this is a best practice and my report will reflect that amber followed Twitter best practices and revoked

tcp

----- Forwarded message -----

From: **Fonseca de Borges, Julie** <julie_fonseca_de_borges@nps.gov>
Date: Mon, Jan 23, 2017 at 1:09 PM
Subject: Fwd: Case# 49258621: I can't log in
To: "Piazza, Thomas" <chad_piazza@nps.gov>, Tim Cash <tim_cash@nps.gov>

Chad & Tim,

It seems that Twitter had relinked our account Friday evening. I was able to log in and update the account password this morning. As far as I can tell, the only activity that was not us was a direct message sent to @FireAviationNPS.

Attached is the requested screen shot of the account history.

Best,
Julie

Julie Fonseca de Borges, Chief of Interpretation
Seattle Area National Park Sites
(206) 220-4231

Mailing Address:
Klondike Gold Rush National Historical Park - Seattle Unit
319 2nd Ave South
Seattle, WA 98104

I'm a proud graduate of the GOAL Leadership Academy. Ask me about the program!

----- Forwarded message -----

From: support@twitter.com <support@twitter.com>

Date: Fri, Jan 20, 2017 at 9:26 PM

Subject: Case# 49258621: I can't log in

To: "julie_fonseca_de_borges@nps.gov" <julie_fonseca_de_borges@nps.gov>

Hello,

The email address you provided is now associated with the account.

Follow these steps immediately to stop unwanted behaviors on your account:

1. Change your password. Be sure to pick a strong, unique password you haven't used before. Request a password reset here: https://twitter.com/account/begin_password_reset.
2. Make sure the email address tied to your account is secure. If you're unsure, you can change the email associated with your Twitter account here: <https://twitter.com/settings/account>.
3. Scan your computers for viruses and malware if unauthorized Tweets or random behavior continue to affect your account even after you've changed the password.
4. Use caution when granting access to your account. Avoid providing your username, email, and password to untrusted third-party sites, especially sites promising to help you get followers fast.
5. Consider enabling login verification. With login verification, logging into your account will require access to both your password and your phone. Read more here: <https://support.twitter.com/articles/20170388>.

Please note: For security reasons, we've removed all connected apps from your account. Make sure to periodically check your connections, and visit the "Apps" tab to revoke any third-party applications you do not recognize: <http://twitter.com/settings/applications>.

You can also refer to our help page for hacked or compromised accounts: <http://support.twitter.com/articles/31796>.

Thanks,
Twitter Support

[Help](#)

Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

ref: _00DA0K0A8._500G019dZzn:ref

--

Chad Piazza
IT Security Office
National Park Service
202 354 6977

--

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
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Conversation Contents

Social media guidance for inauguration + future

"Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>

From: "Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>
Sent: Thu Jan 19 2017 09:25:02 GMT-0700 (MST)
Amber Smigiel <amber_smigiel@nps.gov>, Danielle Brigida <danielle_brigida@fws.gov>, Amy Krause <alkrause@blm.gov>, "Robinson, Blossom" <blossom.robinson@boem.gov>, Scott Horvath <shorvath@usgs.gov>, "Merony, Kristin" <kristin_merony@ios.doi.gov>, Scott M Layman <slayman@usgs.gov>, "Morris, George" <george.morris@bia.gov>, "Peterson, Jodie F" <jodie.peterson@onrr.gov>, Stephen Major <smajor@usbr.gov>, Sarah McBride <smcbride@usbr.gov>, Robyn Broyles <robyn.broyles@bia.gov>, Emily Quinn <emquinn@usbr.gov>, Christopher Holmes <cholmes@osmre.gov>
To:
CC: "Gillick, Larry" <larry_gillick@ios.doi.gov>, Frank J Quimby <Frank_Quimby@ios.doi.gov>
Subject: Social media guidance for inauguration + future

Hi all,

I know tomorrow if a federal holiday for DC, but I wanted to share social media guidance from Departmental Ethics Office consulted and the Office of Special Counsel for inauguration and the future. Please share with those in the field.

The Department should not sharing content from accounts run by political parties or partisan political groups should continue. It would be appropriate to share content from @WhiteHouse, official @POTUS, @FLOTUS and @VP.

A partisan political group is defined by the Hatch Act as any committee, club or other organization which is affiliated with a political party or candidate for public office in a partisan election, or organized for a partisan purpose, or which engaged in partisan political activity. The word "partisan" when used as an adjective means related to a political party. (5 CFR 734.101) To determine if an account is indeed run by a partisan entity will have to be determined on a case by case basis. However, if a website is soliciting donations for a partisan political party, candidate or organization, the group or organization who runs the website is engaged in partisan

political activity and would thus be deemed a partisan political group and DOI should not share content from its social media accounts.

Since we are in a post-election period, the Office of Special Counsel does not find that displaying the "Make America Great Again" slogan in the office would be prohibited political activity. Therefore, Interior may share content from an otherwise acceptable social media account even if that account contains the "Make America Great Again" slogan.

Also, making sure everyone saw this OMB guidance on Policies for Federal Agency Public Websites and Digital Services:
<https://www.whitehouse.gov/sites/default/files/omb/memoranda/2017/m-17-06.pdf>. Of particular note for social media is Section 11 on Ensure Information Quality and Accuracy.

Let me know if you have any questions!

Rebecca

--

Rebecca Matulka
Deputy Director of Digital
Interior Department
202.208.5337

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Thu Jan 19 2017 10:31:17 GMT-0700 (MST)
To: NPS Web Council <nps_web_council@nps.gov>
CC: Tom Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Stephanie Loeb <stephanie_loeb@nps.gov>
Subject: Fwd: Social media guidance for inauguration + future

Here's is the official guidance from DOI for this weekend's events. Please forward it on to anyone who will be handling social.

Let me know if there are any questions!

Amber

----- Forwarded message -----

From: **Matulka, Rebecca** <rebecca_matulka@ios.doi.gov>
Date: Thu, Jan 19, 2017 at 11:25 AM
Subject: Social media guidance for inauguration + future

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Rebecca Matulka
Deputy Director of Digital
Interior Department
202.208.5337

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"Collat, Kendra" <kendra_collat@nps.gov>

From: "Collat, Kendra" <kendra_collat@nps.gov>
Sent: Thu Jan 19 2017 10:40:55 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
Subject: Re: Social media guidance for inauguration + future

So we can assume you'll put a red MAGA hat on the arrowhead?

On Thu, Jan 19, 2017 at 12:31 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:
Here's is the official guidance from DOI for this weekend's events. Please forward it on to anyone who will be handling social.

Let me know if there are any questions!

Amber

----- Forwarded message -----

From: **Matulka, Rebecca** <rebecca_matulka@ios.doi.gov>
Date: Thu, Jan 19, 2017 at 11:25 AM
Subject: Social media guidance for inauguration + future

Hi all,

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Rebecca Matulka
Deputy Director of Digital
Interior Department
202.208.5337

--

Amber Smigiel
Public Affairs Specialist, Social Media
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National Park Service
Office: 202-208-5839
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--

Kendra Collat, PMP
Project Manager
Office of Communications
Digital Strategy
National Park Service, U.S.

tel: 703-216-4952

Kendra_Collat@nps.gov

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Thu Jan 19 2017 10:49:18 GMT-0700 (MST)
To: "Collat, Kendra" <kendra_collat@nps.gov>
Subject: Re: Social media guidance for inauguration + future

tomorrow at noon!

On Thu, Jan 19, 2017 at 12:40 PM, Collat, Kendra <kendra_collat@nps.gov> wrote:
So we can assume you'll put a red MAGA hat on the arrowhead?

On Thu, Jan 19, 2017 at 12:31 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:
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Let me know if you have any questions!

Rebecca

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Rebecca Matulka
Deputy Director of Digital
Interior Department
202.208.5337

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Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
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www.nps.gov



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Kendra Collat, PMP
Project Manager
Office of Communications
Digital Strategy
National Park Service, U.S.
tel: 703-216-4952

Kendra_Collat@nps.gov

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Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Thu Jan 19 2017 11:19:53 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
Subject: RE: Social media guidance for inauguration + future

Thanks. I know this came up a while ago...do we have the login info for Denise Ryan's Twitter account...and is there a plan to "sanitize" it for the next person?

From: Smigiel, Amber [mailto:amber_smigiel@nps.gov]
Sent: Thursday, January 19, 2017 12:31 PM
To: NPS Web Council
Cc: Tom Crosson; Tim Cash; Stephanie Loeb
Subject: Fwd: Social media guidance for inauguration + future

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Amber

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From: Matulka, Rebecca <rebecca_matulka@ios.doi.gov>
Date: Thu, Jan 19, 2017 at 11:25 AM
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"Loeb, Stephanie" <stephanie_loeb@nps.gov>

From: "Loeb, Stephanie" <stephanie_loeb@nps.gov>
Sent: Thu Jan 19 2017 12:00:38 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
Subject: Re: Social media guidance for inauguration + future

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Stephanie Loeb

[Regional Visual Information Specialist](#)

[Office of External Affairs](#)

National Park Service - [Northeast Region](#)

Office: 215-597-4942 | Cell: 215-268-2614

I am a current participant of the GOAL Leadership Academy. Ask me about the program!

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"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Thu Jan 19 2017 13:42:37 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: Social media guidance for inauguration + future

She is going to give it to me tomorrow before noon. It has to be archived and then left as it is. I have all the instructions from DOI.

On Thu, Jan 19, 2017 at 1:19 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

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From: Smigiel, Amber [mailto:amber_smigiel@nps.gov]
Sent: Thursday, January 19, 2017 12:31 PM
To: NPS Web Council
Cc: Tom Crosson; Tim Cash; Stephanie Loeb
Subject: Fwd: Social media guidance for inauguration + future

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Date: Thu, Jan 19, 2017 at 11:25 AM
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"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Thu Jan 19 2017 13:43:24 GMT-0700 (MST)
To: "Loeb, Stephanie" <stephanie_loeb@nps.gov>
Subject: Re: Social media guidance for inauguration + future

Yep, that'd be great!

On Thu, Jan 19, 2017 at 2:00 PM, Loeb, Stephanie <stephanie_loeb@nps.gov> wrote:

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On Thu, Jan 19, 2017 at 12:31 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:
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Date: Thu, Jan 19, 2017 at 11:25 AM

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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Thu Jan 19 2017 13:53:49 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>

Subject: Re: Social media guidance for inauguration + future

Got it. So can the next person take it over or do they have to start a new account. I heard the DOI person talk about it at a recent meeting and it was confusing.

Tom Crosson
NPS Public Affairs

On Jan 19, 2017, at 3:42 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

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On Thu, Jan 19, 2017 at 1:19 PM, Thomas Crosson
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Sent: Thursday, January 19, 2017 12:31 PM
To: NPS Web Council
Cc: Tom Crosson; Tim Cash; Stephanie Loeb
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"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Thu Jan 19 2017 14:02:38 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: Social media guidance for inauguration + future

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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Thu Jan 19 2017 14:43:01 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
Subject: Re: Social media guidance for inauguration + future

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Tom Crosson
NPS Public Affairs

On Jan 19, 2017, at 4:02 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

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"Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>

From: "Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>
Sent: Thu Jan 19 2017 15:04:03 GMT-0700 (MST)

To: Amber Smigiel <amber_smigiel@nps.gov>, Danielle Brigida <danielle_brigida@fws.gov>, Amy Krause <alkrause@blm.gov>, "Robinson, Blossom" <blossom.robinson@boem.gov>, Scott Horvath <shorvath@usgs.gov>, "Merony, Kristin" <kristin_merony@ios.doi.gov>, Scott M Layman <slayman@usgs.gov>, "Morris, George" <george.morris@bia.gov>, "Peterson, Jodie F" <jodie.peterson@onrr.gov>, Stephen Major <smajor@usbr.gov>, Sarah McBride <smcbride@usbr.gov>, Robyn Broyles <robyn.broyles@bia.gov>, Emily Quinn <emquinn@usbr.gov>, Christopher Holmes <cholmes@osmre.gov>

CC: "Gillick, Larry" <larry_gillick@ios.doi.gov>, Frank J Quimby <Frank_Quimby@ios.doi.gov>

Subject: Re: Social media guidance for inauguration + future

Hi all,

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Also, making sure everyone saw this OMB guidance on Policies for Federal Agency Public Websites and Digital Services: <https://www.whitehouse.gov/sites/default/files/omb/memoranda/2017/m-17-06.pdf>. Of particular note for social media is Section 11 on Ensure Information Quality and Accuracy.

On Thu, Jan 19, 2017 at 11:25 AM, Matulka, Rebecca <rebecca_matulka@ios.doi.gov> wrote:

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Deputy Director of Digital
Interior Department
202.208.5337

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"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Fri Jan 20 2017 15:34:40 GMT-0700 (MST)

To: Tim Cash <tim_cash@nps.gov>, Tom Crosson <thomas_crosson@nps.gov>, "Slayton, April" <april_slayton@nps.gov>
Subject: Fwd: Social media guidance for inauguration + future

This is what went out and then I sent it to the Web Council list

----- Forwarded message -----

From: **Matulka, Rebecca** <rebecca_matulka@ios.doi.gov>
Date: Thu, Jan 19, 2017 at 5:04 PM
Subject: Re: Social media guidance for inauguration + future
To: Amber Smigiel <amber_smigiel@nps.gov>, Danielle Brigida <danielle_brigida@fws.gov>, Amy Krause <alkrause@blm.gov>, "Robinson, Blossom" <blossom.robinson@boem.gov>, Scott Horvath <shorvath@usgs.gov>, "Merony, Kristin" <kristin_merony@ios.doi.gov>, Scott M Layman <slayman@usgs.gov>, "Morris, George" <george.morris@bia.gov>, "Peterson, Jodie F" <jodie.peterson@onrr.gov>, Stephen Major <smajor@usbr.gov>, Sarah McBride <smcbride@usbr.gov>, Robyn Broyles <robyn.broyles@bia.gov>, Emily Quinn <emquinn@usbr.gov>, Christopher Holmes <cholmes@osmre.gov>
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"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 09:13:15 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
Subject: Fwd: Social media guidance for inauguration + future

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From: **Matulka, Rebecca** <rebecca_matulka@ios.doi.gov>
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"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Mon Jan 23 2017 08:22:01 GMT-0700 (MST)
To: Tom Crosson <thomas_crosson@nps.gov>
Subject: Fwd: Social media guidance for inauguration + future

Guidance sent on Thursday

----- Forwarded message -----

From: **Matulka, Rebecca** <rebecca_matulka@ios.doi.gov>

Date: Thu, Jan 19, 2017 at 5:04 PM

Subject: Re: Social media guidance for inauguration + future

To: Amber Smigiel <amber_smigiel@nps.gov>, Danielle Brigida <danielle_brigida@fws.gov>, Amy Krause <alkrause@blm.gov>, "Robinson, Blossom" <blossom.robinson@boem.gov>, Scott Horvath <shorvath@usgs.gov>, "Merony, Kristin" <kristin_merony@ios.doi.gov>, Scott M Layman <slayman@usgs.gov>, "Morris, George" <george.morris@bia.gov>, "Peterson, Jodie F" <jodie.peterson@onrr.gov>, Stephen Major <smajor@usbr.gov>, Sarah McBride <smcbride@usbr.gov>, Robyn Broyles <robyn.broyles@bia.gov>, Emily Quinn <emquinn@usbr.gov>, Christopher Holmes <cholmes@osmre.gov>
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"McPartland, Mary" <mary_mcpartland@nps.gov>

From: "McPartland, Mary" <mary_mcpartland@nps.gov>
Sent: Mon Jan 23 2017 09:55:50 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Social media guidance for inauguration + future

Dear Amber,

Thank you for this information.

Do you have another source for the OMB guidance on Policies for Federal Agency Public Websites and Digital Services? The link to the pdf on whitehouse.gov no longer works.

Does this website cover the same information? <https://www.digitalgov.gov/resources/checklist-of-requirements-for-federal-digital-services/>

Thank you!

Mary

On Mon, Jan 23, 2017 at 9:57 AM, Shiffer, Rebecca <rebecca_shiffer@nps.gov> wrote:
More social media guidance. This is general guidance about what sources are and are not appropriate for us to share in our social media platforms.

Rebecca A. Shiffer
Technical Preservation Services
National Park Service
Washington, DC
(202) 354-2029

[TPS website](#) | [Sign up for updates from TPS](#)

Facebook [Heritage & Historic Preservation - NPS](#) | **Twitter** [@HHPreservitNPS](#)

----- Forwarded message -----

From: **Smigiel, Amber** <amber_smigiel@nps.gov>
Date: Thu, Jan 19, 2017 at 12:31 PM
Subject: Fwd: Social media guidance for inauguration + future
To: NPS Web Council <nps_web_council@nps.gov>
Cc: Tom Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Stephanie Loeb <stephanie_loeb@nps.gov>

Here's is the official guidance from DOI for this weekend's events. Please forward it on to anyone who will be handling social.

Let me know if there are any questions!

Amber

----- Forwarded message -----

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Mary McPartland, PhD
Collections Manager, Heritage Documentation Programs
National Park Service
1201 Eye Street NW
Washington, DC 20005
Phone: 202-354-2260
mary_mcpartland@nps.gov

Visit our online exhibit celebrating the 50th anniversary of the National Historic Preservation Act: <https://www.nps.gov/hdp/exhibits/nhpa50/>

Conversation Contents

Re: Update on Twitter use?

"Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>

From: "Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>
Sent: Mon Jan 23 2017 09:34:12 GMT-0700 (MST)
To: "lavender, maria" <maria_lavender@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Update on Twitter use?

Adding Tim Cash and Amber Smigiel from NPS digital to help get the word out.

Thank you for letting us know.

On Mon, Jan 23, 2017 at 11:25 AM, lavender, maria <maria_lavender@nps.gov> wrote:
Thank you!!!!

I am thinking that since it is Monday and BIBE Superintendent and all Supervisors think it is still to be not used that other Parks are in the same boat? Is there any way to send out an official update to the folks in charge?

Maria Lavender
Park Ranger (Interpretation)
Social Media Coordinator
Big Bend National Park, TX
432-477-1196



www.facebook.com/bigbendNPS

www.twitter.com/bigbendNPS

www.instagram.com/bigbendnps

On Mon, Jan 23, 2017 at 10:20 AM, Matulka, Rebecca <rebecca_matulka@ios.doi.gov> wrote:

Hi Maria,

Sorry for the confusion. On Saturday morning, we clarified that the Twitter hold while they investigated the NPS incident was lifted. Let me know if you need anything else.

I've pasted it below:

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

Now that social media guidance has been clarified, the Department and its bureaus should resume Twitter engagement as normal this weekend, with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation. If you have any questions about content to be posted, please contact Frank Quimby or Larry Gillick.

On Mon, Jan 23, 2017 at 11:14 AM, lavender, maria <maria_lavender@nps.gov> wrote:

Rebecca,

Hello! I have gotten word from all kinds of sources (Human Resources SHRO included) regarding the Twitter situation and shutting down use of all Twitter accounts, but I have not heard anything from our web and social media sources as well as no update since the 'shut down.'

I see the NPS official Twitter is up and running again, may all parks now continue to use Twitter? May we get an official update?

Thanks for the info!

Maria Lavender

Park Ranger (Interpretation)

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www.facebook.com/bigbendNPS

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Deputy Director of Digital

Interior Department

202.208.5337

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"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Mon Jan 23 2017 09:35:33 GMT-0700 (MST)
To: Tom Crosson <thomas_crosson@nps.gov>, "Slayton, April" <april_slayton@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>
Subject: Fwd: Update on Twitter use?

FYI

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Date: Mon, Jan 23, 2017 at 11:34 AM
Subject: Re: Update on Twitter use?
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On Mon, Jan 23, 2017 at 11:14 AM, lavender, maria <maria_lavender@nps.gov> wrote:

Rebecca,

Hello! I have gotten word from all kinds of sources (Human Resources SHRO included) regarding the Twitter situation and shutting down use of all Twitter accounts, but I have not heard anything from our web and social media sources as well as no update since the 'shut down.'

I see the NPS official Twitter is up and running again, may all parks now continue to use Twitter? May we get an official update?

Thanks for the info!

Maria Lavender
Park Ranger (Interpretation)
Social Media Coordinator
Big Bend National Park, TX
432-477-1196



www.facebook.com/bigbendNPS

www.twitter.com/bigbendNPS

www.instagram.com/bigbendnps

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Rebecca Matulka
Deputy Director of Digital
Interior Department
202.208.5337

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Rebecca Matulka
Deputy Director of Digital
Interior Department
202.208.5337

--
Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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"Cash, Tim" <tim_cash@nps.gov>

From: "Cash, Tim" <tim_cash@nps.gov>
Sent: Mon Jan 23 2017 09:36:30 GMT-0700 (MST)
To: "Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>
CC: "lavender, maria" <maria_lavender@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Update on Twitter use?

Thank you, Rebecca. The message was sent via the regional PIOs and web managers, but we also will explore some direct methods to expedite situations like this.

On Mon, Jan 23, 2017 at 10:34 AM, Matulka, Rebecca <rebecca_matulka@ios.doi.gov> wrote:

Adding Tim Cash and Amber Smigiel from NPS digital to help get the word out.

Thank you for letting us know.

On Mon, Jan 23, 2017 at 11:25 AM, lavender, maria <maria_lavender@nps.gov> wrote:

Thank you!!!!

I am thinking that since it is Monday and BIBE Superintendent and all Supervisors think it is still to be not used that other Parks are in the same boat? Is there any way to send out an official update to the folks in charge?

Maria Lavender

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On Mon, Jan 23, 2017 at 10:20 AM, Matulka, Rebecca
<rebecca_matulka@ios.doi.gov> wrote:

Hi Maria,

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I've pasted it below:

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--

Rebecca Matulka
Deputy Director of Digital
Interior Department
202.208.5337

--

Rebecca Matulka
Deputy Director of Digital
Interior Department
202.208.5337

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

"Cash, Tim" <tim_cash@nps.gov>

From: "Cash, Tim" <tim_cash@nps.gov>
Sent: Mon Jan 23 2017 09:37:30 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Fwd: Update on Twitter use?

FYI, my response.

----- Forwarded message -----

From: **Cash, Tim** <tim_cash@nps.gov>

Date: Mon, Jan 23, 2017 at 10:36 AM

Subject: Re: Update on Twitter use?

To: "Matulka, Rebecca" <rebecca_matulka@ios.doi.gov>

Cc: "lavender, maria" <maria_lavender@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>

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Social Media Coordinator

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(202) 436-6206
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--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
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www.nps.gov

Conversation Contents

Re: Invitation: Twitter debrief @ Mon Jan 23, 2017 12pm - 12:30pm
(khaled_bassim@nps.gov)

"Bassim, Khaled" <khaled_bassim@nps.gov>

From: "Bassim, Khaled" <khaled_bassim@nps.gov>
Sent: Mon Jan 23 2017 08:34:45 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
Mathew John <mathew_john@nps.gov>, "Collat, Kendra" <kendra_collat@nps.gov>, "Baz, Suki" <suki_baz@nps.gov>, Laura Cohen <laura_cohen@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Virginia Reams <virginia_reams@nps.gov>, Todd Edgar <todd_edgar@nps.gov>
CC:
Subject: Re: Invitation: Twitter debrief @ Mon Jan 23, 2017 12pm - 12:30pm (khaled_bassim@nps.gov)

Tim,

I will need to phone in.

Thank you.

Cheers!
~Kal

Khaled "Kal" Bassim
User Experience & Design Strategy

DIGITAL STRATEGY DIVISION
Office of Communications
National Park Service
(202) 641-3589

www.nps.gov | inside.nps.gov

The National Park Service cares for special places
saved by the American people so that all may

experience our heritage.

EXPERIENCE YOUR AMERICA

On Mon, Jan 23, 2017 at 12:21 AM, Tim Cash <tim_cash@nps.gov> wrote:

Twitter debrief

[more details »](#)

Debrief on what happened this weekend in case any of you get questions. Please defer anyone to me until we've had a chance to discuss. I'll keep the update quick and then answer any questions that you may have as well as solicit your advice. Thank you all, I know that it's short notice -- especially for Suki -- but please make room in your schedule to join the call.

When Mon Jan 23, 2017 12pm – 12:30pm Eastern Time

Where Kendra's conference line if need, otherwise just video ([map](#))

Video call https://plus.google.com/hangouts/_/doi.gov/tim-cash

Calendar khaled_bassim@nps.gov

Who

- tim_cash@nps.gov - organizer
- mathew_john@nps.gov
- kendra_collat@nps.gov
- suki_baz@nps.gov
- laura_cohen@nps.gov
- amber_smigiel@nps.gov
- virginia_reams@nps.gov
- khaled_bassim@nps.gov
- todd_edgar@nps.gov

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account khaled_bassim@nps.gov because you are subscribed for invitations on calendar khaled_bassim@nps.gov.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. [Learn More](#).

"Collat, Kendra" <kendra_collat@nps.gov>

From: "Collat, Kendra" <kendra_collat@nps.gov>
Sent: Mon Jan 23 2017 08:38:50 GMT-0700 (MST)
To: "Bassim, Khaled" <khaled_bassim@nps.gov>
Tim Cash <tim_cash@nps.gov>, Mathew John <mathew_john@nps.gov>, "Baz, Suki" <suki_baz@nps.gov>, Laura Cohen <laura_cohen@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Virginia Reams

<virginia_reams@nps.gov>, Todd Edgar
<todd_edgar@nps.gov>

Subject:

Re: Invitation: Twitter debrief @ Mon Jan 23, 2017 12pm - 12:30pm (khaled_bassim@nps.gov)

We can use 877 725 2166 3362605.

On Mon, Jan 23, 2017 at 10:34 AM, Bassim, Khaled <khaled_bassim@nps.gov> wrote:

Tim,

I will need to phone in.

Thank you.

Cheers!

-Kal

Khaled "Kal" Bassim

User Experience & Design Strategy

DIGITAL STRATEGY DIVISION

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Video call https://plus.google.com/hangouts/_/doi.gov/tim-cash

Calendar khaled_bassim@nps.gov

Who • tim_cash@nps.gov - organizer

- mathew_john@nps.gov
- kendra_collat@nps.gov
- suki_baz@nps.gov
- laura_cohen@nps.gov
- amber_smigiel@nps.gov
- virginia_reams@nps.gov
- khaled_bassim@nps.gov
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--

Kendra Collat, PMP
Project Manager
Office of Communications
Digital Strategy
National Park Service, U.S.
tel: 703-216-4952
Kendra_Collat@nps.gov

Conversation Contents

Telehuddle with Regional PAOs

Attachments:

/22. Telehuddle with Regional PAOs/1.1 invite.ics

Thomas_Crosson@nps.gov

From: Thomas_Crosson@nps.gov
Sent: Mon Jan 23 2017 07:51:45 GMT-0700 (MST)
To: Alexandra Picavet <alexandra_picavet@nps.gov>, Andrew Munoz <andrew_munoz@nps.gov>, Beth Sciumeca <beth_sciumeca@nps.gov>, Christine Powell <chris_powell@nps.gov>, Craig Dalby <craig_dalby@nps.gov>, James Doyle <james_doyle@nps.gov>, Jane Ahern <jane_ahern@nps.gov>, Jennifer Mummart <jennifer_mummart@nps.gov>, Jenny Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>, John Quinley <john_quinley@nps.gov>, Jon Bennett <brad_bennett@nps.gov>, Rick Frost <Rick_Frost@nps.gov>, Sally Mayberry <sally_mayberry@nps.gov>, Saudia Muwwakkil <saudia_muwwakkil@nps.gov>, Stephanie Burkhart <stephanie_burkhart@nps.gov>, Whitney Howeth <whitny_howeth@nps.gov>, April Slayton <april_slayton@nps.gov>, Jeremy Barnum <jeremy_barnum@nps.gov>, Victoria Stauffenberg <victoria_stauffenberg@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Telehuddle with Regional PAOs
Attachments: invite.ics



Conversation Contents

Please call in when you can

"Crosson, Thomas" <thomas_crosson@nps.gov>

From: "Crosson, Thomas" <thomas_crosson@nps.gov>
Sent: Mon Jan 23 2017 07:37:02 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
Subject: Please call in when you can

2022083046

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
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[Twitter](#) | [Facebook](#) | [YouTube](#) | [Instagram](#) | [Web](#)

Conversation Contents

Fwd: Vicksburg Twitter account

"Cash, Tim" <tim_cash@nps.gov>

From: "Cash, Tim" <tim_cash@nps.gov>
Sent: Sun Jan 22 2017 20:50:28 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>
Subject: Fwd: Vicksburg Twitter account

FYI

----- Forwarded message -----

From: **Bill Justice** <bill_justice@nps.gov>
Date: Sun, Jan 22, 2017 at 9:00 PM
Subject: Re: Vicksburg Twitter account
To: Tim Cash <tim_cash@nps.gov>

We followed the guidance we initially received and shut down our account. We've received the updated guidance, but there isn't an urgent need to reestablish the account. We will reestablish the account this week when the folks who do this are back at work.

Thanks for pointing it out.

Bill Justice
Superintendent
Vicksburg National Military Park
601-619-2902
601-618-2237

On Jan 22, 2017, at 8:46 PM, Tim Cash <tim_cash@nps.gov> wrote:

Hi Bill,

Buzzfeed contacted us, they somehow noted that your park Twitter account has been shutdown and wanted to know why. We don't intend to give a statement other than to say we don't know, but I wanted to check with you and make sure all is ok. We've had some suspicious activity that is under investigation, and I'm hoping that you haven't been affected.

Thanks. Hope you are doing well.

Tim

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
[\(202\) 436-6206](tel:(202)436-6206)
www.nps.gov

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Mon Jan 23 2017 04:05:59 GMT-0700 (MST)
To: "Cash, Tim" <tim_cash@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Vicksburg Twitter account

Thanks.

Tom Crosson
NPS Public Affairs

On Jan 22, 2017, at 10:50 PM, Cash, Tim <tim_cash@nps.gov> wrote:

FYI

----- Forwarded message -----
From: **Bill Justice** <bill_justice@nps.gov>
Date: Sun, Jan 22, 2017 at 9:00 PM
Subject: Re: Vicksburg Twitter account
To: Tim Cash <tim_cash@nps.gov>

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Conversation Contents

Invitation: Twitter debrief @ Mon Jan 23, 2017 12pm - 12:30pm
(amber_smigiel@nps.gov)

Attachments:

/25. Invitation: Twitter debrief @ Mon Jan 23, 2017 12pm - 12:30pm
(amber_smigiel@nps.gov)/1.1 invite.ics

/25. Invitation: Twitter debrief @ Mon Jan 23, 2017 12pm - 12:30pm
(amber_smigiel@nps.gov)/1.2 invite.ics

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sun Jan 22 2017 22:21:01 GMT-0700 (MST)
To: amber_smigiel@nps.gov, khaled_bassim@nps.gov, todd_edgar@nps.gov, suki_baz@nps.gov, laura_cohen@nps.gov, mathew_john@nps.gov, kendra_collat@nps.gov, virginia_reams@nps.gov
Subject: Invitation: Twitter debrief @ Mon Jan 23, 2017 12pm - 12:30pm (amber_smigiel@nps.gov)
Attachments: invite.ics invite.ics

Twitter debrief

[more details »](#)

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Calendar amber_smigiel@nps.gov

Who

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- khaled_bassim@nps.gov
- amber_smigiel@nps.gov
- todd_edgar@nps.gov
- suki_baz@nps.gov
- laura_cohen@nps.gov
- mathew_john@nps.gov
- kendra_collat@nps.gov

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Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

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Conversation Contents

VicksburgNMP

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sun Jan 22 2017 19:18:49 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>
Subject: VicksburgNMP

Looks like Vicksburg completely shut down their Twitter page. Do you know why? Might be worth asking. A BuzzFeed reporter is asking me. Going to respond with something along the lines of "I don't know why...we didn't tell them to do that...ask them."

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sun Jan 22 2017 19:27:38 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: VicksburgNMP

I haven't heard anything, and that would be a surprising move by their Supt Bill Justice. Let me know if you need me to do anything, he and I are friends on FB, he may reply if you can't get an answer via other channels.

--

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Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sun Jan 22 2017 19:30:24 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>
Subject: RE: VicksburgNMP

If anything...it might be good to hear why they flushed it. Interesting that this reporter picked up on it.

Hope they didn't take the DOI guidance on Friday as "kill your Twitter all together."

From: Tim Cash [mailto:tim_cash@nps.gov]
Sent: Sunday, January 22, 2017 9:28 PM
To: Thomas Crosson
Cc: Amber Smigiel
Subject: Re: VicksburgNMP

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Chief of Public Affairs
National Park Service
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Visit us at www.nps.gov

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sun Jan 22 2017 19:31:37 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: VicksburgNMP

I'll ask, maybe he'll answer. Worrisome.

--

Tim Cash
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Office of Communications
National Park Service
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National Park Service
(202) 208-3046
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Conversation Contents

New Parody Account

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sun Jan 22 2017 10:14:13 GMT-0700 (MST)
To: Tom Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, "Slayton, April" <april_slayton@nps.gov>
Subject: New Parody Account

<https://twitter.com/TheRangerJeremy>

This one we are not going to be able to do much about as it follows Twitter's parody rules. But I want to put it on your radar in case it catches on.

--

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sun Jan 22 2017 10:48:22 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, "Slayton, April" <april_slayton@nps.gov>
Subject: Re: New Parody Account

Awesome. Should be fun to watch

Tom Crosson
NPS Public Affairs

On Jan 22, 2017, at 12:14 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

<https://twitter.com/TheRangerJeremy>

This one we are not going to be able to do much about as it follows Twitter's parody rules. But I want to put it on your radar in case it catches on.

--

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



Follow America's Best Idea

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Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sun Jan 22 2017 11:13:56 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
CC: "Smigiel, Amber" <amber_smigiel@nps.gov>, "Slayton, April" <april_slayton@nps.gov>
Subject: Re: New Parody Account

Tell (b) (6) m to knock it off!

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206

www.nps.gov

On Jan 22, 2017, at 11:48 AM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

Awesome. Should be fun to watch

Tom Crosson
NPS Public Affairs

On Jan 22, 2017, at 12:14 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

<https://twitter.com/TheRangerJeremy>

This one we are not going to be able to do much about as it follows Twitter's parody rules. But I want to put it on your radar in case it catches on.

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Amber Smigiel
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Conversation Contents

Women's Rights Park take 2

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sun Jan 22 2017 06:59:17 GMT-0700 (MST)
To: tim_cash@nps.gov, Tom Crosson <thomas_crosson@nps.gov>, april_slayton@nps.gov
Subject: Women's Rights Park take 2

<https://www.facebook.com/womensrightsnps/posts/1557445430947403:0>

Sent from my iPhone

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sun Jan 22 2017 10:21:40 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: Tom Crosson <thomas_crosson@nps.gov>, "april_slayton@nps.gov" <april_slayton@nps.gov>
Subject: Re: Women's Rights Park take 2

We've got to revisit our training and consider creating some required modules that teach fundamental content decision-making and gov't ethics

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

On Jan 22, 2017, at 7:59 AM, Amber Smigiel <amber_smigiel@nps.gov> wrote:

<https://www.facebook.com/womensrightsnps/posts/1557445430947403:0>

Sent from my iPhone

Conversation Contents

Draft briefing paper for quick review

Attachments:

/29. Draft briefing paper for quick review/1.1 Briefing Statement - Twitter incident.docx

"Slayton, April" <april_slayton@nps.gov>

From: "Slayton, April" <april_slayton@nps.gov>
Sent: Sun Jan 22 2017 06:19:37 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Draft briefing paper for quick review
Attachments: Briefing Statement - Twitter incident.docx

Please take a look at the attached DRAFT briefing paper on the Twitter incident

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sun Jan 22 2017 06:55:21 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Draft briefing paper for quick review

Works for me. Found one edit. Points is spelled ponts in this paragraph:

- Using Twitter's account dashboard, which includes a list of IPs and OS used for recent account access, we traced the IP address used for the two questionable posts to an ISP in the San Bruno, CA, area and checked all possible NPS social media ponts of contacts in that area. None indicated that they had been active on NPS Twitter accounts on

January 20.

Sent from my iPhone

On Jan 22, 2017, at 8:20 AM, Slayton, April <april_slayton@nps.gov> wrote:

Please take a look at the attached DRAFT briefing paper on the Twitter incident

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

<Briefing Statement - Twitter incident.docx>

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sun Jan 22 2017 09:37:27 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Draft briefing paper for quick review

Thanks - Amber can you help me draft one addition key point that highlights that these 2 RTs are abnormal when compared to our standard tweets and retweets? For example, it is unusual for us to retweet a group we don't work with regularly or a reporter, correct?

Sent from my iPhone

On Jan 22, 2017, at 8:55 AM, Amber Smigiel <amber_smigiel@nps.gov> wrote:

Works for me. Found one edit. Points is spelled ponts in this paragraph:

- Using Twitter's account dashboard, which includes a list of IPs and OS used for recent account access, we traced the IP address used for the two questionable posts to an ISP in the San Bruno, CA, area and checked all possible NPS social media ponts of contacts in that area. None indicated that they had been active on NPS Twitter accounts on January 20.

Sent from my iPhone

On Jan 22, 2017, at 8:20 AM, Slayton, April <april_slayton@nps.gov> wrote:

Please take a look at the attached DRAFT briefing paper on the Twitter incident

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

<Briefing Statement - Twitter incident.docx>

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sun Jan 22 2017 09:41:30 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Draft briefing paper for quick review

Hmmm. I'm not sure how to phrase that. We don't retweet anything that doesn't include park-verified information? If a reporter worked on a story with us, that is something I would RT so I don't feel comfortable saying that we never do it.

Sent from my iPhone

On Jan 22, 2017, at 11:37 AM, April Slayton <april_slayton@nps.gov> wrote:

Thanks - Amber can you help me draft one addition key point that highlights that these 2 RTs are abnormal when compared to our standard tweets and retweets? For example, it is unusual for us to retweet a group we don't work with regularly or a reporter, correct?

Sent from my iPhone

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Works for me. Found one edit. Points is spelled ponts in this paragraph:

- Using Twitter's account dashboard, which includes a list of IPs and OS used for recent account access, we traced the IP address used for the two questionable posts to an ISP in the San Bruno, CA, area and checked all possible NPS social media ponts of contacts in that area. None indicated that they had

been active on NPS Twitter accounts on January 20.

Sent from my iPhone

On Jan 22, 2017, at 8:20 AM, Slayton, April
<april_slayton@nps.gov> wrote:

Please take a look at the attached DRAFT briefing
paper on the Twitter incident

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

<Briefing Statement - Twitter incident.docx>

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sun Jan 22 2017 10:12:50 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Draft briefing paper for quick review

Looks good to me.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

On Jan 22, 2017, at 7:20 AM, Slayton, April <april_slayton@nps.gov> wrote:

Please take a look at the attached DRAFT briefing paper on the Twitter
incident

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

<Briefing Statement - Twitter incident.docx>

DRAFT Briefing Statement FY 2017

Bureau: National Park Service
Issue: Twitter retweets during inauguration
Program/Park: WASO

Key Points

- The National Park Service is actively investigating the situation to identify the individual who retweeted two tweets related to the inauguration from the NPS national Twitter account that were inappropriate for the NPS Twitter account.
- **Official NPS statement:** The two tweets posted on the National Park Service's social media account today were inappropriate and inconsistent with the agency's overall approach to engaging the public through social media. Moving forward, the agency will provide better guidance to all employees who post to official NPS social media accounts about best practices and appropriate content for posts and retweets. We apologize for these tweets and pledge to maintain the highest standards for our social media content moving forward.

Background

- Around 4:40 pm ET on January 20, NPS Office of Communications (OCOMM) staff was contacted by multiple trusted sources sharing concern about two retweets from the national NPS Twitter account, @natlparkservice.
- External media sources reported on the retweets, and NPS engaged with DOI's Office of Communications (OCO).
- NPS OCOMM immediately engaged our social media team, confirming that no one with access to @natlparkservice in Washington posted the retweets.
- Multiple individuals have access to the @natlparkservice account credentials (Twitter only provides one set of creds per account). OCOMM began to check with others outside of Washington with access to the credentials in an attempt to identify the source of the retweets.
- Around 5:10 pm ET, DOI OCO sent a directive to all bureaus to immediately stop tweeting until further notice. NPS forwarded this information to all regional communications offices nationwide to disperse this message to parks with Twitter accounts (193 parks have registered Twitter accounts)
 - On Saturday, January 22, NPS received updated guidance from DOI OCO indicating that national, park and program social media posting could resume.
 - NPS then posted a tweet on its national account indicating that it would resume posting. "We regret the mistaken RTs from our account yesterday and look forward to continuing to share the beauty and history of our parks with you"
 - DOI subsequently asked to see the content of posts for the NPS national Twitter account before it is posted for the following 48 hours, and NPS is following through on that request.

- NPS OCOMM also changed the password for the national Twitter and Facebook accounts and restricted access to a single point of contact in Washington, DC. It will not be shared with any other staff until the current situation is resolved.
- NPS OCOMM also sent guidance on Saturday, January 21 to all NPS park and program social media contacts recommending that they immediately change their passwords and review the list of staff who have access to their accounts.
- Using Twitter's account dashboard, which includes a list of IPs and OS used for recent account access, we traced the IP address used for the two questionable posts to an ISP in the San Bruno, CA, area and checked all possible NPS social media points of contacts in that area. None indicated that they had been active on NPS Twitter accounts on January 20.
- Initially, NPS OCOMM suspected that this incident was an accidental cross-posting from a personal Twitter account (this has happened on multiple occasions in the past with other NPS social media accounts). However, after additional review NPS OCOMM was concerned that the account may have been compromised. Consequently, NPS OCOMM contacted NPS IT security staff and requested that they investigate this as a potential security incident.

Current Status

- **Investigation in process:** NPS OCOMM will work closely with IT security specialists to support an investigation of these posts.
- **Possibly related park Twitter intrusion:** The social media manager at Klondike Gold Rush National Historical Park, Seattle Unit received an automated email from Twitter Thursday night, asking if she had changed the email address associated with the account. It indicated that the password had been changed using an IP address from "Santa Cruz or Clara, CA". The IP that posted our retweets was from the San Bruno area, which is about an hour away from those locations. NPS OCOMM is concerned that this proximity and the related nature of these two incidents may not be a coincidence. NPS IT security has been provided this related information.
- **Updated social media guidance for parks and programs:** NPS OCOMM will immediately begin a review of social media guidance for parks and programs to ensure that appropriate information about appropriate tweet and retweet content is up to date and relevant.
- **Improving communications channels for social media contacts:** NPS OCOMM will immediately begin the process of developing a national list of social media primary POC's for all parks and programs with active social media presences to ensure that we can quickly communicate important information with the account managers in cases of security or content related issues.

Contact Person: Assistant Director for Communications April Slayton, april_slayton@nps.gov, 202-208-4995

Last Updated: January 22, 2017

Conversation Contents

Retweet?

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sun Jan 22 2017 06:58:05 GMT-0700 (MST)
To: Tom Crosson <thomas_crosson@nps.gov>
Subject: Retweet?

<https://twitter.com/naturenps/status/822219709936496642>

Sent from my iPhone

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sun Jan 22 2017 07:16:38 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Retweet?

Go for it.

Tom Crosson
NPS Public Affairs

On Jan 22, 2017, at 8:58 AM, Amber Smigiel <amber_smigiel@nps.gov> wrote:

<https://twitter.com/naturenps/status/822219709936496642>

Sent from my iPhone

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sun Jan 22 2017 08:54:42 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>

Subject: Re: Retweet?

Done!

This one okay to RT next?

<https://twitter.com/petrifiednps/status/823187609937551361>

Sent from my iPhone

On Jan 22, 2017, at 9:16 AM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

Go for it.

Tom Crosson
NPS Public Affairs

On Jan 22, 2017, at 8:58 AM, Amber Smigiel <amber_smigiel@nps.gov> wrote:

<https://twitter.com/naturenps/status/822219709936496642>

Sent from my iPhone

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sun Jan 22 2017 09:00:15 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>
Subject: RE: Retweet?

Yes.

Got some updated guidance. You are good to go with the “fluffy” tweets. No need to send those for review. DOI just wants to see the high-viz ones....like major policy or anything that can be connected the inauguration in any way. Hopefully we'll get this all squared away tomorrow.

From: Amber Smigiel [mailto:amber_smigiel@nps.gov]
Sent: Sunday, January 22, 2017 10:55 AM
To: Thomas Crosson
Subject: Re: Retweet?

Done!

This one okay to RT next?

<https://twitter.com/petrifiednps/status/823187609937551361>

Sent from my iPhone

On Jan 22, 2017, at 9:16 AM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

Go for it.

Tom Crosson
NPS Public Affairs

On Jan 22, 2017, at 8:58 AM, Amber Smigiel <amber_smigiel@nps.gov> wrote:

<https://twitter.com/naturenps/status/822219709936496642>

Sent from my iPhone

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sun Jan 22 2017 09:06:20 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
Subject: Re: Retweet?

Got it!

Sent from my iPhone

On Jan 22, 2017, at 11:00 AM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

Yes.

Got some updated guidance. You are good to go with the “fluffy” tweets. No need to send those for review. DOI just wants to see the high-viz ones....like major policy or anything that can be connected the inauguration in any way. Hopefully we'll get this all squared away tomorrow.

From: Amber Smigiel [mailto:amber_smigiel@nps.gov]
Sent: Sunday, January 22, 2017 10:55 AM
To: Thomas Crosson
Subject: Re: Retweet?

Done!

This one okay to RT next?

<https://twitter.com/petrifiednps/status/823187609937551361>

Sent from my iPhone

On Jan 22, 2017, at 9:16 AM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

Go for it.

Tom Crosson
NPS Public Affairs

On Jan 22, 2017, at 8:58 AM, Amber Smigiel <amber_smigiel@nps.gov> wrote:

<https://twitter.com/naturenps/status/822219709936496642>

Sent from my iPhone



Conversation Contents

Mount Rainer Tweet

Amber Smigiel <amber_smigiel@nps.gov>

From: Amber Smigiel <amber_smigiel@nps.gov>
Sent: Sun Jan 22 2017 06:51:52 GMT-0700 (MST)
To: Tom Crosson <thomas_crosson@nps.gov>, april_slayton@nps.gov, tim_cash@nps.gov
Subject: Mount Rainer Tweet

Not sure this was necessary:

<https://twitter.com/mountrainiernps/status/823000446809690112>

Sent from my iPhone

Conversation Contents

Interesting development

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 17:54:28 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, amber_smigiel@nps.gov
Subject: Interesting development

I emailed Charles Beale at KLSE today to see if I could speak with someone sooner than later about their Twitter password getting changed, and he had his social media person Julie call me. She got an automated email from Twitter Thursday night asking if she had changed the email address associated with the account, and it included an IP address from "Santa Cruz or Clara, CA". The IP that posted our retweets was from the San Bruno area. All three are within an hour of each other, and as ISPs go, that may not be a coincidence.

Julie is sending me that auto email on Monday. April, I'm going to reach out to Twitter as well to see if they can help us put a finer point on this. We may not be able to track anyone down, but we may get to the point of confidently saying whether or not this was a breach. Either way, I'm glad that we advised everyone to change their passwords today.

I still worry about this being an internal breach because it seems too coincidental. Hopefully not.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

"Slayton, April" <april_slayton@nps.gov>

From: "Slayton, April" <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 17:57:33 GMT-0700 (MST)

To: Tim Cash <tim_cash@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Interesting development

Wow - I had a gut feeling that these two things were not separate, but whether it was a hack or not, this is pretty serious.

Tim/Amber, have you thought about any former NPS staffers who might still have had access to our password?

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

On Sat, Jan 21, 2017 at 7:54 PM, Tim Cash <tim_cash@nps.gov> wrote:

I emailed Charles Beale at KLSE today to see if I could speak with someone sooner than later about their Twitter password getting changed, and he had his social media person Julie call me. She got an automated email from Twitter Thursday night asking if she had changed the email address associated with the account, and it included an IP address from "Santa Cruz or Clara, CA". The IP that posted our retweets was from the San Bruno area. All three are within an hour of each other, and as ISPs go, that may not be a coincidence.

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--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
[\(202\) 436-6206](tel:(202)436-6206)
www.nps.gov

"Slayton, April" <april_slayton@nps.gov>

From: "Slayton, April" <april_slayton@nps.gov>

Sent: Sat Jan 21 2017 17:58:53 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Interesting development

And Tim, I'm sure you will also share this info with IT security, right? Thank you!

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

On Sat, Jan 21, 2017 at 7:57 PM, Slayton, April <april_slayton@nps.gov> wrote:

Wow - I had a gut feeling that these two things were not separate, but whether it was a hack or not, this is pretty serious.

Tim/Amber, have you thought about any former NPS staffers who might still have had access to our password?

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April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

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Tim Cash
Chief of Digital Strategy
Office of Communications

National Park Service
[\(202\) 436-6206](tel:(202)436-6206)
www.nps.gov

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 18:02:20 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Interesting development

I had the same thought, which was why I wanted to track KLSE down.

Amber, can you send me a list of anyone you know who has had access? Even if we can eliminate them as a potential poster, I want to reach out and see if they happened to share the PW with a "trusted" individual.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
[\(202\) 436-6206](tel:(202)436-6206)
www.nps.gov

On Jan 21, 2017, at 6:57 PM, Slayton, April <april_slayton@nps.gov> wrote:

Wow - I had a gut feeling that these two things were not separate, but whether it was a hack or not, this is pretty serious.
Tim/Amber, have you thought about any former NPS staffers who might still have had access to our password?

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

On Sat, Jan 21, 2017 at 7:54 PM, Tim Cash <tim_cash@nps.gov> wrote:

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Tim Cash
Chief of Digital Strategy
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[\(202\) 436-6206](tel:(202)436-6206)
www.nps.gov

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 18:03:40 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Interesting development

Yes, though was going to wait until I have the IP and location from the email. I can share sooner if you advise.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
[\(202\) 436-6206](tel:(202)436-6206)
www.nps.gov

On Jan 21, 2017, at 6:59 PM, Slayton, April <april_slayton@nps.gov> wrote:

And Tim, I'm sure you will also share this info with IT security, right? Thank you!

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

On Sat, Jan 21, 2017 at 7:57 PM, Slayton, April <april_slayton@nps.gov> wrote:

Wow - I had a gut feeling that these two things were not separate, but whether it was a hack or not, this is pretty serious.
Tim/Amber, have you thought about any former NPS staffers who might still have had access to our password?

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

On Sat, Jan 21, 2017 at 7:54 PM, Tim Cash <tim_cash@nps.gov> wrote:

I emailed Charles Beale at KLSE today to see if I could speak with someone sooner than later about their Twitter password getting changed, and he had his social media person Julie call me. She got an automated email from Twitter Thursday night asking if she had changed the email address associated with the account, and it included an IP address from "Santa Cruz or Clara, CA". The IP that posted our retweets was from the San Bruno area. All three are within an hour of each other, and as ISPs go, that may not be a coincidence.

Julie is sending me that auto email on Monday. April, I'm going to reach out to Twitter as well to see if they can help us put a finer point on this. We may not be able to track anyone down, but we may get to the point of confidently saying whether or not this was a breach. Either way, I'm glad that we advised everyone to change their passwords today.

I still worry about this being an internal breach because it seems too coincidental. Hopefully not.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service

(202) 436-6206

www.nps.gov

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 18:15:17 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: "Slayton, April" <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: Interesting development

Sure!

- (b) (6)
-
-
-
-
-

That's all the ones I gave the password to or know had access.

On Sat, Jan 21, 2017 at 8:02 PM, Tim Cash <tim_cash@nps.gov> wrote:

I had the same thought, which was why I wanted to track KLSE down.

Amber, can you send me a list of anyone you know who has had access? Even if we can eliminate them as a potential poster, I want to reach out and see if they happened to share the PW with a "trusted" individual.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
[\(202\) 436-6206](tel:(202)436-6206)
www.nps.gov

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--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
[\(202\) 436-6206](tel:2024366206)
www.nps.gov

--

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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"Slayton, April" <april_slayton@nps.gov>

From: "Slayton, April" <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 18:19:22 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Interesting development

I think this might change their thinking on how to investigate, so I would share ASAP and tell them that you will follow up when we have the IP and location.

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

On Sat, Jan 21, 2017 at 8:03 PM, Tim Cash <tim_cash@nps.gov> wrote:

Yes, though was going to wait until I have the IP and location from the email. I can share sooner if you advise.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

On Jan 21, 2017, at 6:59 PM, Slayton, April <april_slayton@nps.gov> wrote:

And Tim, I'm sure you will also share this info with IT security, right? Thank you!

--

April Slayton

Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

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Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
[\(202\) 436-6206](tel:(202)436-6206)
www.nps.gov

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 18:21:17 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>
CC: Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Interesting development

10-4, when I get home and can sit down, I'll send it.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

On Jan 21, 2017, at 7:19 PM, Slayton, April <april_slayton@nps.gov> wrote:

I think this might change their thinking on how to investigate, so I would share ASAP and tell them that you will follow up when we have the IP and location.

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

On Sat, Jan 21, 2017 at 8:03 PM, Tim Cash <tim_cash@nps.gov> wrote:

Yes, though was going to wait until I have the IP and location from the email. I can share sooner if you advise.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
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Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

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I still worry about this being an internal breach because it seems too coincidental. Hopefully not.

--

Tim Cash

Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

From: [Slayton, April](#)
To: [Smigiel, Amber](#)
Cc: [Tim Cash](#); [Tom Crosson](#)
Subject: Re: Case# 49542617: Impersonation - ParkServ
Date: Saturday, January 21, 2017 5:33:44 PM

Thank you so much for taking care of that, Amber!

--

April Slayton
Assistant Director for Communications
National Park Service
Visit us at www.nps.gov

On Sat, Jan 21, 2017 at 7:32 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:
FYI! I took screenshots of as much of what they put up as I could in case we need a reference.

----- Forwarded message -----

From: support@twitter.com <support@twitter.com>
Date: Sat, Jan 21, 2017 at 7:29 PM
Subject: Case# 49542617: Impersonation - ParkServ
To: "amber_smigiel@nps.gov" <amber_smigiel@nps.gov>

NatlParkService

Hello,

Thanks for bringing this to our attention. We've removed the reported account for a violation of Twitter Rules (<https://twitter.com/rules>), and specifically our rules regarding impersonation on Twitter (<https://support.twitter.com/articles/18366-impersonation-policy>).

Any documents you may have uploaded will be deleted.

Thanks,

Twitter

[Help](#)

Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

ref:_00DA0K0A8._500G019fUL2:ref

--

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659

www.nps.gov



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Conversation Contents

Signal check

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>
Sent: Sat Jan 21 2017 16:38:30 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Signal check

How's everyone doing?

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 16:39:55 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: April Slayton <april_slayton@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Signal check

Still alive and monitoring!

On Sat, Jan 21, 2017 at 6:38 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

How's everyone doing?

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

--

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
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www.nps.gov



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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 16:41:04 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Signal check

Ok - Mike L has incoming queries following Spicer's press statement. Waiting to get that from him - I want to flag it for Megan before he replies.

Sent from my iPhone

On Jan 21, 2017, at 6:38 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

How's everyone doing?

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Thomas Crosson <Thomas_Crosson@nps.gov>

From: Thomas Crosson <Thomas_Crosson@nps.gov>

Sent: Sat Jan 21 2017 16:47:28 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: RE: Signal check

Standing by.

From: April Slayton [mailto:april_slayton@nps.gov]
Sent: Saturday, January 21, 2017 6:41 PM
To: Thomas Crosson
Cc: Amber Smigiel; Tim Cash
Subject: Re: Signal check

Ok - Mike L has incoming queries following Spicer's press statement. Waiting to get that from him - I want to flag it for Megan before he replies.

Sent from my iPhone

On Jan 21, 2017, at 6:38 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

How's everyone doing?

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 16:58:47 GMT-0700 (MST)
To: Thomas Crosson <Thomas_Crosson@nps.gov>
CC: Amber Smigiel <amber_smigiel@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: Signal check

Enjoying a brief respite. Sent info to IT security for evaluation, trying to get a reply from KLSE on their account lockout to see if there is any connection because of the timing, otherwise just working on (b) (6). Which has turned out to be relatively enjoyable.

--

Tim Cash
Chief of Digital Strategy
Office of Communications

National Park Service
(202) 436-6206
www.nps.gov

On Jan 21, 2017, at 5:38 PM, Thomas Crosson <Thomas_Crosson@nps.gov> wrote:

How's everyone doing?

Tom Crosson
Chief of Public Affairs
National Park Service
(202) 208-3046
Visit us at www.nps.gov

Conversation Contents

Proposed Tweet

Attachments:

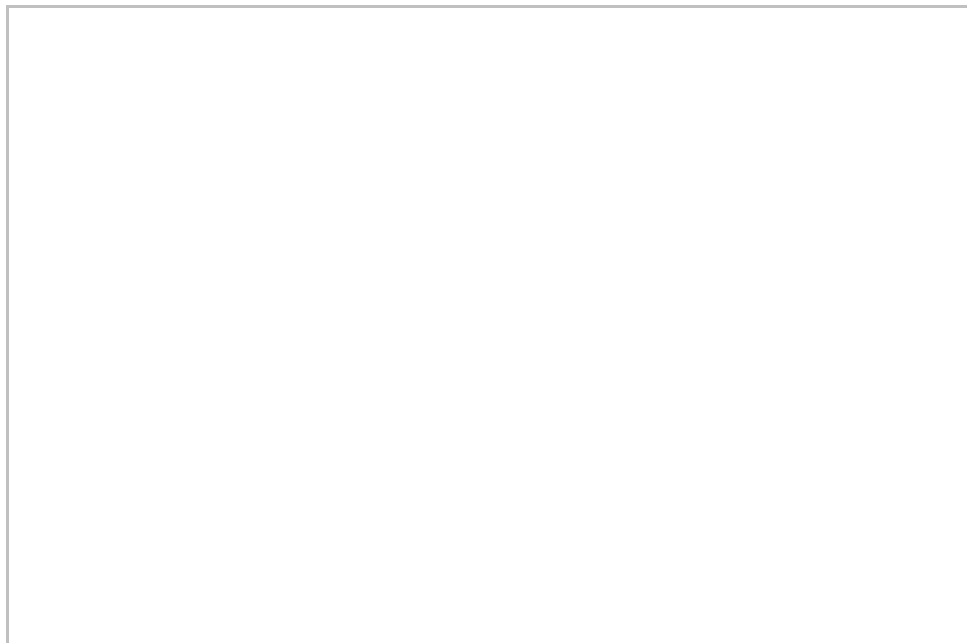
/39. Proposed Tweet/1.1 Screen Shot 2017-01-21 at 4.02.54 PM.png

/39. Proposed Tweet/2.1 Screen Shot 2017-01-21 at 4.02.54 PM.png

/39. Proposed Tweet/3.1 Screen Shot 2017-01-21 at 4.02.54 PM.png

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 14:04:20 GMT-0700 (MST)
To: Tom Crosson <thomas_crosson@nps.gov>, "Slayton, April" <april_slayton@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>
Subject: Proposed Tweet
Attachments: Screen Shot 2017-01-21 at 4.02.54 PM.png



Here is the FB
post: <https://www.facebook.com/nationalparkservice/posts/10154112053366389>

Please let me know if this is ok to tweet!

--
Amber Smigiel

Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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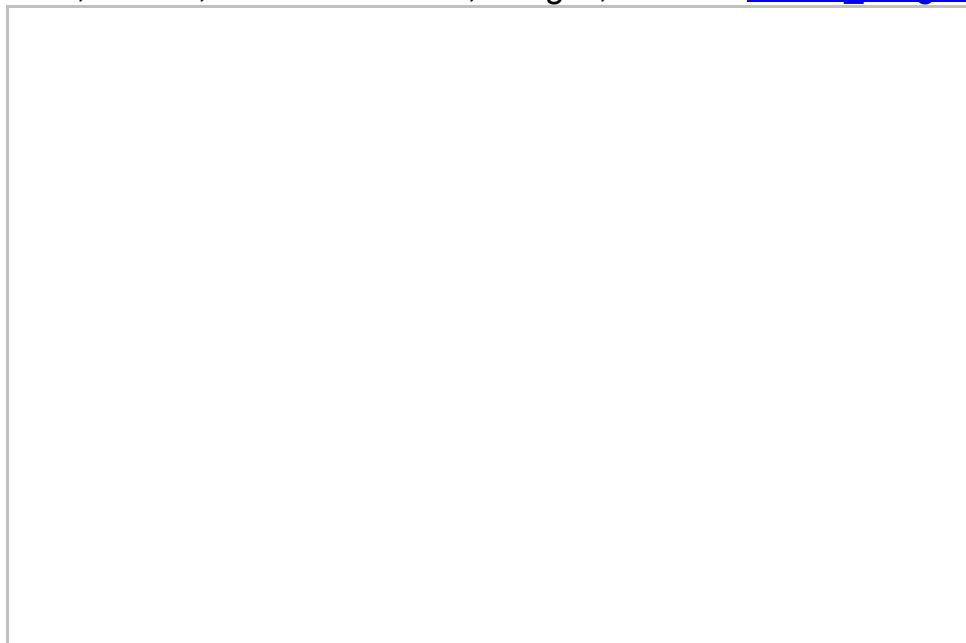
[Facebook](#) [Twitter](#) [Instagram](#) [YouTube](#) [Flickr](#)

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 14:05:52 GMT-0700 (MST)
To: Tom Crosson <thomas_crosson@nps.gov>, "Slayton, April" <april_slayton@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>
Subject: Re: Proposed Tweet
Attachments: Screen Shot 2017-01-21 at 4.02.54 PM.png

Except I will spell Voyageurs correctly!

On Sat, Jan 21, 2017 at 4:04 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:



Here is the FB post: <https://www.facebook.com/nationalparkservice/posts/10154112053366389>

Please let me know if this is ok to tweet!

--

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--

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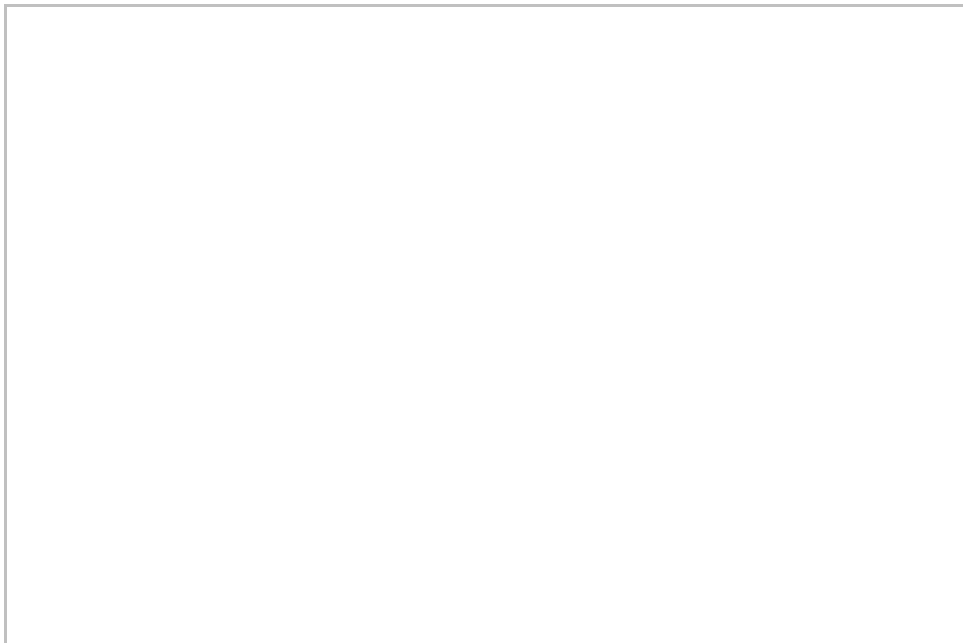
Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 14:10:29 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: "Slayton, April" <april_slayton@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Proposed Tweet
Attachments: Screen Shot 2017-01-21 at 4.02.54 PM.png

Got it. Staffing it.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 4:04 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:



Here is the FB
post: <https://www.facebook.com/nationalparkservice/posts/10154112053366389>

Please let me know if this is ok to tweet!

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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 14:16:17 GMT-0700 (MST)

To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: "Slayton, April" <april_slayton@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Proposed Tweet

Good to go. All clear.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 4:05 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

Except I will spell Voyageurs correctly!

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<Screen Shot 2017-01-21 at 4.02.54 PM.png>

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Check out some of the elusive animals caught on camera in [#VoyagersNP](#)
<https://www.facebook.com/nationalparkservice/posts/10154112053366389>
[#FindYourPark](#)



Add description



Add description

 Who's in these photos?



GIF



33

 Tweet

Check out some of the elusive animals caught on camera in [#VoyagersNP](#)
<https://www.facebook.com/nationalparkservice/posts/10154112053366389>
[#FindYourPark](#)



Add description



Add description

 Who's in these photos?



GIF



33

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<https://www.facebook.com/nationalparkservice/posts/10154112053366389>
[#FindYourPark](#)



Add description



Add description

 Who's in these photos?



GIF



33

 Tweet

Conversation Contents

Re: Image #29 (Correction - with time stamp)

Attachments:

/40. Re: Image #29 (Correction - with time stamp)/1.1
NAMA_Events_Inauguration__01202017-MJ-029 (12.05 PM).jpg

"John, Mathew" <mathew_john@nps.gov>

From: "John, Mathew" <mathew_john@nps.gov>
Sent: Sat Jan 21 2017 14:04:19 GMT-0700 (MST)
To: Mike Litterst <mike_litterst@nps.gov>, Emily Linroth <emily_linroth@nps.gov>
CC: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Image #29 (Correction - with time stamp)
Attachments: NAMA_Events_Inauguration__01202017-MJ-029 (12.05 PM).jpg

Here you go.

Mathew

Mathew John | Audiovisual Production Specialist
National Park Service | Office Of Communications

1849 C Street NW | Office 3326 | Washington, D.C.20240
[Office] 202. 208.4996 | [Fax] 202.219.0910

[Facebook](#) | [YouTube](#) | [Twitter](#) | [NPS](#)

On Sat, Jan 21, 2017 at 4:00 PM, John, Mathew <mathew_john@nps.gov> wrote:

Mike,

As requested.

Mathew

Mathew John | Audiovisual Production Specialist
National Park Service | Office Of Communications

1849 C Street NW | Office 3326 | Washington, D.C.20240

| [Office] 202. 208.4996 | [Fax] 202.219.0910

| [Facebook](#) | [YouTube](#) | [Twitter](#) | [NPS](#)



Conversation Contents

Image #29

Attachments:

/41. Image #29/1.1 NAMA_Events_Inauguration_MJ-029.jpg

"John, Mathew" <mathew_john@nps.gov>

From: "John, Mathew" <mathew_john@nps.gov>
Sent: Sat Jan 21 2017 14:00:48 GMT-0700 (MST)
To: Mike Litterst <mike_litterst@nps.gov>, Emily Linroth <emily_linroth@nps.gov>
CC: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Image #29
Attachments: NAMA_Events_Inauguration_MJ-029.jpg

Mike,

As requested.

Mathew

Mathew John | Audiovisual Production Specialist
National Park Service | Office Of Communications

1849 C Street NW | Office 3326 | Washington, D.C.20240
[Office] 202. 208.4996 | [Fax] 202.219.0910

[Facebook](#) | [YouTube](#) | [Twitter](#) | [NPS](#)



Conversation Contents

URGENT - Need high res versions of two photos for White House

"Litterst, Michael" <mike_litterst@nps.gov>

From: "Litterst, Michael" <mike_litterst@nps.gov>
Sent: Sat Jan 21 2017 13:00:23 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: URGENT - Need high res versions of two photos for White House

I need #s 26 and 29 **ASAP**.

Mike

~~~~~  
Mike Litterst  
Chief of Communications

National Park Service  
National Mall & Memorial Parks  
900 Ohio Drive, SW  
Washington, DC 20024  
Phone: (202) 245-4676  
Cell: (202) 306-4166

The National Park Service cares for special places saved by the American people so that all may experience our heritage.

EXPERIENCE YOUR AMERICA

**"Smigiel, Amber" <amber\_smigiel@nps.gov>**

---

**From:** "Smigiel, Amber" <amber\_smigiel@nps.gov>  
**Sent:** Sat Jan 21 2017 13:16:31 GMT-0700 (MST)  
**To:** "Litterst, Michael" <mike\_litterst@nps.gov>  
April Slayton <april\_slayton@nps.gov>, Tim Cash <tim\_cash@nps.gov>, Thomas Crosson  
**CC:**

<thomas\_crosson@nps.gov>

**Subject:**

Re: URGENT - Need high res versions of two photos for White House

I have the link MAtthew sent for the FTP site. But how do I get them to you?

On Sat, Jan 21, 2017 at 3:00 PM, Litterst, Michael <[mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov)> wrote:

I need #s 26 and 29 **ASAP**.

Mike

~~~~~

Mike Litterst
Chief of Communications

National Park Service
National Mall & Memorial Parks
900 Ohio Drive, SW
Washington, DC 20024
Phone: (202) 245-4676
Cell: (202) 306-4166

The National Park Service cares for special places saved by the American people so that all may experience our heritage.

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Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659

www.nps.gov



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April Slayton <april_slayton@nps.gov>

From:

April Slayton <april_slayton@nps.gov>

Sent: Sat Jan 21 2017 13:22:09 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
Subject: Re: URGENT - Need high res versions of two photos for White House

Just send the links

Sent from my iPhone

On Jan 21, 2017, at 3:16 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

I have the link MAtthew sent for the FTP site. But how do I get them to you?

On Sat, Jan 21, 2017 at 3:00 PM, Litterst, Michael <mike_litterst@nps.gov> wrote:

I need #s 26 and 29 **ASAP**.

Mike

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## "Smigiel, Amber" <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>

---

**From:** "Smigiel, Amber" <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Sent:** Sat Jan 21 2017 13:22:53 GMT-0700 (MST)  
**To:** April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
**Subject:** Re: URGENT - Need high res versions of two photos for White House

I did but 29 is not in there. Does Mathew have to go back into the office? I am trying to chat with mike but he is not responding to me

On Sat, Jan 21, 2017 at 3:22 PM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:  
Just send the links

Sent from my iPhone

On Jan 21, 2017, at 3:16 PM, Smigiel, Amber <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)> wrote:

I have the link MAtthew sent for the FTP site. But how do I get them to you?

On Sat, Jan 21, 2017 at 3:00 PM, Litterst, Michael <[mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov)> wrote:

I need #s 26 and 29 **ASAP**.

Mike

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Mike Litterst
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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 13:43:45 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
Subject: Re: URGENT - Need high res versions of two photos for White House

Ok - have you talked to Mathew to be sure he didn't change the file name? I don't want him to go back unless it is 100% necessary. Why would they ask for a photo they had not seen?

Sent from my iPhone

On Jan 21, 2017, at 3:22 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

I did but 29 is not in there. Does Mathew have to go back into the office? I am trying to chat with mike but he is not responding to me

On Sat, Jan 21, 2017 at 3:22 PM, April Slayton <april_slayton@nps.gov> wrote:

Just send the links

Sent from my iPhone

On Jan 21, 2017, at 3:16 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

I have the link MAtthew sent for the FTP site. But how do I get them to you?

On Sat, Jan 21, 2017 at 3:00 PM, Litterst, Michael <mike_litterst@nps.gov> wrote:

I need #s 26 and 29 **ASAP**.

Mike

~~~~~  
Mike Litterst  
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**"Smigiel, Amber"** <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>

---

**From:** "Smigiel, Amber" <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Sent:** Sat Jan 21 2017 13:44:18 GMT-0700 (MST)  
**To:** April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
**Subject:** Re: URGENT - Need high res versions of two photos for White House

He's not sure. I sent them all to Mike and Mathew said he's going to resend 29

On Sat, Jan 21, 2017 at 3:43 PM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

Ok - have you talked to Mathew to be sure he didn't change the file name? I don't want him to go back unless it is 100% necessary. Why would they ask for a photo they had not seen?

Sent from my iPhone

On Jan 21, 2017, at 3:22 PM, Smigiel, Amber <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)> wrote:

I did but 29 is not in there. Does Mathew have to go back into the office? I am trying to chat with mike but he is not responding to me

On Sat, Jan 21, 2017 at 3:22 PM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

Just send the links

Sent from my iPhone

On Jan 21, 2017, at 3:16 PM, Smigiel, Amber <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)> wrote:

I have the link MAtthew sent for the FTP site. But how do I get them to you?

On Sat, Jan 21, 2017 at 3:00 PM, Litterst, Michael <[mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov)> wrote:

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Conversation Contents

New site that needs attention

Kathy Kupper <kathy_kupper@nps.gov>

From: Kathy Kupper <kathy_kupper@nps.gov>
Sent: Sat Jan 21 2017 11:13:14 GMT-0700 (MST)
To: tim_cash@nps.gov, amber_smigiel@nps.gov, april_slayton@nps.gov, Thomas Crosson <thomas_crosson@nps.gov>
Subject: New site that needs attention

You might already know this but just in case- @parkserv is posting inappropriate tweets and acting as if it's from NPS. They list NPS.gov and use RealNatIParkService as its name. Looks like it was set up a couple of hours ago. Sent from my iPhone

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 11:15:39 GMT-0700 (MST)
To: Kathy Kupper <kathy_kupper@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, "Slayton, April" <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: New site that needs attention

I have reported them.

On Sat, Jan 21, 2017 at 1:13 PM, Kathy Kupper <kathy_kupper@nps.gov> wrote:

You might already know this but just in case- @parkserv is posting inappropriate tweets and acting as if it's from NPS. They list NPS.gov and use RealNatIParkService as its name. Looks like it was set up a couple of hours ago.

Sent from my iPhone

--
Amber Smigiel

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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 11:26:08 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: Kathy Kupper <kathy_kupper@nps.gov>, Tim Cash <tim_cash@nps.gov>, "Slayton, April" <april_slayton@nps.gov>
Subject: Re: New site that needs attention

Goodness. Thanks.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 1:15 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

I have reported them.

On Sat, Jan 21, 2017 at 1:13 PM, Kathy Kupper <kathy_kupper@nps.gov> wrote:

You might already know this but just in case- @parkserv is posting inappropriate tweets and acting as if it's from NPS. They list NPS.gov and use RealNatlParkService as its name. Looks like it was set up a couple of hours ago.

Sent from my iPhone

--

Amber Smigiel
Public Affairs Specialist, Social Media

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"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 11:27:27 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
CC: Kathy Kupper <kathy_kupper@nps.gov>, Tim Cash <tim_cash@nps.gov>, "Slayton, April" <april_slayton@nps.gov>
Subject: Re: New site that needs attention

Don't get your hopes up. Parody is protected by Twitter. With a few changes, they will be able to stay up.

On Sat, Jan 21, 2017 at 1:26 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:
Goodness. Thanks.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 1:15 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

I have reported them.

On Sat, Jan 21, 2017 at 1:13 PM, Kathy Kupper <kathy_kupper@nps.gov> wrote:

You might already know this but just in case- @parkserv is posting inappropriate tweets and acting as if it's from NPS. They list NPS.gov and use RealNatlParkService as its name. Looks like it was set up a couple of hours ago.

Sent from my iPhone

--

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Conversation Contents

Guidance on national NPS twitter account

Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 10:16:08 GMT-0700 (MST)
To: Amber Smigiel <amber_smigiel@nps.gov>, Tim Cash <tim_cash@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Guidance on national NPS twitter account

Amber, please, for the next 48 hours...please let April and I know what you are tweeting out from the national NPS account before you tweet it out. Wait for a thumbs up from us before tweeting. Regardless of topic. Will fill you in more later. Please acknowledge receipt. Tom Crosson NPS Public Affairs

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 10:20:37 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: Guidance on national NPS twitter account

Okay, will do. FB too?

On Sat, Jan 21, 2017 at 12:16 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

Amber, please, for the next 48 hours...please let April and I know what you are tweeting out from the national NPS account before you tweet it out. Wait for a thumbs up from us before tweeting. Regardless of topic. Will fill you in more later. Please acknowledge receipt.

Tom Crosson
NPS Public Affairs

--

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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 10:26:03 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: Guidance on national NPS twitter account

Just twitter unless told otherwise

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 12:20 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

Okay, will do. FB too?

On Sat, Jan 21, 2017 at 12:16 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

Amber, please, for the next 48 hours...please let April and I know what you are tweeting out from the national NPS account before you tweet it out. Wait for a thumbs up from us before tweeting. Regardless of topic. Will fill you in more later. Please acknowledge receipt.

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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 11:00:03 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: Guidance on national NPS twitter account

Even retweets BTW.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 12:20 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

Okay, will do. FB too?

On Sat, Jan 21, 2017 at 12:16 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

Amber, please, for the next 48 hours...please let April and I know what you are tweeting out from the national NPS account before you tweet it out. Wait for a thumbs up from us before tweeting. Regardless of topic. Will fill you in more later. Please acknowledge receipt.

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NPS Public Affairs

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"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 11:05:17 GMT-0700 (MST)
To: Thomas Crosson <thomas_crosson@nps.gov>
CC: Tim Cash <tim_cash@nps.gov>, April Slayton <april_slayton@nps.gov>
Subject: Re: Guidance on national NPS twitter account

Yes, I figured.

On Sat, Jan 21, 2017 at 1:00 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:
Even retweets BTW.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 12:20 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

Okay, will do. FB too?

On Sat, Jan 21, 2017 at 12:16 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

Amber, please, for the next 48 hours...please let April and I know what you are tweeting out from the national NPS account before you tweet it out. Wait for a thumbs up from us before tweeting. Regardless of topic. Will fill you in more later. Please acknowledge receipt.

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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 11:07:05 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
Subject: Re: Guidance on national NPS twitter account

Can never be too careful now a days. ;)

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 1:05 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

Yes, I figured.

On Sat, Jan 21, 2017 at 1:00 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

Even retweets BTW.

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 12:20 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

Okay, will do. FB too?

On Sat, Jan 21, 2017 at 12:16 PM, Thomas Crosson <thomas_crosson@nps.gov> wrote:

Amber, please, for the next 48 hours...please let April and I know what you are tweeting out from the national NPS account before you tweet it out. Wait for a thumbs up from us before tweeting. Regardless of topic. Will fill you in more later. Please acknowledge receipt.

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Conversation Contents

Article on The Hill

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 10:57:09 GMT-0700 (MST)
To: "Slayton, April" <april_slayton@nps.gov>, Tom Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Article on The Hill

<http://thehill.com/blogs/blog-briefing-room/news/315450-national-park-service-allowed-back-on-twitter-after-apologizing>

--
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Thomas Crosson <thomas_crosson@nps.gov>

From: Thomas Crosson <thomas_crosson@nps.gov>
Sent: Sat Jan 21 2017 11:02:54 GMT-0700 (MST)
To: "Smigiel, Amber" <amber_smigiel@nps.gov>
CC: "Slayton, April" <april_slayton@nps.gov>, Tim Cash <tim_cash@nps.gov>
Subject: Re: Article on The Hill

Thanks

Tom Crosson
NPS Public Affairs

On Jan 21, 2017, at 12:57 PM, Smigiel, Amber <amber_smigiel@nps.gov> wrote:

<http://thehill.com/blogs/blog-briefing-room/news/315450-national-park-service-allowed-back-on-twitter-after-apologizing>

--

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Conversation Contents

Photos

Attachments:

/46. Photos/1.1 NAMA_Events_Inauguration_MJ-002.jpg
/46. Photos/1.2 NAMA_Events_Inauguration_MJ-005.jpg
/46. Photos/1.3 NAMA_Events_Inauguration_MJ-026.jpg
/46. Photos/1.4 NAMA_Events_Inauguration_MJ-029.jpg
/46. Photos/6.1 Bitdefender.txt
/46. Photos/9.1 NAMA_Events_Inauguration__01202017-MJ-026 (11.36 AM).jpg
/46. Photos/9.2 NAMA_Events_Inauguration__01202017-MJ-029 (12.05 PM).jpg
/46. Photos/9.3 NAMA_Events_Inauguration_01202017-MJ-002 (11.51 AM).jpg
/46. Photos/9.4 NAMA_Events_Inauguration_01202017-MJ-005 (12.05 PM).jpg
/46. Photos/10.1 Bitdefender.txt

"John, Mathew" <mathew_john@nps.gov>

From: "John, Mathew" <mathew_john@nps.gov>
Sent: Sat Jan 21 2017 09:33:25 GMT-0700 (MST)
To: Michael Reynolds <michael_reynolds@nps.gov>, Herbert Frost <bert_frost@nps.gov>, April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Photos
NAMA_Events_Inauguration_MJ-002.jpg
NAMA_Events_Inauguration_MJ-005.jpg
Attachments: NAMA_Events_Inauguration_MJ-026.jpg
NAMA_Events_Inauguration_MJ-029.jpg

All:

Here are four (low resolution) photos.

Thanks,
Mathew

Mathew John | Audiovisual Production Specialist
National Park Service | Office Of Communications

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 10:09:22 GMT-0700 (MST)
To: "John, Mathew" <mathew_john@nps.gov>
Michael Reynolds <michael_reynolds@nps.gov>, Herbert Frost
<bert_frost@nps.gov>, Thomas Crosson
CC: <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber
Smigiel <amber_smigiel@nps.gov>
Subject: Re: Photos

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"John, Mathew" <mathew_john@nps.gov>

From: "John, Mathew" <mathew_john@nps.gov>
Sent: Sat Jan 21 2017 10:10:03 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Michael Reynolds <michael_reynolds@nps.gov>, Herbert Frost
<bert_frost@nps.gov>, Thomas Crosson
CC: <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber
Smigiel <amber_smigiel@nps.gov>
Subject: Re: Photos

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Mathew

Mathew John | Audiovisual Production Specialist
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> <NAMA_Events_Inauguration_MJ-005.jpg>
> <NAMA_Events_Inauguration_MJ-026.jpg>
> <NAMA_Events_Inauguration_MJ-029.jpg>

"John, Mathew" <mathew_john@nps.gov>

From: "John, Mathew" <mathew_john@nps.gov>
Sent: Sat Jan 21 2017 10:10:30 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Michael Reynolds <michael_reynolds@nps.gov>, Herbert Frost
<bert_frost@nps.gov>, Thomas Crosson
CC: <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber
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From: "John, Mathew" <mathew_john@nps.gov>
Sent: Sat Jan 21 2017 10:14:55 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Michael Reynolds <michael_reynolds@nps.gov>, Herbert Frost
<bert_frost@nps.gov>, Thomas Crosson
CC: <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber
Smigiel <amber_smigiel@nps.gov>
Subject: Re: Photos

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> <NAMA_Events_Inauguration_MJ-002.jpg>

> <NAMA_Events_Inauguration_MJ-005.jpg>

> <NAMA_Events_Inauguration_MJ-026.jpg>

> <NAMA_Events_Inauguration_MJ-029.jpg>

<mathew_john@nps.gov>

From: <mathew_john@nps.gov>
Sent: Sat Jan 21 2017 10:26:35 GMT-0700 (MST)
To: <michael_reynolds@nps.gov>, <bert_frost@nps.gov>, <april_slayton@nps.gov>, <thomas_crosson@nps.gov>, <tim_cash@nps.gov>, <amber_smigiel@nps.gov>
Subject: Photos
Attachments: Bitdefender.txt

You have received 9 secure files from mathew_john@nps.gov.

Use the secure links below to download.

Team:

Here are the high resolution photos from top of the Washington Monument, yesterday.

Mathew

Secure File Downloads:

Available until: **20 February 2017**

Click links to download:

[NAMA Events Inauguration 01202017-MJ-001.jpg](#)

9.22 MB, Fingerprint: 3913225b2e8533e39caece5f11f93dad ([What is this?](#))

[NAMA Events Inauguration 01202017-MJ-002.jpg](#)

9.89 MB, Fingerprint: 62e64f87097c8a781b1b90f15562e532 ([What is this?](#))

[NAMA Events Inauguration 01202017-MJ-003.jpg](#)

6.69 MB, Fingerprint: 62c3f929afdb492450e8aeecbb5effa7 ([What is this?](#))

[NAMA Events Inauguration 01202017-MJ-004.jpg](#)

7.93 MB, Fingerprint: c91ff53e3eb29906cc8c0e36740e1159 ([What is this?](#))

[NAMA Events Inauguration 01202017-MJ-005.jpg](#)

12.15 MB, Fingerprint: ddd30571118b18a73f64846f22323275 ([What is this?](#))

[NAMA Events Inauguration 01202017-MJ-006.jpg](#)

12.94 MB, Fingerprint: 916f85dd34ca8e8ea561a0e90019fc40 ([What is this?](#))

[NAMA Events Inauguration 01202017-MJ-026.jpg](#)

10.18 MB, Fingerprint: 41b0a1bfa14f019d6bb6de976a5cc666 ([What is this?](#))

[NAMA Events Inauguration 01202017-MJ-027.jpg](#)

7.35 MB, Fingerprint: 8b0666d9d2c635c1cf41a1d68bf0cd3a ([What is this?](#))

[NAMA Events Inauguration 01202017-MJ-028.jpg](#)

9.95 MB, Fingerprint: bc5d1a3bed0bd937ff7644f021895462 ([What is this?](#))

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April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 10:29:53 GMT-0700 (MST)

To: "John, Mathew" <mathew_john@nps.gov>
Michael Reynolds <michael_reynolds@nps.gov>, Herbert Frost
<bert_frost@nps.gov>, Thomas Crosson
CC: <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber
Smigiel <amber_smigiel@nps.gov>
Subject: Re: Photos

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Sent from my iPad

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Mathew

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"John, Mathew" <mathew_john@nps.gov>

From: "John, Mathew" <mathew_john@nps.gov>
Sent: Sat Jan 21 2017 10:40:35 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
Michael Reynolds <michael_reynolds@nps.gov>, Herbert Frost
<bert_frost@nps.gov>, Thomas Crosson
CC: <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber
Smigiel <amber_smigiel@nps.gov>
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"John, Mathew" <mathew_john@nps.gov>

From: "John, Mathew" <mathew_john@nps.gov>
Sent: Sat Jan 21 2017 10:53:50 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: Michael Reynolds <michael_reynolds@nps.gov>, Herbert Frost <bert_frost@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Re: Photos
Attachments: NAMA_Events_Inauguration__01202017-MJ-026 (11.36 AM).jpg
NAMA_Events_Inauguration__01202017-MJ-029 (12.05 PM).jpg
NAMA_Events_Inauguration_01202017-MJ-002 (11.51 AM).jpg
NAMA_Events_Inauguration_01202017-MJ-005 (12.05 PM).jpg

Here are the updated photos (added time stamps). There are two different cropped versions at 12:05pm.

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National Park Service | Office Of Communications

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[Office] 202. 208.4996 | [Fax] 202.219.0910

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> <NAMA_Events_Inauguration_MJ-026.jpg>

> <NAMA_Events_Inauguration_MJ-029.jpg>

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 13:17:51 GMT-0700 (MST)
To: "Litterst, Michael" <mike_litterst@nps.gov>
Subject: Fwd: Photos
Attachments: Bitdefender.txt

----- Forwarded message -----

From: <mathew_john@nps.gov>

Date: Sat, Jan 21, 2017 at 12:26 PM

Subject: Photos

To: michael_reynolds@nps.gov, bert_frost@nps.gov, april_slayton@nps.gov,
thomas_crosson@nps.gov, tim_cash@nps.gov, amber_smigiel@nps.gov

You have received 9 secure files from mathew_john@nps.gov.

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Team:

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Mathew

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[NAMA Events Inauguration 01202017-MJ-006.jpg](#)

12.94 MB, Fingerprint: 916f85dd34ca8e8ea561a0e90019fc40 ([What is this?](#))

[NAMA Events Inauguration 01202017-MJ-026.jpg](#)

10.18 MB, Fingerprint: 41b0a1bfa14f019d6bb6de976a5cc666 ([What is this?](#))

[NAMA Events Inauguration 01202017-MJ-027.jpg](#)

7.35 MB, Fingerprint: 8b0666d9d2c635c1cf41a1d68bf0cd3a ([What is this?](#))

[NAMA Events Inauguration 01202017-MJ-028.jpg](#)

9.95 MB, Fingerprint: bc5d1a3bed0bd937ff7644f021895462 ([What is this?](#))

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Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
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Conversation Contents

Updated Social Media Guidance

"Loeb, Stephanie" <stephanie_loeb@nps.gov>

From: "Loeb, Stephanie" <stephanie_loeb@nps.gov>
Sent: Sat Jan 21 2017 08:48:51 GMT-0700 (MST)
To:
CC: Jane Ahern <jane_ahern@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, NPS NER Superintendents By Name <ner_superintendents_by_name@nps.gov>
Subject: Updated Social Media Guidance

Good morning social media managers, PIO/PAOs and superintendents:

Please see the updated guidance regarding social media use from WASO below:

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

Now that social media guidance has been clarified, the Department and its bureaus should resume Twitter engagement as normal this weekend, with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation.

If you have any questions about content to be posted, please contact me at stephanie_loeb@nps.gov or my cell at 215-268-2614.

Thank you,
Stephanie

Stephanie Loeb
[Regional Visual Information Specialist](#)
[Office of External Affairs](#)
National Park Service - [Northeast Region](#)
Office: 215-597-4942 | Cell: 215-268-2614

I am a current participant of the GOAL Leadership Academy. Ask me about the program!

"Loeb, Stephanie" <stephanie_loeb@nps.gov>

From: "Loeb, Stephanie" <stephanie_loeb@nps.gov>
Sent: Sat Jan 21 2017 08:55:03 GMT-0700 (MST)
To: "Loeb, Stephanie" <stephanie_loeb@nps.gov>
CC: Jane Ahern <jane_ahern@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, NPS NER Superintendents By Name <ner_superintendents_by_name@nps.gov>
Subject: Re: Updated Social Media Guidance

Additionally, if you haven't already, please initiate password changes on all your social media accounts. Also, review your accounts to ensure only authorized, appropriate, and trained personnel can post from your accounts. Additional information will be forthcoming.

Stephanie Loeb
[Regional Visual Information Specialist](#)
[Office of External Affairs](#)
National Park Service - [Northeast Region](#)
Office: 215-597-4942 | Cell: 215-268-2614

I am a current participant of the GOAL Leadership Academy. Ask me about the program!

On Sat, Jan 21, 2017 at 10:48 AM, Loeb, Stephanie <stephanie_loeb@nps.gov> wrote:
Good morning social media managers, PIO/PAOs and superintendents:

Please see the updated guidance regarding social media use from WASO below:

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

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If you have any questions about content to be posted, please contact me at stephanie_loeb@nps.gov or my cell at 215-268-2614.

Thank you,
Stephanie

Stephanie Loeb
[Regional Visual Information Specialist](#)
[Office of External Affairs](#)

National Park Service - [Northeast Region](#)
Office: 215-597-4942 | Cell: 215-268-2614

I am a current participant of the GOAL Leadership Academy. Ask me about the program!

Conversation Contents

Modified version of Mike's 3 of 4 photo

Attachments:

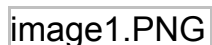
/48. Modified version of Mike's 3 of 4 photo/1.1 image1.PNG

/48. Modified version of Mike's 3 of 4 photo/2.1 image1.PNG

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 08:49:15 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Modified version of Mike's 3 of 4 photo
Attachments: image1.PNG

I think something like this could work but in a high-res version.



--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

"Smigiel, Amber" <amber_smigiel@nps.gov>

From: "Smigiel, Amber" <amber_smigiel@nps.gov>
Sent: Sat Jan 21 2017 09:32:01 GMT-0700 (MST)
To: Tim Cash <tim_cash@nps.gov>
CC: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: Re: Modified version of Mike's 3 of 4 photo

Attachments: image1.PNG

On Sat, Jan 21, 2017 at 10:49 AM, Tim Cash <tim_cash@nps.gov> wrote:

I think something like this could work but in a high-res version.

image1.PNG

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
[\(202\) 436-6206](tel:(202)436-6206)
www.nps.gov

--

Amber Smigiel
Public Affairs Specialist, Social Media
Office of Communications
National Park Service
Office: 202-208-5839
Cell: 202-297-2659
www.nps.gov



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Conversation Contents

Fwd: Updated Social Media Guidance

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 08:33:04 GMT-0700 (MST)
John Quinley <John_Quinley@nps.gov>, Craig Dalby <craig_dalby@nps.gov>, Andrew Munoz <andrew_munoz@nps.gov>, Stephanie Burkhart <stephanie_burkhart@nps.gov>, James Doyle <james_doyle@nps.gov>, "rick_frost@nps.gov" <rick_frost@nps.gov>, Alex Picavet <Alexandra_Picavet@nps.gov>, Christine Powell <chris_powell@nps.gov>, Jane Ahern <jane_ahern@nps.gov>, "stephanie_loeb@nps.gov" <stephanie_loeb@nps.gov>, Jennifer Mummart <jennifer_mummart@nps.gov>, Jenny Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>, Saudia Muwwakkil <saudia_muwwakkil@nps.gov>, Sally Mayberry <sally_mayberry@nps.gov>
To: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Michael Reynolds <Michael_Reynolds@nps.gov>, Herbert Frost <bert_frost@nps.gov>, Maureen Foster <maureen_foster@nps.gov>
CC:
Subject: Fwd: Updated Social Media Guidance

Team,

Below is updated DOI guidance on social media use for the field. Please distribute it broadly as soon as possible.

To summarize the situation leading to this guidance, yesterday, two retweets posted on the National Park Service's main Twitter account were inconsistent with the agency's approach to engaging the public through social media.

We decided that it was critical for us to halt the use of Twitter on the main NPS account and investigate the situation involving these tweets, but the Department's communications staff issued department-wide guidance to stand down Twitter activity across the entire Department.

That social media guidance has been clarified, and effective immediately, NPS social media managers should resume social media activity, including Twitter engagement, as normal.

If you haven't already, please initiate password changes on all your social media

accounts. Also, review your accounts to ensure only authorized, appropriate, and trained personnel can post from your accounts.

Additional information will be forthcoming, but in the interim, if you have any questions regarding NPS social media use and policy, please contact me, Amber, Tom and Tom (on the cc: line).

Many thanks,
April

Sent from my iPad

Begin forwarded message:

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Date: January 21, 2017 at 9:11:15 AM EST
To: DOI_OPA_Bureau_Contacts <doi_opa_bureau_contacts@ios.doi.gov>
Subject: Updated Social Media Guidance

Good morning, FYI

Below is updated social media guidance sent to the DOI webcouncil this morning:

-- --

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

Now that social media guidance has been clarified, the Department and its bureaus should resume Twitter engagement as normal this weekend, with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation. If you have any questions about content to be posted, please contact Frank Quimby or Larry Gillick.

Tim Cash <tim_cash@nps.gov>

From: Tim Cash <tim_cash@nps.gov>
Sent: Sat Jan 21 2017 08:41:34 GMT-0700 (MST)
To: nps_web_council@nps.gov
CC: April Slayton <april_slayton@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>
Subject: Fwd: Updated Social Media Guidance

All, FYI below on revised guidance as a follow-up to yesterday's message. Please maximize internal distribution of this in a way that may reach as many of our social media

managers as quickly as possible.

Thank you.

--

Tim Cash
Chief of Digital Strategy
Office of Communications
National Park Service
(202) 436-6206
www.nps.gov

Begin forwarded message:

From: April Slayton <april_slayton@nps.gov>
Date: January 21, 2017 at 9:33:04 AM CST
To: John Quinley <John_Quinley@nps.gov>, Craig Dalby <craig_dalby@nps.gov>, Andrew Munoz <andrew_munoz@nps.gov>, Stephanie Burkhart <stephanie_burkhart@nps.gov>, James Doyle <james_doyle@nps.gov>, "rick_frost@nps.gov" <rick_frost@nps.gov>, Alex Picavet <Alexandra_Picavet@nps.gov>, Christine Powell <chris_powell@nps.gov>, Jane Ahern <jane_ahern@nps.gov>, "stephanie_loeb@nps.gov" <stephanie_loeb@nps.gov>, Jennifer Mummart <jennifer_mummart@nps.gov>, Jenny Anzelmo-Sarles <jenny_anzelmo-sarles@nps.gov>, Saudia Muwwakkil <saudia_muwwakkil@nps.gov>, Sally Mayberry <sally_mayberry@nps.gov>
Cc: Thomas Crosson <thomas_crosson@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Michael Reynolds <Michael_Reynolds@nps.gov>, Herbert Frost <bert_frost@nps.gov>, Maureen Foster <maureen_foster@nps.gov>
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Additional information will be forthcoming, but in the interim, if you have any questions regarding NPS social media use and policy, please contact me, Amber, Tom and Tom (on the cc: line).

Many thanks,
April

Sent from my iPad

Begin forwarded message:

From: "Quimby, Frank" <frank_quimby@ios.doi.gov>
Date: January 21, 2017 at 9:11:15 AM EST
To: DOI_OPA_Bureau_Contacts
<doi_opa_bureau_contacts@ios.doi.gov>
Subject: Updated Social Media Guidance

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Now that social media guidance has been clarified, the Department and its bureaus should resume Twitter engagement as normal this weekend, with the exception of social media posts on the Secretary's policy priorities, which will be outlined upon confirmation. If you have any questions about content to be posted, please contact Frank Quimby or Larry Gillick.

Conversation Contents

WAMO photos 4 of 4

Attachments:

/50. WAMO photos 4 of 4/1.1 NAMA_Events_Inauguration_MJ-006.jpg

"Litterst, Michael" <mike_litterst@nps.gov>

From: "Litterst, Michael" <mike_litterst@nps.gov>
Sent: Sat Jan 21 2017 08:26:16 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: WAMO photos 4 of 4
Attachments: NAMA_Events_Inauguration_MJ-006.jpg

~~~~~  
Mike Litterst  
Chief of Communications

National Park Service  
National Mall & Memorial Parks  
900 Ohio Drive, SW  
Washington, DC 20024  
Phone: (202) 245-4676  
Cell: (202) 306-4166

The National Park Service cares for special places saved by the American people so that all may experience our heritage.

EXPERIENCE YOUR AMERICA







# Conversation Contents

WAMO photos - 3 of 4

**Attachments:**

/51. WAMO photos - 3 of 4/1.1 NAMA\_Events\_Inauguration\_MJ-005.jpg

**"Litterst, Michael" <mike\_litterst@nps.gov>**

---

**From:** "Litterst, Michael" <mike\_litterst@nps.gov>  
**Sent:** Sat Jan 21 2017 08:24:45 GMT-0700 (MST)  
**To:** April Slayton <april\_slayton@nps.gov>, Tim Cash <tim\_cash@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>, Thomas Crosson <thomas\_crosson@nps.gov>  
**Subject:** WAMO photos - 3 of 4  
**Attachments:** NAMA\_Events\_Inauguration\_MJ-005.jpg

The last two are the biggest; have to go individually.

~~~~~  
Mike Litterst
Chief of Communications

National Park Service
National Mall & Memorial Parks
900 Ohio Drive, SW
Washington, DC 20024
Phone: (202) 245-4676
Cell: (202) 306-4166

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EXPERIENCE YOUR AMERICA



Conversation Contents

WAMO photos - 2 of 3

Attachments:

/52. WAMO photos - 2 of 3/1.1 NAMA_Events_Inauguration_MJ-003.jpg
/52. WAMO photos - 2 of 3/1.2 NAMA_Events_Inauguration_MJ-004.jpg

"Litterst, Michael" <mike_litterst@nps.gov>

From: "Litterst, Michael" <mike_litterst@nps.gov>
Sent: Sat Jan 21 2017 08:23:06 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>, Tim Cash <tim_cash@nps.gov>, Amber Smigiel <amber_smigiel@nps.gov>, Thomas Crosson <thomas_crosson@nps.gov>
Subject: WAMO photos - 2 of 3
Attachments: NAMA_Events_Inauguration_MJ-003.jpg
NAMA_Events_Inauguration_MJ-004.jpg

~~~~~  
Mike Litterst  
Chief of Communications

National Park Service  
National Mall & Memorial Parks  
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Washington, DC 20024  
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# Conversation Contents

WAMO photos - 1 of 3

**Attachments:**

/53. WAMO photos - 1 of 3/1.1 NAMA\_Events\_Inauguration\_MJ-001.jpg

/53. WAMO photos - 1 of 3/1.2 NAMA\_Events\_Inauguration\_MJ-002.jpg

**"Litterst, Michael" <mike\_litterst@nps.gov>**

---

**From:** "Litterst, Michael" <mike\_litterst@nps.gov>  
**Sent:** Sat Jan 21 2017 08:21:25 GMT-0700 (MST)  
**To:** April Slayton <april\_slayton@nps.gov>, Tim Cash <tim\_cash@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>, Thomas Crosson <thomas\_crosson@nps.gov>  
**Subject:** WAMO photos - 1 of 3  
**Attachments:** NAMA\_Events\_Inauguration\_MJ-001.jpg  
NAMA\_Events\_Inauguration\_MJ-002.jpg

In case you couldn't access the Google folder:

~~~~~  
Mike Litterst
Chief of Communications

National Park Service
National Mall & Memorial Parks
900 Ohio Drive, SW
Washington, DC 20024
Phone: (202) 245-4676
Cell: (202) 306-4166

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Conversation Contents

Inauguration photos - WAMO - Invitation to collaborate

"Michael Litterst (via Google Drive)" <drive-shares-noreply@google.com>

From: "Michael Litterst (via Google Drive)" <drive-shares-noreply@google.com>
Sent: Sat Jan 21 2017 08:07:42 GMT-0700 (MST)
To: <amber_smigiel@nps.gov>
Subject: Inauguration photos - WAMO - Invitation to collaborate

Michael Litterst has invited you to **contribute** to the following shared folder:

 [Inauguration photos - WAMO](#)



Here are the photos Mathew shared with me last night. He may have more, though I suspect they would just be variations of the same shots, but I will follow up with him.

Mike

[Open](#)

Google Drive: Have all your files within reach from any device.

Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

Google™

April Slayton <april_slayton@nps.gov>

From: April Slayton <april_slayton@nps.gov>
Sent: Sat Jan 21 2017 08:16:06 GMT-0700 (MST)
To: Michael Litterst <mike_litterst@nps.gov>
"tim_cash@nps.gov" <tim_cash@nps.gov>,

CC: "amber_smigiel@nps.gov" <amber_smigiel@nps.gov>, "thomas_crosson@nps.gov" <thomas_crosson@nps.gov>
Subject: Re: Inauguration photos - WAMO - Invitation to collaborate

I can't access google drive from my iPad - can you please pull a few that are best and send them as attachments?

Sent from my iPad

On Jan 21, 2017, at 10:07 AM, Michael Litterst (via Google Drive) <drive-shares-noreply@google.com> wrote:

Michael Litterst has invited you to **contribute** to the following shared folder:

 [Inauguration photos - WAMO](#)



Here are the photos Mathew shared with me last night. He may have more, though I suspect they would just be variations of the same shots, but I will follow up with him.

Mike

[Open](#)

Google Drive: Have all your files within reach from any device.

Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

Google[™]

"Litterst, Michael" <mike_litterst@nps.gov>

From: "Litterst, Michael" <mike_litterst@nps.gov>
Sent: Sat Jan 21 2017 08:16:40 GMT-0700 (MST)
To: April Slayton <april_slayton@nps.gov>
CC: "tim_cash@nps.gov" <tim_cash@nps.gov>, "amber_smigiel@nps.gov" <amber_smigiel@nps.gov>, "thomas_crosson@nps.gov" <thomas_crosson@nps.gov>
Subject: Re: Inauguration photos - WAMO - Invitation to collaborate

Figured that might be the case; downloading now and sending in a few.

~~~~~  
Mike Litterst  
Chief of Communications

National Park Service  
National Mall & Memorial Parks  
900 Ohio Drive, SW  
Washington, DC 20024  
Phone: (202) 245-4676  
Cell: (202) 306-4166

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EXPERIENCE YOUR AMERICA

On Sat, Jan 21, 2017 at 10:16 AM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

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Sent from my iPad

On Jan 21, 2017, at 10:07 AM, Michael Litterst (via Google Drive) <[drive-shares-noreply@google.com](mailto:drive-shares-noreply@google.com)> wrote:

Michael Litterst has invited you to **contribute** to the following shared folder:

 [Inauguration photos - WAMO](#)



Here are the photos Mathew shared with me last night. He may have more, though I suspect they would just be variations of the same shots, but I will follow up with him.

Mike

[Open](#)

Google Drive: Have all your files within reach from any device.

Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043,  
USA

**Google**<sup>™</sup>



# Conversation Contents

Fwd: Jan 20 photos

**Attachments:**

/55. Fwd: Jan 20 photos/1.1 0916.jpg

/55. Fwd: Jan 20 photos/1.2 0926.jpg

/55. Fwd: Jan 20 photos/1.3 6039.jpg

**Amber Smigiel** <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>

---

**From:** Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Sent:** Sat Jan 21 2017 07:51:41 GMT-0700 (MST)  
**To:** [april\\_slayton@nps.gov](mailto:april_slayton@nps.gov), Tom Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>, [tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)  
**Subject:** Fwd: Jan 20 photos  
**Attachments:** 0916.jpg 0926.jpg 6039.jpg

Sent from my iPhone

Begin forwarded message:

**From:** "Heilemann, Tami" <[tami\\_heilemann@ios.doi.gov](mailto:tami_heilemann@ios.doi.gov)>  
**To:** Tami Heilemann <[tami\\_heilemann@ios.doi.gov](mailto:tami_heilemann@ios.doi.gov)>, Michael Litterst <[mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov)>, Rebecca Matulka <[rebecca\\_matulka@ios.doi.gov](mailto:rebecca_matulka@ios.doi.gov)>, "John, Mathew" <[mathew\\_john@nps.gov](mailto:mathew_john@nps.gov)>, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>, Bob Vogel <[bob\\_vogel@nps.gov](mailto:bob_vogel@nps.gov)>, Nathan King <[nathan\\_king@nps.gov](mailto:nathan_king@nps.gov)>, Anna Rose <[anna\\_rose@nps.gov](mailto:anna_rose@nps.gov)>  
**Subject:** Jan 20 photos

couple of photos

- ▣
- ▣
- ▣













# Conversation Contents

Conference call at 9:15

**April Slayton <april\_slayton@nps.gov>**

---

**From:** April Slayton <april\_slayton@nps.gov>  
**Sent:** Sat Jan 21 2017 07:10:37 GMT-0700 (MST)  
**To:** Tim Cash <tim\_cash@nps.gov>, Thomas Crosson <thomas\_crosson@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>  
**Subject:** Conference call at 9:15

Can we all jump on the phone in 5 minutes please?

(b) (5)

Leader (b) (5)

Participant (b) (5)

Sent from my iPhone

**Thomas Crosson <thomas\_crosson@nps.gov>**

---

**From:** Thomas Crosson <thomas\_crosson@nps.gov>  
**Sent:** Sat Jan 21 2017 07:11:21 GMT-0700 (MST)  
**To:** April Slayton <april\_slayton@nps.gov>  
**CC:** Tim Cash <tim\_cash@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>  
**Subject:** Re: Conference call at 9:15

Yes

Tom Crosson  
NPS Public Affairs

On Jan 21, 2017, at 9:10 AM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

Can we all jump on the phone in 5 minutes please?

(b) (5)

Leader (b) (5)  
Participant (b) (5)

Sent from my iPhone

**Amber Smigiel <amber\_smigiel@nps.gov>**

---

**From:** Amber Smigiel <amber\_smigiel@nps.gov>  
**Sent:** Sat Jan 21 2017 07:11:25 GMT-0700 (MST)  
**To:** April Slayton <april\_slayton@nps.gov>  
**Subject:** Re: Conference call at 9:15

Ok

Sent from my iPhone

On Jan 21, 2017, at 9:10 AM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

Can we all jump on the phone in 5 minutes please?

(b) (5)

Leader (b) (5)

Participant (b) (5)

Sent from my iPhone

**Tim Cash <tim\_cash@nps.gov>**

---

**From:** Tim Cash <tim\_cash@nps.gov>  
**Sent:** Sat Jan 21 2017 07:13:27 GMT-0700 (MST)  
**To:** Thomas Crosson <thomas\_crosson@nps.gov>  
**CC:** April Slayton <april\_slayton@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>  
**Subject:** Re: Conference call at 9:15

Yes

--

Tim Cash  
Chief of Digital Strategy  
Office of Communications



National Park Service  
(202) 436-6206  
[www.nps.gov](http://www.nps.gov)

On Jan 21, 2017, at 8:11 AM, Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)> wrote:

Yes

Tom Crosson  
NPS Public Affairs

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Leader (b) (5)

Participant (b) (5)

Sent from my iPhone

**Amber Smigiel** <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>

---

**From:** Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Sent:** Sat Jan 21 2017 08:22:06 GMT-0700 (MST)  
**To:** Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>  
**CC:** Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
**Subject:** Re: Conference call at 9:15

Here is the Tweet:

<https://twitter.com/natlparkservice/status/822826371844018177>

Sent from my iPhone

On Jan 21, 2017, at 9:13 AM, Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)> wrote:

Yes

--

Tim Cash  
Chief of Digital Strategy

Office of Communications  
National Park Service  
(202) 436-6206  
www.nps.gov

On Jan 21, 2017, at 8:11 AM, Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)> wrote:

Yes

Tom Crosson  
NPS Public Affairs

On Jan 21, 2017, at 9:10 AM, April Slayton  
<[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

Can we all jump on the phone in 5 minutes please?

(b) (5)

Leader (b) (5)

Participant (b) (5)

Sent from my iPhone

# Conversation Contents

New guidance from DOI

## Thomas Crosson <Thomas\_Crosson@nps.gov>

---

**From:** Thomas Crosson <Thomas\_Crosson@nps.gov>  
**Sent:** Sat Jan 21 2017 06:02:43 GMT-0700 (MST)  
**To:** Tim Cash <tim\_cash@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>  
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**Sent:** Sat Jan 21 2017 06:34:16 GMT-0700 (MST)  
**To:** Thomas Crosson <Thomas\_Crosson@nps.gov>  
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**Sent:** Sat Jan 21 2017 06:36:49 GMT-0700 (MST)  
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**Sent:** Sat Jan 21 2017 06:30:28 GMT-0700 (MST)  
**To:** Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)>  
**CC:** Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
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**From:** Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Sent:** Sat Jan 21 2017 06:48:12 GMT-0700 (MST)  
**To:** Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>  
**CC:** Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)>, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
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---

**April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>**



**From:** April Slayton <april\_slayton@nps.gov>  
**Sent:** Sat Jan 21 2017 06:54:33 GMT-0700 (MST)  
**To:** Amber Smigiel <amber\_smigiel@nps.gov>  
**CC:** Thomas Crosson <Thomas\_Crosson@nps.gov>, Tim Cash <tim\_cash@nps.gov>  
**Subject:** Re: New guidance from DOI

My suggested edits below.

We should put this on top of Larry's guidance when we get it. Tom, please send it to the folks I sent to yesterday, and we should follow up with texts to the regional POCs. Amber and Tim can share through the their channels too.

---

Team,

Below is an updated guidance on social media use for the field.

To summarize the situation leading to this guidance, yesterday, two retweets posted on the National Park Service's main Twitter account were inconsistent with the agency's approach to engaging the public through social media.

We decided that it was critical for us to halt the use of Twitter on the main NPS account and investigate the situation involving these tweets, but the Department's communications staff issued department-wide guidance to stand down Twitter activity across the entire Department.

That social media guidance has been clarified, and effective immediately, NPS social media managers should resume social media activity, including Twitter engagement, as normal.

If you haven't already, please initiate password changes on all your social media accounts. Also, review your accounts to ensure only only authorized, appropriate, and trained personnel can post from your accounts.

Additional information will be forthcoming, but in the interim, if you have any questions regarding NPS social media use and policy, please contact Amber/Tim/Tom/April.

Sent from my iPhone

On Jan 21, 2017, at 8:43 AM, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)> wrote:

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## **April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>**

---

**From:** April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
**Sent:** Sat Jan 21 2017 06:58:56 GMT-0700 (MST)  
**To:** Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**CC:** Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>, Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)>  
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Hahaha it may have to be something directly from us?

Sent from my iPhone

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I defer to Tom/April.

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---

**From:** Tim Cash [mailto:[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)]  
**Sent:** Saturday, January 21, 2017 8:34 AM  
**To:** Thomas Crosson  
**Cc:** Amber Smigiel; April Slayton  
**Subject:** Re: New guidance from DOI

I haven't seen anything yet. Spoke with Larry about 1:30-2 am, he mentioned that he thought that Twitter would be opened back up to 99% of content today, but that's the last I heard.

--

Tim Cash  
Chief of Digital Strategy  
Office of Communications  
National Park Service  
[\(202\) 436-6206](tel:(202)436-6206)  
[www.nps.gov](http://www.nps.gov)

On Jan 21, 2017, at 7:02 AM, Thomas Crosson  
<[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)> wrote:

Tim/Amber...have you seen new guidance from DOI on Twitter use? Apparently we are good to go on using Twitter. I haven't seen anything... but I wanted to make sure you did and that it has gone to the field.

Incoming DOI team is encouraging us to get a

Tweet out. Want to be a little cautious on this first one going out. It will probably be scrutinized and retweeted on many platforms.

Tom Crosson  
Chief of Public Affairs  
National Park Service  
(202) 208-3046  
Visit us at [www.nps.gov](http://www.nps.gov)

## **April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>**

---

**From:** April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
**Sent:** Sat Jan 21 2017 07:06:15 GMT-0700 (MST)  
**To:** Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>  
**CC:** Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>, Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)>  
**Subject:** Re: New guidance from DOI

What original content do we have ready to go?

Sent from my iPhone

On Jan 21, 2017, at 9:02 AM, Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)> wrote:

I defer to Tom/April.

--

Tim Cash  
Chief of Digital Strategy  
Office of Communications  
National Park Service  
[\(202\) 436-6206](tel:(202)436-6206)  
[www.nps.gov](http://www.nps.gov)

On Jan 21, 2017, at 7:48 AM, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)> wrote:

Ok, well, we got about 10k new followers overnight who are waiting for our next tweet. Any ideas what it should be?

Sent from my iPhone

On Jan 21, 2017, at 8:41 AM, Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>



wrote:

Larry just said that he's almost done with his email out to bureaus, just awaiting final checks. Should see it shortly, will forward ASAP.

--

Tim Cash  
Chief of Digital Strategy  
Office of Communications  
National Park Service  
[\(202\) 436-6206](tel:(202)436-6206)  
[www.nps.gov](http://www.nps.gov)

On Jan 21, 2017, at 7:36 AM, Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)> wrote:

Ok...according to the incoming DOI comms deputy...we are cleared hot to tweet. I just sent a proposed note to the field. Would love to get a little more feedback from Larry on what they are going to say to the field so we aren't sideways.

This is what DOI is working off of as of now:

*Subject: Updated guidance on the use of Social Media*

*Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.*

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Tim/Amber...have you seen new guidance from DOI on Twitter use? Apparently we are good to go on using Twitter. I haven't seen anything...but I wanted to make sure you did and that it has gone to the field.

Incoming DOI team is encouraging us to get a Tweet out. Want to be a little cautious on this first one going out. It will probably be scrutinized and retweeted on many platforms.

Tom Crosson  
Chief of Public Affairs  
National Park Service  
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Visit us at [www.nps.gov](http://www.nps.gov)

# Conversation Contents

## Updated guidance on the use of Social Media

**Rebecca Matulka <rebecca\_matulka@ios.doi.gov>**

---

**From:** Rebecca Matulka <rebecca\_matulka@ios.doi.gov>  
**Sent:** Sat Jan 21 2017 07:01:12 GMT-0700 (MST)  
**To:** Amber Smigiel <amber\_smigiel@nps.gov>, Danielle Brigida <danielle\_brigida@fws.gov>, Amy Krause <alkrause@blm.gov>, "Robinson, Blossom" <blossom.robinson@boem.gov>, Scott Horvath <shorvath@usgs.gov>, "Merony, Kristin" <kristin\_merony@ios.doi.gov>, Scott M Layman <slayman@usgs.gov>, "Morris, George" <george.morris@bia.gov>, "Peterson, Jodie F" <jodie.peterson@onrr.gov>, Stephen Major <smajor@usbr.gov>, Sarah McBride <smcbride@usbr.gov>, Robyn Broyles <robyn.broyles@bia.gov>, Emily Quinn <emquinn@usbr.gov>, Christopher Holmes <cholmes@osmre.gov>, Nathan Adams <nathan\_adams@ios.doi.gov>, Leah Duran <leah\_duran@ios.doi.gov>, "april\_slayton@nps.gov" <april\_slayton@nps.gov>  
**CC:** "Gillick, Larry" <larry\_gillick@ios.doi.gov>, Frank J Quimby <Frank\_Quimby@ios.doi.gov>  
**Subject:** Updated guidance on the use of Social Media

Good morning,

Below is updated social media guidance:

---

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

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Sent from my iPhone

# Conversation Contents

Fwd: Updated guidance on the use of Social Media

**Tim Cash** <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>

---

**From:** Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>  
**Sent:** Sat Jan 21 2017 06:54:15 GMT-0700 (MST)  
**To:** Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Subject:** Fwd: Updated guidance on the use of Social Media

FYI

--

Tim Cash  
Chief of Digital Strategy  
Office of Communications  
National Park Service  
(202) 436-6206  
[www.nps.gov](http://www.nps.gov)

Begin forwarded message:

**From:** [larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov)  
**Date:** January 21, 2017 at 7:46:35 AM CST  
**To:** [tim\\_cash@nps.gov](mailto:tim_cash@nps.gov), [czwemke@blm.gov](mailto:czwemke@blm.gov), [rebecca\\_goodman@fws.gov](mailto:rebecca_goodman@fws.gov), [slayman@usgs.gov](mailto:slayman@usgs.gov), [genevieve\\_billia@ost.doi.gov](mailto:genevieve_billia@ost.doi.gov), [jack.sullivan@bia.gov](mailto:jack.sullivan@bia.gov), [nedra\\_darling@ios.doi.gov](mailto:nedra_darling@ios.doi.gov), [robert.garcia@bsee.gov](mailto:robert.garcia@bsee.gov), [deron\\_m\\_johnson@ios.doi.gov](mailto:deron_m_johnson@ios.doi.gov), [richard.reibeling@bsee.gov](mailto:richard.reibeling@bsee.gov), [larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov), [karmstrong@usgs.gov](mailto:karmstrong@usgs.gov), [trent\\_randall@ios.doi.gov](mailto:trent_randall@ios.doi.gov), [danielle\\_brigida@fws.gov](mailto:danielle_brigida@fws.gov), [gary.garrison@bia.gov](mailto:gary.garrison@bia.gov), [kim.vigue@bie.edu](mailto:kim.vigue@bie.edu), [temery@osmre.gov](mailto:temery@osmre.gov), [stephen\\_carlisle@ost.doi.gov](mailto:stephen_carlisle@ost.doi.gov), [kraynal.alfred@bia.gov](mailto:kraynal.alfred@bia.gov), [emily\\_bokar@ios.doi.gov](mailto:emily_bokar@ios.doi.gov), [rgabour@usbr.gov](mailto:rgabour@usbr.gov), [alkrause@blm.gov](mailto:alkrause@blm.gov), [dawn.buras@boem.gov](mailto:dawn.buras@boem.gov), [shorvath@usgs.gov](mailto:shorvath@usgs.gov), [mstthomas@blm.gov](mailto:mstthomas@blm.gov), [treci.johnson@onrr.gov](mailto:treci.johnson@onrr.gov), [george.morris@bia.gov](mailto:george.morris@bia.gov), [david\\_yeargin@fws.gov](mailto:david_yeargin@fws.gov), [djhenry@blm.gov](mailto:djhenry@blm.gov), [rebecca\\_matulka@ios.doi.gov](mailto:rebecca_matulka@ios.doi.gov), [ken\\_handwerger@nps.gov](mailto:ken_handwerger@nps.gov), [shawn.pensoneau@bia.gov](mailto:shawn.pensoneau@bia.gov), [ralph.johnson@onrr.gov](mailto:ralph.johnson@onrr.gov)  
**Subject:** Updated guidance on the use of Social Media  
**Reply-To:** [larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov)

Good morning Web Council:

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Thanks for your help yesterday. Your response speed was much appreciated.

Larry

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Larry Gillick  
Acting Director of Digital Strategy  
U.S. Department of the Interior  
202-573-0306 (c)

### DOI Weekly Web Council Meeting

When Fri Jan 27, 2017 11am – 11:30am Eastern Time

Where 1-(b) (5) (b) (5) ([map](#))

Video call

- Who
- [larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov) - organizer
  - [trent\\_randall@ios.doi.gov](mailto:trent_randall@ios.doi.gov)
  - David Yeargin
  - [genevieve\\_billia@ost.doi.gov](mailto:genevieve_billia@ost.doi.gov)
  - [jack.sullivan@bia.gov](mailto:jack.sullivan@bia.gov)
  - Ken Handwerger
  - [rebecca\\_goodman@fws.gov](mailto:rebecca_goodman@fws.gov)
  - Richard Reibeling
  - [shawn.pensoneau@bia.gov](mailto:shawn.pensoneau@bia.gov)
  - Amy Krause
  - [czwemke@blm.gov](mailto:czwemke@blm.gov)



- [treci.johnson@onrr.gov](mailto:treci.johnson@onrr.gov)
- Derrick Henry
- [temery@osmre.gov](mailto:temery@osmre.gov)
- Robert Gabour
- [emily\\_bokar@ios.doi.gov](mailto:emily_bokar@ios.doi.gov)
- Rebecca Matulka
- [stephen\\_carlisle@ost.doi.gov](mailto:stephen_carlisle@ost.doi.gov)
- [deron\\_m\\_johnson@ios.doi.gov](mailto:deron_m_johnson@ios.doi.gov)
- [kraynal.alfred@bia.gov](mailto:kraynal.alfred@bia.gov)
- [kim.vigue@bie.edu](mailto:kim.vigue@bie.edu)
- [ralph.johnson@onrr.gov](mailto:ralph.johnson@onrr.gov)
- Karen Armstrong
- Dawn Buras
- Tim Cash
- [danielle\\_brigida@fws.gov](mailto:danielle_brigida@fws.gov)
- [robert.garcia@bsee.gov](mailto:robert.garcia@bsee.gov)
- Scott Layman
- Michelle Thomas
- Nedra Darling
- Scott Horvath
- George Morris
- Gary Garrison

**Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>**

---

**From:** Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Sent:** Sat Jan 21 2017 06:55:27 GMT-0700 (MST)  
**To:** Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>  
**CC:** Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
**Subject:** Re: Updated guidance on the use of Social Media

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Sent from my iPhone

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FYI

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Tim Cash  
Chief of Digital Strategy  
Office of Communications

National Park Service  
(202) 436-6206  
[www.nps.gov](http://www.nps.gov)

Begin forwarded message:

**From:** [larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov)  
**Date:** January 21, 2017 at 7:46:35 AM CST  
**To:** [tim\\_cash@nps.gov](mailto:tim_cash@nps.gov), [czwemke@blm.gov](mailto:czwemke@blm.gov),  
[rebecca\\_goodman@fws.gov](mailto:rebecca_goodman@fws.gov), [slayman@usgs.gov](mailto:slayman@usgs.gov),  
[genevieve\\_billia@ost.doi.gov](mailto:genevieve_billia@ost.doi.gov), [jack.sullivan@bia.gov](mailto:jack.sullivan@bia.gov),  
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[gary.garrison@bia.gov](mailto:gary.garrison@bia.gov), [kim.vigue@bie.edu](mailto:kim.vigue@bie.edu), [temery@osmre.gov](mailto:temery@osmre.gov),  
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[ralph.johnson@onrr.gov](mailto:ralph.johnson@onrr.gov)  
**Subject: Updated guidance on the use of Social Media**  
**Reply-To:** [larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov)

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U.S. Department of the Interior  
202-573-0306 (c)

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Where 1-(b) (5) (b) (5) ([map](#))

Video call

Who

- [larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov) - organizer
- [trent\\_randall@ios.doi.gov](mailto:trent_randall@ios.doi.gov)
- David Yeargin
- [genevieve\\_billia@ost.doi.gov](mailto:genevieve_billia@ost.doi.gov)
- [jack.sullivan@bia.gov](mailto:jack.sullivan@bia.gov)
- Ken Handwerger
- [rebecca\\_goodman@fws.gov](mailto:rebecca_goodman@fws.gov)
- Richard Reibelung
- [shawn.pensoneau@bia.gov](mailto:shawn.pensoneau@bia.gov)
- Amy Krause
- [czwemke@blm.gov](mailto:czwemke@blm.gov)
- [treci.johnson@onrr.gov](mailto:treci.johnson@onrr.gov)
- Derrick Henry
- [temery@osmre.gov](mailto:temery@osmre.gov)
- Robert Gabour
- [emily\\_bokar@ios.doi.gov](mailto:emily_bokar@ios.doi.gov)
- Rebecca Matulka
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- [kraynal.alfred@bia.gov](mailto:kraynal.alfred@bia.gov)
- [kim.vigue@bie.edu](mailto:kim.vigue@bie.edu)
- [ralph.johnson@onrr.gov](mailto:ralph.johnson@onrr.gov)
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- Tim Cash
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- [robert.garcia@bsee.gov](mailto:robert.garcia@bsee.gov)
- Scott Layman
- Michelle Thomas
- Nedra Darling
- Scott Horvath
- George Morris
- Gary Garrison



**April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>**

---

**From:** April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
**Sent:** Sat Jan 21 2017 06:56:22 GMT-0700 (MST)  
**To:** Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**CC:** Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>, Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>  
**Subject:** Re: Updated guidance on the use of Social Media

Please include the cover note from NPS too.

Sent from my iPhone

On Jan 21, 2017, at 8:55 AM, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)> wrote:

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FYI

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Tim Cash  
Chief of Digital Strategy  
Office of Communications  
National Park Service  
[\(202\) 436-6206](tel:(202)436-6206)  
[www.nps.gov](http://www.nps.gov)

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[deron\\_m\\_johnson@ios.doi.gov](mailto:deron_m_johnson@ios.doi.gov),  
[richard.reibeling@bsee.gov](mailto:richard.reibeling@bsee.gov), [larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov),

[karmstrong@usgs.gov](mailto:karmstrong@usgs.gov), [trent\\_randall@ios.doi.gov](mailto:trent_randall@ios.doi.gov),  
[danielle\\_brigida@fws.gov](mailto:danielle_brigida@fws.gov), [gary.garrison@bia.gov](mailto:gary.garrison@bia.gov),  
[kim.vigue@bie.edu](mailto:kim.vigue@bie.edu), [temery@osmre.gov](mailto:temery@osmre.gov),  
[stephen\\_carlisle@ost.doi.gov](mailto:stephen_carlisle@ost.doi.gov), [kraynal.alfred@bia.gov](mailto:kraynal.alfred@bia.gov),  
[emily\\_bokar@ios.doi.gov](mailto:emily_bokar@ios.doi.gov), [rgabour@usbr.gov](mailto:rgabour@usbr.gov),  
[alkrause@blm.gov](mailto:alkrause@blm.gov), [dawn.buras@boem.gov](mailto:dawn.buras@boem.gov),  
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[david\\_yeargin@fws.gov](mailto:david_yeargin@fws.gov), [djhenry@blm.gov](mailto:djhenry@blm.gov),  
[rebecca\\_matulka@ios.doi.gov](mailto:rebecca_matulka@ios.doi.gov),  
[ken\\_handwerker@nps.gov](mailto:ken_handwerker@nps.gov),  
[shawn.pensoneau@bia.gov](mailto:shawn.pensoneau@bia.gov), [ralph.johnson@onrr.gov](mailto:ralph.johnson@onrr.gov)

**Subject: Updated guidance on the use of Social Media**

**Reply-To:** [larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov)

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Larry

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Larry Gillick

Acting Director of Digital Strategy  
U.S. Department of the Interior  
202-573-0306 (c)

### DOI Weekly Web Council Meeting

When Fri Jan 27, 2017 11am – 11:30am Eastern Time

Where 1-(b) (5) (b) (5) ([map](#))

Video call (b) (5)

Who

- [larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov) - organizer
- [trent\\_randall@ios.doi.gov](mailto:trent_randall@ios.doi.gov)
- David Yeargin
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- Derrick Henry
- [temery@osmre.gov](mailto:temery@osmre.gov)
- Robert Gabour
- [emily\\_bokar@ios.doi.gov](mailto:emily_bokar@ios.doi.gov)
- Rebecca Matulka
- [stephen\\_carlisle@ost.doi.gov](mailto:stephen_carlisle@ost.doi.gov)
- [deron\\_m\\_johnson@ios.doi.gov](mailto:deron_m_johnson@ios.doi.gov)
- [kraynal.alfred@bia.gov](mailto:kraynal.alfred@bia.gov)
- [kim.vigue@bie.edu](mailto:kim.vigue@bie.edu)
- [ralph.johnson@onrr.gov](mailto:ralph.johnson@onrr.gov)
- Karen Armstrong
- Dawn Buras
- Tim Cash
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- [robert.garcia@bsee.gov](mailto:robert.garcia@bsee.gov)
- Scott Layman
- Michelle Thomas
- Nedra Darling
- Scott Horvath
- George Morris
- Gary Garrison

**Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>**

---

**From:** Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>



**Sent:** Sat Jan 21 2017 06:59:38 GMT-0700 (MST)  
**To:** April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
**CC:** Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>, Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>  
**Subject:** Re: Updated guidance on the use of Social Media

Please edit with Tim's comment as you see fit.

Tom Crosson  
NPS Public Affairs

On Jan 21, 2017, at 8:56 AM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

Please include the cover note from NPS too.

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Office of Communications  
National Park Service  
(202) 436-6206  
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## **April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>**

---

**From:** April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
**Sent:** Sat Jan 21 2017 07:00:47 GMT-0700 (MST)  
**To:** Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>  
**CC:** Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>, Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>  
**Subject:** Re: Updated guidance on the use of Social Media

I added that to the edited draft I sent a few minutes ago.

Sent from my iPhone

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Acting Director of Digital Strategy  
U.S. Department of the Interior  
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- George Morris

**"Smigiel, Amber" <amber\_smigiel@nps.gov>**

---

**From:** "Smigiel, Amber" <amber\_smigiel@nps.gov>  
**Sent:** Mon Jan 23 2017 08:23:08 GMT-0700 (MST)  
**To:** Tom Crosson <thomas\_crosson@nps.gov>  
**Subject:** Fwd: Updated guidance on the use of Social Media

Guidance sent on Saturday

----- Forwarded message -----

**From:** **Tim Cash** <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>  
**Date:** Sat, Jan 21, 2017 at 8:54 AM  
**Subject:** Fwd: Updated guidance on the use of Social Media  
**To:** Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>

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- [temery@osmre.gov](mailto:temery@osmre.gov)
- Robert Gabour
- [emily\\_bokar@ios.doi.gov](mailto:emily_bokar@ios.doi.gov)
- Rebecca Matulka
- [stephen\\_carlisle@ost.doi.gov](mailto:stephen_carlisle@ost.doi.gov)
- [deron\\_m\\_johnson@ios.doi.gov](mailto:deron_m_johnson@ios.doi.gov)
- [kravnal.alfred@bia.gov](mailto:kravnal.alfred@bia.gov)
- [kim.vique@bie.edu](mailto:kim.vique@bie.edu)
- [ralph.johnson@onrr.gov](mailto:ralph.johnson@onrr.gov)
- Karen Armstrong
- Dawn Buras
- Tim Cash
- [danielle\\_brigida@fws.gov](mailto:danielle_brigida@fws.gov)
- [robert.garcia@bsee.gov](mailto:robert.garcia@bsee.gov)
- Scott Layman
- Michelle Thomas
- Nedra Darling
- Scott Horvath
- George Morris
- Gary Garrison

--

Amber Smigiel  
Public Affairs Specialist, Social Media  
Office of Communications  
National Park Service  
Office: 202-208-5839  
Cell: 202-297-2659  
[www.nps.gov](http://www.nps.gov)



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# Conversation Contents

Fwd: stop tweeting directive

**"Wendel, Roberta" <roberta\_wendel@nps.gov>**

---

**From:** "Wendel, Roberta" <roberta\_wendel@nps.gov>  
**Sent:** Fri Jan 20 2017 22:59:33 GMT-0700 (MST)  
christine\_czazasty@nps.gov, social\_media@nps.gov, angela\_estep@nps.gov, terri\_dixen@nps.gov, "Mansfield, LUDMILA" <lil\_mansfield@nps.gov>, Thomas Engberg <tom\_engberg@nps.gov>, joy\_kinard@nps.gov, karen\_kopchak@nps.gov, maureen\_finnerty@nps.gov, Jewel Haskins <Jewel\_Harris@nps.gov>, "Drost, Elizabeth" <elizabeth\_drost@nps.gov>, "Neil, Pamela" <pam\_neil@nps.gov>, jeff\_wade@nps.gov, "Stalling, Kristen" <kristen\_stalling@nps.gov>, heho\_information@nps.gov, heho\_interpretation@nps.gov, susan\_knisley@nps.gov, Paula\_Alexander@nps.gov, Mike\_Capps@nps.gov, jessica\_kulek@nps.gov, Laura Gundrum <laura\_gundrum@nps.gov>, Matthew Turner <matthew\_turner@nps.gov>, Roberta Wendel <roberta\_wendel@nps.gov>, Blaine Kortemeyer <Blaine\_Kortemeyer@nps.gov>, Maureen McGee-Ballinger <Maureen\_McGee-Ballinger@nps.gov>, kristen\_maxfield@nps.gov, niobrara\_nsr@nps.gov, susan\_reece@nps.gov, lesley\_gaunt@nps.gov, jontae\_koke@nps.gov, thro\_interpretation@nps.gov, "Andes, Eileen" <eileen\_andes@nps.gov>, Julie Northrip <Julie\_northrip@nps.gov>, nick\_sacco@nps.gov, reggie\_murray@nps.gov, daniel\_peterson@nps.gov, NPS MWR Chiefs of Interpretation <mwr\_chiefs\_of\_interpretation@nps.gov>, NPS MWR Park Web Coordinators <mwr\_park\_web\_coordinators@nps.gov> Thomas Richter <tom\_richter@nps.gov>, chris\_powell <chris\_powell@nps.gov>, Alexandra Picavet <alexandra\_picavet@nps.gov>, Stephanie Loeb <stephanie\_loeb@nps.gov>, Tim Cash <tim\_cash@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>  
**To:**  
**CC:**  
**Subject:** Fwd: stop tweeting directive

To MWR Social Media staff, Chiefs of Interpretation, and Park Web Authors:

(Please distribute to appropriate staff.)

Effective immediately

"The new administration has said that the Department and all Bureaus are not supposed to tweet this weekend and wait for guidance until Monday.

Please make sure to that any scheduled tweets are no longer scheduled."

See more info below. Thank you.

Roberta

**Roberta Wendel** | Interpretive Media Specialist  
Midwest Regional Office | **National Park Service**  
402-661-1712 O | 440-590-1417 C | 402-661-1983 F  
601 Riverfront Drive | Omaha, Nebraska 68102  
[Follow MWRO on Facebook](#)  
[Join the NPS Digital Community](#)  
[Digital Accessibility](#)

----- Forwarded message -----

From: **Cash, Tim** <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>

Date: Fri, Jan 20, 2017 at 5:34 PM

Subject: Fwd: this is the correct language for handling the stop tweeting directive

To: NPS Web Council <[nps\\_web\\_council@nps.gov](mailto:nps_web_council@nps.gov)>

Cc: April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>, Thomas Crosson

<[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>

All, FYI below, please distribute to your park, program, and office digital and social media managers. We must stop tweeting immediately from ALL NPS accounts. AD for Communications April Slayton has also sent this to regional PIOs, but please also share with other relevant NPS channels so we maximize coverage for this critical directive.

----- Forwarded message -----

From: **April Slayton** <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>

Date: Fri, Jan 20, 2017 at 4:20 PM

Subject: Fwd: this is the correct language for handling the stop tweeting directive

To: Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>, Thomas

Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>

Sent from my iPhone

Begin forwarded message:

**From:** "Quimby, Frank" <[frank\\_quimby@ios.doi.gov](mailto:frank_quimby@ios.doi.gov)>

**Date:** January 20, 2017 at 5:10:22 PM EST

**To:** DOI\_OPA\_Bureau\_Contacts <[doi\\_opa\\_bureau\\_contacts@ios.doi.gov](mailto:doi_opa_bureau_contacts@ios.doi.gov)>

**Subject:** this is the correct language for handling the stop tweeting



## directive

The new administration has said that the Department and all Bureaus are not supposed to tweet this weekend and wait for guidance until Monday.

Please make sure to that any scheduled tweets are no longer scheduled.

If you have questions, you can contact Rebecca Matlulka at (b) (6)

--

Tim Cash  
Chief of Digital Strategy  
Office of Communications  
National Park Service  
(202) 436-6206  
[www.nps.gov](http://www.nps.gov)

## Conversation Contents

### Tweets

### Attachments:

/61. Tweets/5.1 image1.JPG

/61. Tweets/6.1 image001.jpg

---

### Thomas Crosson <Thomas\_Crosson@nps.gov>

**From:** Thomas Crosson <Thomas\_Crosson@nps.gov>  
**Sent:** Fri Jan 20 2017 21:02:41 GMT-0700 (MST)  
**To:** Amber Smigiel <amber\_smigiel@nps.gov>  
**Subject:** Tweets

Did you snag screen grabs of the Tweets before you pulled them down? If so...can I have them please?

Tom Crosson  
Chief of Public Affairs  
National Park Service  
(202) 208-3046  
Visit us at [www.nps.gov](http://www.nps.gov)

---

### Amber Smigiel <amber\_smigiel@nps.gov>

**From:** Amber Smigiel <amber\_smigiel@nps.gov>  
**Sent:** Fri Jan 20 2017 21:04:27 GMT-0700 (MST)  
**To:** Thomas Crosson <Thomas\_Crosson@nps.gov>  
**Subject:** Re: Tweets

I did not but all the news articles have it. I can save one of them and send it to you.

Sent from my iPhone

On Jan 20, 2017, at 11:02 PM, Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)> wrote:

Did you snag screen grabs of the Tweets before you pulled them down? If so...can I have them please?

Tom Crosson  
Chief of Public Affairs  
National Park Service  
(202) 208-3046  
Visit us at [www.nps.gov](http://www.nps.gov)

---

### Thomas Crosson <Thomas\_Crosson@nps.gov>

**From:** Thomas Crosson <Thomas\_Crosson@nps.gov>  
**Sent:** Fri Jan 20 2017 21:08:47 GMT-0700 (MST)  
**To:** Amber Smigiel <amber\_smigiel@nps.gov>  
**Subject:** RE: Tweets

I'm seeing the crowd comparison one....but not the other one. If you know which site has that, I'll track it down. Would be good for us to have for our records.

---

**From:** Amber Smigiel [mailto:[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)]  
**Sent:** Friday, January 20, 2017 11 04 PM  
**To:** Thomas Crosson  
**Subject:** Re: Tweets

I did not but all the news articles have it. I can save one of them and send it to you.

Sent from my iPhone

On Jan 20, 2017, at 11:02 PM, Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)> wrote:

Did you snag screen grabs of the Tweets before you pulled them down? If so...can I have them please?

Tom Crosson  
Chief of Public Affairs  
National Park Service  
(202) 208-3046  
Visit us at [www.nps.gov](http://www.nps.gov)

---

**Amber Smigiel <amber\_smigiel@nps.gov>**

**From:** Amber Smigiel <amber\_smigiel@nps.gov>  
**Sent:** Fri Jan 20 2017 21:14:49 GMT-0700 (MST)  
**To:** Thomas Crosson <Thomas\_Crosson@nps.gov>  
**CC:** tim\_cash@nps.gov  
**Subject:** Re: Tweets

Okay I will look for a good one.

Sent from my iPhone

On Jan 20, 2017, at 11:08 PM, Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)> wrote:

I'm seeing the crowd comparison one....but not the other one. If you know which site has that, I'll track it down.  
Would be good for us to have for our records.

---

**From:** Amber Smigiel [mailto:[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)]  
**Sent:** Friday, January 20, 2017 11 04 PM  
**To:** Thomas Crosson  
**Subject:** Re: Tweets

I did not but all the news articles have it. I can save one of them and send it to you.

Sent from my iPhone

On Jan 20, 2017, at 11:02 PM, Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)> wrote:

Did you snag screen grabs of the Tweets before you pulled them down? If so...can I have them please?

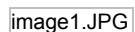
Tom Crosson  
Chief of Public Affairs  
National Park Service  
(202) 208-3046  
Visit us at [www.nps.gov](http://www.nps.gov)

---

**Tim Cash <tim\_cash@nps.gov>**

**From:** Tim Cash <tim\_cash@nps.gov>  
**Sent:** Fri Jan 20 2017 22:09:32 GMT-0700 (MST)  
**To:** Amber Smigiel <amber\_smigiel@nps.gov>  
**CC:** Thomas Crosson <Thomas\_Crosson@nps.gov>  
**Subject:** Re: Tweets  
**Attachments:** image1.JPG

This is what I first received from Tim Fullerton, is the only copy that I have.



--

Tim Cash  
Chief of Digital Strategy  
Office of Communications  
National Park Service  
(202) 436-6206  
[www.nps.gov](http://www.nps.gov)

On Jan 20, 2017, at 10:14 PM, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)> wrote:

Okay I will look for a good one.

Sent from my iPhone



On Jan 20, 2017, at 11:08 PM, Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)> wrote:

I'm seeing the crowd comparison one....but not the other one. If you know which site has that, I'll track it down. Would be good for us to have for our records.

---

**From:** Amber Smigiel [mailto:[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)]  
**Sent:** Friday, January 20, 2017 11 04 PM  
**To:** Thomas Crosson  
**Subject:** Re: Tweets

I did not but all the news articles have it. I can save one of them and send it to you.

Sent from my iPhone

On Jan 20, 2017, at 11:02 PM, Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)> wrote:

Did you snag screen grabs of the Tweets before you pulled them down? If so...can I have them please?

Tom Crosson  
Chief of Public Affairs  
National Park Service  
(202) 208-3046  
Visit us at [www.nps.gov](http://www.nps.gov)

---

**Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)>**

---

**From:** Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)>  
**Sent:** Fri Jan 20 2017 22:12:14 GMT-0700 (MST)  
**To:** Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Subject:** RE: Tweets  
**Attachments:** image001.jpg

Thanks.

I'm trying to get in touch w/ the incoming DOI comms folks. I'm looking to get a statement out ASAP and get this blanket Twitter ban lifted. Fingers crossed. I'll keep you posted.

---

**From:** Tim Cash [mailto:[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)]  
**Sent:** Saturday, January 21, 2017 12:10 AM  
**To:** Amber Smigiel  
**Cc:** Thomas Crosson  
**Subject:** Re: Tweets

This is what I first received from Tim Fullerton, is the only copy that I have.

image1.JPG

Tim Cash  
Chief of Digital Strategy  
Office of Communications  
National Park Service  
(202) 436-6206  
[www.nps.gov](http://www.nps.gov)

On Jan 20, 2017, at 10:14 PM, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)> wrote:

Okay I will look for a good one.

Sent from my iPhone

On Jan 20, 2017, at 11:08 PM, Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)> wrote:

I'm seeing the crowd comparison one....but not the other one. If you know which site has that, I'll track it down.  
Would be good for us to have for our records.

---

**From:** Amber Smigiel [mailto:[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)]  
**Sent:** Friday, January 20, 2017 11:04 PM  
**To:** Thomas Crosson  
**Subject:** Re: Tweets

I did not but all the news articles have it. I can save one of them and send it to you.

Sent from my iPhone

On Jan 20, 2017, at 11:02 PM, Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)> wrote:

Did you snag screen grabs of the Tweets before you pulled them down? If so...can I have them please?

Tom Crosson  
Chief of Public Affairs  
National Park Service

(202) 208-3046  
Visit us at [www.nps.gov](http://www.nps.gov)

**Tim Cash** <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>

---

**From:** Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>  
**Sent:** Fri Jan 20 2017 22:14:38 GMT-0700 (MST)  
**To:** Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)>  
**CC:** Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Subject:** Re: Tweets

If you don't mind, shoot me a text if it happens so I don't miss it and we can hit all channels with anything you need to get to the field.

--

Tim Cash  
Chief of Digital Strategy  
Office of Communications  
National Park Service  
(202) 436-6206  
[www.nps.gov](http://www.nps.gov)

On Jan 20, 2017, at 11:12 PM, Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)> wrote:

Thanks.  
I'm trying to get in touch w/ the incoming DOI comms folks. I'm looking to get a statement out ASAP and get this blanket Twitter ban lifted. Fingers crossed. I'll keep you posted.

---

**From:** Tim Cash [mailto:[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)]  
**Sent:** Saturday, January 21, 2017 12:10 AM  
**To:** Amber Smigiel  
**Cc:** Thomas Crosson  
**Subject:** Re: Tweets

This is what I first received from Tim Fullerton, is the only copy that I have.

<image001.jpg>

--

Tim Cash  
Chief of Digital Strategy  
Office of Communications  
National Park Service  
(202) 436-6206  
[www.nps.gov](http://www.nps.gov)

On Jan 20, 2017, at 10:14 PM, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)> wrote:

Okay I will look for a good one.

Sent from my iPhone

On Jan 20, 2017, at 11:08 PM, Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)> wrote:

I'm seeing the crowd comparison one...but not the other one. If you know which site has that, I'll track it down. Would be good for us to have for our records.

---

**From:** Amber Smigiel [mailto:[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)]  
**Sent:** Friday, January 20, 2017 11:04 PM  
**To:** Thomas Crosson  
**Subject:** Re: Tweets

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Sent from my iPhone

On Jan 20, 2017, at 11:02 PM, Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)> wrote:

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Tom Crosson  
Chief of Public Affairs  
National Park Service  
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Visit us at [www.nps.gov](http://www.nps.gov)



**NationalParkService**

@NatIParkService  
America's Best Idea. #FindYourPark  
#NPS100 RT/follow/likes#endorsement  
417 locations  
nps.gov  
View on Periscope  
Joined April 2009  
Born on August 25

Tweet to NationalParkService



Tweets Tweets & replies Media

NationalParkService Retweeted  
**Binyamin Appelbaum** @BCAppelbaum · 5h  
Compare the crowds: 2009 inauguration at left, 2017 inauguration at right.  
#Inauguration



1.4K 34K 34K

NationalParkService Retweeted  
**Anne Trumble** @annetrumble · 1h  
Civil rights, climate change, and health care scrubbed clean from White House website. Not a trace.



Who to follow - Refresh - View all

- Liz Allen** @LizMarieAllen Follow
- Jason Lloyd** @JasonLloydSA Follow
- jenfriedman13** @jenfnedma... Follow

Find friends

New York Trends - Change

- #YoureHired**  
Good luck, President Trump. Manufacturers are ready to get to work.  
Promoted by Nat Assoc of Mfg
- Delaware**  
18.9K Tweets
- Jaden Smith**  
9,072 Tweets
- Jackie Kennedy**  
19.4K Tweets
- Pro Bowl**  
2,293 Tweets
- Joint Base Andrews**  
10.9K Tweets
- Hillary and Bill Clinton**  
10.5K Tweets
- #Bellator170**  
4,447 Tweets
- #TheFlash**  
@THR is Tweeting about this



**NationalParkService**

@NatIParkService  
America's Best Idea. #FindYourPark  
#NPS100 RT/follow/likes#endorsement  
417 locations  
nps.gov  
View on Periscope  
Joined April 2009  
Born on August 25

Tweet to NationalParkService



Tweets Tweets & replies Media

NationalParkService Retweeted  
**Binyamin Appelbaum** @BCAppelbaum · 5h  
Compare the crowds: 2009 inauguration at left, 2017 inauguration at right.  
#Inauguration



1.4K 34K 34K

NationalParkService Retweeted  
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Civil rights, climate change, and health care scrubbed clean from White House website. Not a trace.



Who to follow - Refresh - View all

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- Jason Lloyd** @JasonLloydSA Follow
- jenfriedman13** @jenfnedma... Follow

Find friends

New York Trends - Change

**#YoureHired**  
Good luck, President Trump. Manufacturers are ready to get to work.  
Promoted by Nat Assoc of Mfg

**Delaware**  
18.9K Tweets

**Jaden Smith**  
9,072 Tweets

**Jackie Kennedy**  
19.4K Tweets

**Pro Bowl**  
2,293 Tweets

**Joint Base Andrews**  
10.9K Tweets

**Hillary and Bill Clinton**  
10.5K Tweets

**#Bellator170**  
4,447 Tweets

**#TheFlash**  
@THR is Tweeting about this



## Conversation Contents

And then there is this....

---

### Thomas Crosson <Thomas\_Crosson@nps.gov>

**From:** Thomas Crosson <Thomas\_Crosson@nps.gov>  
**Sent:** Fri Jan 20 2017 21:27:56 GMT-0700 (MST)  
**To:** Amber Smigiel <amber\_smigiel@nps.gov>, Tim Cash <tim\_cash@nps.gov>  
**Subject:** And then there is this....

<https://m.facebook.com/womensrightsnps/photos/a.267724729919486.75809.266599646698661/1556366187721994/?type=3>

---

### Amber Smigiel <amber\_smigiel@nps.gov>

**From:** Amber Smigiel <amber\_smigiel@nps.gov>  
**Sent:** Fri Jan 20 2017 21:29:40 GMT-0700 (MST)  
**To:** Thomas Crosson <Thomas\_Crosson@nps.gov>  
**CC:** Tim Cash <tim\_cash@nps.gov>  
**Subject:** Re: And then there is this....

Yes, Rebecca sent it to me. We don't have access to that page. There may be contact info in the gsa spreadsheet but I don't have access to it on my phone.

Sent from my iPhone

On Jan 20, 2017, at 11:27 PM, Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)> wrote:

<https://m.facebook.com/womensrightsnps/photos/a.267724729919486.75809.266599646698661/1556366187721994/?type=3>

---

### Tim Cash <tim\_cash@nps.gov>

**From:** Tim Cash <tim\_cash@nps.gov>  
**Sent:** Fri Jan 20 2017 22:13:17 GMT-0700 (MST)  
**To:** Amber Smigiel <amber\_smigiel@nps.gov>  
**CC:** Thomas Crosson <Thomas\_Crosson@nps.gov>  
**Subject:** Re: And then there is this....

What on earth could make someone think that this is appropriate?

We should have access to all official NPS accounts. If not, we can remove them by policy. We probably should revisit the enforcement of that.

--

Tim Cash  
Chief of Digital Strategy



Office of Communications  
National Park Service  
(202) 436-6206  
www.nps.gov

On Jan 20, 2017, at 10:29 PM, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)> wrote:

Yes, Rebecca sent it to me. We don't have access to that page. There may be contact info in the gsa spreadsheet but I don't have access to it on my phone.

Sent from my iPhone

On Jan 20, 2017, at 11:27 PM, Thomas Crosson <[Thomas\\_Crosson@nps.gov](mailto:Thomas_Crosson@nps.gov)> wrote:

<https://m.facebook.com/womensrightsnps/photos/a.267724729919486.75809.266599646698661/1556366187721994/?type=3>

# Conversation Contents

Fwd: Twitter

**Rebecca Matulka** <[rebecca\\_matulka@ios.doi.gov](mailto:rebecca_matulka@ios.doi.gov)>

---

**From:** Rebecca Matulka <[rebecca\\_matulka@ios.doi.gov](mailto:rebecca_matulka@ios.doi.gov)>  
**Sent:** Fri Jan 20 2017 20:16:56 GMT-0700 (MST)  
**To:** [interior\\_press@ios.doi.gov](mailto:interior_press@ios.doi.gov), [april\\_slayton@nps.gov](mailto:april_slayton@nps.gov),  
[frank\\_quimby@ios.doi.gov](mailto:frank_quimby@ios.doi.gov), [paul\\_ross@ios.doi.gov](mailto:paul_ross@ios.doi.gov),  
[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov), [amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov),  
[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov), [larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov)  
**Subject:** Fwd: Twitter

FYI

Sent from my iPhone

Begin forwarded message:

**From:** Timothy Cama <[tcama@thehill.com](mailto:tcama@thehill.com)>  
**Date:** January 20, 2017 at 10:14:53 PM EST  
**To:** Rebecca\_Matulka <[rebecca\\_matulka@ios.doi.gov](mailto:rebecca_matulka@ios.doi.gov)>  
**Subject:** Twitter

Hey Rebecca-

Just wanted to see if you could tell me anything (doesn't have to be on the record) about what's going on with the NPS Twitter accounts, and whether that spreads to the rest of Interior. Signal/WhatsApp info below if you need.

Thanks.

# Conversation Contents

Twitter directive is now a story

## April Slayton <april\_slayton@nps.gov>

**From:** April Slayton <april\_slayton@nps.gov>  
**Sent:** Fri Jan 20 2017 19:49:03 GMT-0700 (MST)  
**To:** Frank Quimby <frank\_quimby@ios.doi.gov>, rebecca\_matulka@ios.doi.gov, larry\_gillick@ios.doi.gov, Thomas Crosson <thomas\_crosson@nps.gov>, Tim Cash <tim\_cash@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>, Leah Duran <leah\_duran@ios.doi.gov>  
**Subject:** Twitter directive is now a story

Frank and all:

The information about the Twitter moratorium is now in the news:

<http://gizmodo.com/national-park-service-banned-from-tweeting-after-anti-t-1791449526>

We are getting press inquiries about this - how should we proceed? Should we refer them to DOI Comms? Or is there a statement we should make?

Sent from my iPhone

## Thomas Crosson <thomas\_crosson@nps.gov>

**From:** Thomas Crosson <thomas\_crosson@nps.gov>  
**Sent:** Fri Jan 20 2017 19:58:50 GMT-0700 (MST)  
**To:** April Slayton <april\_slayton@nps.gov>  
Frank Quimby <frank\_quimby@ios.doi.gov>, "rebecca\_matulka@ios.doi.gov" <rebecca\_matulka@ios.doi.gov>, "larry\_gillick@ios.doi.gov" <larry\_gillick@ios.doi.gov>  
**CC:** Tim Cash <tim\_cash@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>, Leah Duran <leah\_duran@ios.doi.gov>  
**Subject:** Re: Twitter directive is now a story



This story is prompting the WashPost to ask about this. Also have other national outlets asking too. My strongest recommendation is to get a statement out ASAP. Even if it just confirms the main points.

Tom Crosson  
NPS Public Affairs

On Jan 20, 2017, at 9:49 PM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

Frank and all:

The information about the Twitter moratorium is now in the news:  
<http://gizmodo.com/national-park-service-banned-from-tweeting-after-anti-t-1791449526>

We are getting press inquiries about this - how should we proceed? Should we refer them to DOI Comms? Or is there a statement we should make?

Sent from my iPhone

## **April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>**

---

**From:** April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
**Sent:** Fri Jan 20 2017 20:10:30 GMT-0700 (MST)  
**To:** Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>  
Frank Quimby <[frank\\_quimby@ios.doi.gov](mailto:frank_quimby@ios.doi.gov)>, "rebecca\_matulka@ios.doi.gov" <[rebecca\\_matulka@ios.doi.gov](mailto:rebecca_matulka@ios.doi.gov)>, "larry\_gillick@ios.doi.gov" <[larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov)>, Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>, Leah Duran <[leah\\_duran@ios.doi.gov](mailto:leah_duran@ios.doi.gov)>  
**CC:**  
**Subject:** Re: Twitter directive is now a story

The statement should likely come from DOI not NPS - I would recommend the statement say something along the lines of:

While we investigate the situation involving some questionable tweets published on Friday, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, with an exception made for public safety messages.

Sent from my iPhone

On Jan 20, 2017, at 9:58 PM, Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)> wrote:

This story is prompting the WashPost to ask about this. Also have other national outlets asking too. My strongest recommendation is to get a statement out ASAP. Even if it just confirms the main points.

Tom Crosson  
NPS Public Affairs

On Jan 20, 2017, at 9:49 PM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

Frank and all:

The information about the Twitter moratorium is now in the news:  
<http://gizmodo.com/national-park-service-banned-from-tweeting-after-anti-t-1791449526>

We are getting press inquiries about this - how should we proceed? Should we refer them to DOI Comms? Or is there a statement we should make?

Sent from my iPhone

# Conversation Contents

Twitter incident

**Tim Cash <tim\_cash@nps.gov>**

---

**From:** Tim Cash <tim\_cash@nps.gov>  
**Sent:** Fri Jan 20 2017 19:31:08 GMT-0700 (MST)  
**To:** Kendra Collat <kendra\_collat@nps.gov>, Todd Edgar <todd\_edgar@nps.gov>, virginia\_reams@nps.gov, laura\_cohen@nps.gov, khaled\_bassim@nps.gov, suki\_baz@nps.gov, mathew\_john@nps.gov, alex\_lindeman@nps.gov  
**CC:** Amber Smigiel <amber\_smigiel@nps.gov>, April Slayton <april\_slayton@nps.gov>, Thomas Crosson <thomas\_crosson@nps.gov>  
**Subject:** Twitter incident

I just wanted to let all of you know that we had an incident involving our national Twitter account today. I'll limit detail for now while we continue to investigate except to share two key points. One, it did not involve our teammate Amber, although she has been 100% on top of helping address the issue this afternoon and evening. I greatly appreciate her work on this on a holiday. And two, you may receive notification(s) that your access has been removed from our social media accounts (if you had access). This is for everyone's protection until the situation is resolved and was applied to everyone who had access except Amber. Including me. We will ease restriction at a later point.

April is working with DOI and WH on a statement, so until then, please limit conversation with coworkers, friends, or otherwise so we don't fuel further confusion or unnecessary speculation. If you have questions or concerns, though, please feel free to contact me.

I'll follow up with more information next week, but for now, have a great weekend.

Thanks, everyone.  
Tim

--

Tim Cash  
Chief of Digital Strategy  
Office of Communications  
National Park Service  
[\(202\) 436-6206](tel:(202)436-6206)  
[www.nps.gov](http://www.nps.gov)



## Kendra Collat <kendra\_collat@nps.gov>

---

**From:** Kendra Collat <kendra\_collat@nps.gov>  
**Sent:** Fri Jan 20 2017 19:38:25 GMT-0700 (MST)  
**To:** Tim Cash <tim\_cash@nps.gov>  
Todd Edgar <todd\_edgar@nps.gov>,  
"virginia\_reams@nps.gov" <virginia\_reams@nps.gov>,  
"laura\_cohen@nps.gov" <laura\_cohen@nps.gov>,  
"khaled\_bassim@nps.gov" <khaled\_bassim@nps.gov>,  
**CC:** "suki\_baz@nps.gov" <suki\_baz@nps.gov>,  
"mathew\_john@nps.gov" <mathew\_john@nps.gov>,  
"alex\_lindeman@nps.gov" <alex\_lindeman@nps.gov>,  
Amber Smigiel <amber\_smigiel@nps.gov>, April Slayton  
<april\_slayton@nps.gov>, Thomas Crosson  
<thomas\_crosson@nps.gov>  
**Subject:** Re: Twitter incident

Thanks for the update Tim. I hope you are able to find out who it was.

Kendra Collat

On Jan 20, 2017, at 9:31 PM, Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)> wrote:

I just wanted to let all of you know that we had an incident involving our national Twitter account today. I'll limit detail for now while we continue to investigate except to share two key points. One, it did not involve our teammate Amber, although she has been 100% on top of helping address the issue this afternoon and evening. I greatly appreciate her work on this on a holiday. And two, you may receive notification(s) that your access has been removed from our social media accounts (if you had access). This is for everyone's protection until the situation is resolved and was applied to everyone who had access except Amber. Including me. We will ease restriction at a later point.

April is working with DOI and WH on a statement, so until then, please limit conversation with coworkers, friends, or otherwise so we don't fuel further confusion or unnecessary speculation. If you have questions or concerns, though, please feel free to contact me.

I'll follow up with more information next week, but for now, have a great weekend.

Thanks, everyone.  
Tim

--

Tim Cash  
Chief of Digital Strategy  
Office of Communications  
National Park Service  
(202) 436-6206  
[www.nps.gov](http://www.nps.gov)

# Conversation Contents

## Statement Good to Go?

**Thomas Crosson <thomas\_crosson@nps.gov>**

---

**From:** Thomas Crosson <thomas\_crosson@nps.gov>  
**Sent:** Fri Jan 20 2017 19:22:28 GMT-0700 (MST)  
**To:** April Slayton <april\_slayton@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>  
**Subject:** Statement Good to Go?

This statement good? I have two queries. The two tweets posted on the National Park Service's social media account today were inappropriate and inconsistent with the agency's overall approach to engaging the public through social media. Moving forward, the agency will provide better guidance to all employees who post to official NPS social media accounts about best practices and appropriate content for posts and retweets. We apologize for these tweets and pledge to maintain the highest standards for our social media content moving forward. Tom Crosson NPS Public Affairs

**Amber Smigiel <amber\_smigiel@nps.gov>**

---

**From:** Amber Smigiel <amber\_smigiel@nps.gov>  
**Sent:** Fri Jan 20 2017 19:30:23 GMT-0700 (MST)  
**To:** Thomas Crosson <thomas\_crosson@nps.gov>  
**CC:** April Slayton <april\_slayton@nps.gov>  
**Subject:** Re: Statement Good to Go?

Works for me Sent from my iPhone > On Jan 20, 2017, at 9:22 PM, Thomas Crosson <thomas\_crosson@nps.gov> wrote: > > This statement good? I have two queries. > > The two tweets posted on the National Park Service's social media > account today were inappropriate and inconsistent with the agency's > overall approach to engaging the public through social media. Moving > forward, the agency will provide better guidance to all employees who > post to official NPS social media accounts about best practices and > appropriate content for posts and retweets. We apologize for these > tweets and pledge to maintain the highest standards for our social > media content moving forward. > > Tom Crosson > NPS Public Affairs

**April Slayton <april\_slayton@nps.gov>**

---



**From:** April Slayton <april\_slayton@nps.gov>  
**Sent:** Fri Jan 20 2017 19:36:19 GMT-0700 (MST)  
**To:** Amber Smigiel <amber\_smigiel@nps.gov>  
**CC:** Thomas Crosson <thomas\_crosson@nps.gov>  
**Subject:** Re: Statement Good to Go?

No. We do not have approval to use this so do not send. Sent from my iPhone > On Jan 20, 2017, at 9:30 PM, Amber Smigiel <amber\_smigiel@nps.gov> wrote: > > Works for me > > Sent from my iPhone > >> On Jan 20, 2017, at 9:22 PM, Thomas Crosson <thomas\_crosson@nps.gov> wrote: >> >> This statement good? I have two queries. >> >> The two tweets posted on the National Park Service's social media >> account today were inappropriate and inconsistent with the agency's >> overall approach to engaging the public through social media. Moving >> forward, the agency will provide better guidance to all employees who >> post to official NPS social media accounts about best practices and >> appropriate content for posts and retweets. We apologize for these >> tweets and pledge to maintain the highest standards for our social >> media content moving forward. >> >> Tom Crosson >> NPS Public Affairs

# Conversation Contents

## National SM account access restrictions

### Tim Cash <tim\_cash@nps.gov>

---

**From:** Tim Cash <tim\_cash@nps.gov>  
**Sent:** Fri Jan 20 2017 18:57:18 GMT-0700 (MST)  
**To:** Amber Smigiel <amber\_smigiel@nps.gov>  
**CC:** April Slayton <april\_slayton@nps.gov>, Thomas Crosson <thomas\_crosson@nps.gov>  
**Subject:** National SM account access restrictions

Amber, please restrict access to our social media accounts to you. Once we have a chance to further evaluate the situation next week, we can consider relaxing the restrictions. For now, though, this is the best way to protect everyone until we know if this was an unintentional mishap or a hack.

Speaking of which, we're following up on one potential lead on how this happened, but if that falls through, then I'll send this to the Chief Information Security Officer in ADIRM as a security incident for investigation.

Please contact me at any time if something further comes up  
Tim

--

Tim Cash  
Chief of Digital Strategy  
Office of Communications  
National Park Service  
(202) 436-6206  
[www.nps.gov](http://www.nps.gov)

### Amber Smigiel <amber\_smigiel@nps.gov>

---

**From:** Amber Smigiel <amber\_smigiel@nps.gov>  
**Sent:** Fri Jan 20 2017 19:04:38 GMT-0700 (MST)  
**To:** Tim Cash <tim\_cash@nps.gov>  
**CC:** April Slayton <april\_slayton@nps.gov>, Thomas Crosson <thomas\_crosson@nps.gov>

**Subject:** Re: National SM account access restrictions

I've changed everything but YouTube. I'll have to work with Mathew on that.

Sent from my iPhone

On Jan 20, 2017, at 8:57 PM, Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)> wrote:

Amber, please restrict access to our social media accounts to you. Once we have a chance to further evaluate the situation next week, we can consider relaxing the restrictions. For now, though, this is the best way to protect everyone until we know if this was an unintentional mishap or a hack.

Speaking of which, we're following up on one potential lead on how this happened, but if that falls through, then I'll send this to the Chief Information Security Officer in ADIRM as a security incident for investigation.

Please contact me at any time if something further comes up

Tim

--

Tim Cash  
Chief of Digital Strategy  
Office of Communications  
National Park Service  
[\(202\) 436-6206](tel:(202)436-6206)  
[www.nps.gov](http://www.nps.gov)



# Conversation Contents

UPDATE- URGENT Request - Do NOT use Twitter this weekend

**Stephanie Loeb <stephanie\_loeb@nps.gov>**

---

**From:** Stephanie Loeb <stephanie\_loeb@nps.gov>  
**Sent:** Fri Jan 20 2017 18:12:44 GMT-0700 (MST)  
**To:**  
**CC:** Jane Ahern <jane\_ahern@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>  
**Subject:** UPDATE- URGENT Request - Do NOT use Twitter this weekend

A quick follow up:

The Department has made an exception for tweets that provide public safety information.

And just to clarify, parks should not close their accounts - just refrain from posting until we have more guidance.

Good evening, social media managers:

The new administration has said that the Department and all Bureaus **are not** supposed to tweet this weekend and wait for guidance until Monday.

Please make sure to that any scheduled tweets are no longer scheduled.

If you have questions, you can contact Rebecca Matlulka at (b) (6)

Please share this with anyone else at your site(s) who manages social media.

Thank you for your help,  
Steph

Stephanie Loeb  
[Regional Visual Information Specialist](#)  
[Office of External Affairs](#)  
National Park Service - [Northeast Region](#)  
Office: 215-597-4942 | Cell: 215-268-2614

*I am a current participant of the GOAL Leadership Academy. Ask me about the program!*

# Conversation Contents

Inauguration 2017 - Invitation to collaborate

**"Mathew John (via Google Drive)" <drive-shares-noreply@google.com>**

---

**From:** "Mathew John (via Google Drive)" <drive-shares-noreply@google.com>  
**Sent:** Fri Jan 20 2017 18:09:47 GMT-0700 (MST)  
**To:** <amber\_smigiel@nps.gov>  
**Subject:** Inauguration 2017 - Invitation to collaborate

Mathew John has invited you to **contribute** to the following shared folder:

 [Inauguration 2017](#)



Here are the photos from today's Inauguration.

-Mathew

[Open](#)

Google Drive: Have all your files within reach from any device.

Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

**Google**<sup>™</sup>

**Amber Smigiel <amber\_smigiel@nps.gov>**

---

**From:** Amber Smigiel <amber\_smigiel@nps.gov>  
**Sent:** Sat Jan 21 2017 07:27:38 GMT-0700 (MST)  
**To:** Tom Crosson <thomas\_crosson@nps.gov>, tim\_cash@nps.gov  
**Subject:** Fwd: Inauguration 2017 - Invitation to collaborate

Sent from my iPhone

Begin forwarded message:

**From:** "Mathew John (via Google Drive)" <[drive-shares-noreply@google.com](mailto:drive-shares-noreply@google.com)>  
**Date:** January 20, 2017 at 8:09:47 PM EST  
**To:** <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Cc:** <[tami\\_heilemann@ios.doi.gov](mailto:tami_heilemann@ios.doi.gov)>  
**Subject:** Inauguration 2017 - Invitation to collaborate  
**Reply-To:** Mathew John <[mathew\\_john@nps.gov](mailto:mathew_john@nps.gov)>

Mathew John has invited you to **contribute** to the following shared folder:

 [Inauguration 2017](#)



Here are the photos from today's Inauguration.

-Mathew

[Open](#)

Google Drive: Have all your files within reach from any device.  
Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043,  
USA

**Google**<sup>™</sup>



# Conversation Contents

Twitter exceptions

**"Hall, Brian" <brian\_hall@nps.gov>**

---

**From:** "Hall, Brian" <brian\_hall@nps.gov>  
**Sent:** Fri Jan 20 2017 16:48:39 GMT-0700 (MST)  
**To:** Amber Smigiel <amber\_smigiel@nps.gov>  
**CC:** Michael Litterst <mike\_litterst@nps.gov>  
**Subject:** Twitter exceptions

Amber

How about for NAMA?... we have the Women's March tomorrow... and we want to be able to track folks that are within our park(s).

--

Brian Hall

Web Manager  
National Mall and Memorial Parks  
National Capital Region  
(202) 359-1537 cell  
(202) 245-4490 desk

▫

**Amber Smigiel <amber\_smigiel@nps.gov>**

---

**From:** Amber Smigiel <amber\_smigiel@nps.gov>  
**Sent:** Fri Jan 20 2017 17:12:52 GMT-0700 (MST)  
**To:** "Hall, Brian" <brian\_hall@nps.gov>  
**CC:** Michael Litterst <mike\_litterst@nps.gov>, april\_slayton@nps.gov, Tom Crosson <thomas\_crosson@nps.gov>  
**Subject:** Re: Twitter exceptions

Sent from my iPhone

On Jan 20, 2017, at 6:48 PM, Hall, Brian <[brian\\_hall@nps.gov](mailto:brian_hall@nps.gov)> wrote:

Amber

How about for NAMA?... we have the Women's March tomorrow... and we want to be able to track folks that are within our park(s).

--

Brian Hall

Web Manager  
National Mall and Memorial Parks  
National Capital Region  
(202) 359-1537 cell  
(202) 245-4490 desk

▣

---

**Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>**

**From:** Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Sent:** Fri Jan 20 2017 17:16:36 GMT-0700 (MST)  
**To:** [rebecca\\_matulka@ios.doi.gov](mailto:rebecca_matulka@ios.doi.gov), [tim\\_cash@nps.gov](mailto:tim_cash@nps.gov),  
[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov), Tom Crosson  
<[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>  
**CC:** [brian\\_hall@nps.gov](mailto:brian_hall@nps.gov), [mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov),  
[tina\\_boehle@nps.gov](mailto:tina_boehle@nps.gov)  
**Subject:** Fwd: Twitter exceptions

Please see this request from NAMA. Fire and LE accounts would also like to know if they can share emergency messages if necessary.

Sent from my iPhone

Begin forwarded message:

**From:** "Hall, Brian" <[brian\\_hall@nps.gov](mailto:brian_hall@nps.gov)>  
**Date:** January 20, 2017 at 6:48:39 PM EST  
**To:** Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Cc:** Michael Litterst <[mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov)>  
**Subject:** Twitter exceptions

Amber

How about for NAMA?... we have the Women's March tomorrow... and we want to be able to track folks that are within our park(s).

--

Brian Hall

Web Manager  
National Mall and Memorial Parks  
National Capital Region  
(202) 359-1537 cell  
(202) 245-4490 desk

▣

---

**Rebecca Matulka <rebecca\_matulka@ios.doi.gov>**

---

**From:** Rebecca Matulka <rebecca\_matulka@ios.doi.gov>  
**Sent:** Fri Jan 20 2017 17:27:23 GMT-0700 (MST)  
**To:** Amber Smigiel <amber\_smigiel@nps.gov>  
"tim\_cash@nps.gov" <tim\_cash@nps.gov>,  
"april\_slayton@nps.gov" <april\_slayton@nps.gov>, Tom  
**CC:** Crosson <thomas\_crosson@nps.gov>,  
"brian\_hall@nps.gov" <brian\_hall@nps.gov>,  
"mike\_litterst@nps.gov" <mike\_litterst@nps.gov>,  
"tina\_boehle@nps.gov" <tina\_boehle@nps.gov>  
**Subject:** Re: Twitter exceptions

The exception is applied to all bureaus when public safety was involved

Sent from my iPhone

On Jan 20, 2017, at 7:16 PM, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)> wrote:

Please see this request from NAMA. Fire and LE accounts would also like to know if they can share emergency messages if necessary.

Sent from my iPhone

Begin forwarded message:



**From:** "Hall, Brian" <[brian\\_hall@nps.gov](mailto:brian_hall@nps.gov)>  
**Date:** January 20, 2017 at 6:48:39 PM EST  
**To:** Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Cc:** Michael Litterst <[mike\\_litterst@nps.gov](mailto:mike_litterst@nps.gov)>  
**Subject:** Twitter exceptions

Amber

How about for NAMA?... we have the Women's March tomorrow...  
and we want to be able to track folks that are within our park(s).

--

Brian Hall

Web Manager  
National Mall and Memorial Parks  
National Capital Region  
(202) 359-1537 cell  
(202) 245-4490 desk

□

# Conversation Contents

Jan 20 photos

**Attachments:**

/71. Jan 20 photos/1.1 0916.jpg

/71. Jan 20 photos/1.2 0926.jpg

/71. Jan 20 photos/1.3 6039.jpg

**"Heilemann, Tami" <tami\_heilemann@ios.doi.gov>**

---

**From:** "Heilemann, Tami" <tami\_heilemann@ios.doi.gov>  
**Sent:** Fri Jan 20 2017 17:16:30 GMT-0700 (MST)  
**To:** Tami Heilemann <tami\_heilemann@ios.doi.gov>, Michael Litterst <mike\_litterst@nps.gov>, Rebecca Matulka <rebecca\_matulka@ios.doi.gov>, "John, Mathew" <mathew\_john@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>, Bob Vogel <bob\_vogel@nps.gov>, Nathan King <nathan\_king@nps.gov>, Anna Rose <anna\_rose@nps.gov>  
**Subject:** Jan 20 photos  
**Attachments:** 0916.jpg 0926.jpg 6039.jpg

couple of photos













# Conversation Contents

URGENT Request - Do NOT use Twitter this weekend

**"Loeb, Stephanie" <stephanie\_loeb@nps.gov>**

---

**From:** "Loeb, Stephanie" <stephanie\_loeb@nps.gov>  
**Sent:** Fri Jan 20 2017 16:32:51 GMT-0700 (MST)  
**To:**  
**CC:** Jane Ahern <jane\_ahern@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>  
**Subject:** URGENT Request - Do NOT use Twitter this weekend

Good evening, social media managers:

The new administration has said that the Department and all Bureaus **are not** supposed to tweet this weekend and wait for guidance until Monday.

Please make sure to that any scheduled tweets are no longer scheduled.

If you have questions, you can contact Rebecca Matlulka at (b) (6)

Please share this with anyone else at your site(s) who manages social media.

Thank you for your help,  
Steph

Stephanie Loeb  
[Regional Visual Information Specialist](#)  
[Office of External Affairs](#)  
National Park Service - [Northeast Region](#)  
Office: 215-597-4942 | Cell: 215-268-2614

*I am a current participant of the GOAL Leadership Academy. Ask me about the program!*



# Conversation Contents

Update your passwords

**Rebecca Matulka** <rebecca\_matulka@ios.doi.gov>

---

**From:** Rebecca Matulka <rebecca\_matulka@ios.doi.gov>  
**Sent:** Fri Jan 20 2017 16:28:41 GMT-0700 (MST)  
**To:** Amber Smigiel <amber\_smigiel@nps.gov>, Danielle Brigida <danielle\_brigida@fws.gov>, Amy Krause <alkrause@blm.gov>, "Robinson, Blossom" <blossom.robinson@boem.gov>, Scott Horvath <shorvath@usgs.gov>, "Merony, Kristin" <kristin\_merony@ios.doi.gov>, Scott M Layman <slayman@usgs.gov>, "Morris, George" <george.morris@bia.gov>, "Peterson, Jodie F" <jodie.peterson@onrr.gov>, Stephen Major <smajor@usbr.gov>, Sarah McBride <smcbride@usbr.gov>, Robyn Broyles <robyn.broyles@bia.gov>, Emily Quinn <emquinn@usbr.gov>, Christopher Holmes <cholmes@osmre.gov>, Nathan Adams <nathan\_adams@ios.doi.gov>, Leah Duran <leah\_duran@ios.doi.gov>, "april\_slayton@nps.gov" <april\_slayton@nps.gov>  
**CC:** "Gillick, Larry" <larry\_gillick@ios.doi.gov>, Frank J Quimby <Frank\_Quimby@ios.doi.gov>  
**Subject:** Update your passwords

Also for anyone who hasn't done so in the past couple days, please update all your social media passwords. On twitter be sure to revoke access to any apps to ensure any one logged on their phone must enter a new password. Sent from my iPhone > On Jan 20, 2017, at 4:54 PM, Rebecca Matulka <rebecca\_matulka@ios.doi.gov> wrote: > > The new administration has said that the Department and all Bureaus > are not supposed to tweet this weekend and wait for guidance until > Monday. > > Please make sure to that any scheduled tweets are no longer scheduled. > > If you have questions, you can contact me at (b) (6) > > Sent from my iPhone

**"Smigiel, Amber"** <amber\_smigiel@nps.gov>

---

**From:** "Smigiel, Amber" <amber\_smigiel@nps.gov>

**Sent:** Mon Jan 23 2017 08:49:19 GMT-0700 (MST)  
**To:** Tom Crosson <thomas\_crosson@nps.gov>  
**Subject:** Fwd: Update your passwords

I just found this addition that was also sent Friday night

----- Forwarded message -----

From: **Rebecca Matulka** <[rebecca\\_matulka@ios.doi.gov](mailto:rebecca_matulka@ios.doi.gov)>  
Date: Fri, Jan 20, 2017 at 6:28 PM  
Subject: Update your passwords  
To: Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>, Danielle Brigida <[danielle\\_brigida@fws.gov](mailto:danielle_brigida@fws.gov)>, Amy Krause <[alkrause@blm.gov](mailto:alkrause@blm.gov)>, "Robinson, Blossom" <[blossom.robinson@boem.gov](mailto:blossom.robinson@boem.gov)>, Scott Horvath <[shorvath@usgs.gov](mailto:shorvath@usgs.gov)>, "Merony, Kristin" <[kristin\\_merony@ios.doi.gov](mailto:kristin_merony@ios.doi.gov)>, Scott M Layman <[slayman@usgs.gov](mailto:slayman@usgs.gov)>, "Morris, George" <[george.morris@bia.gov](mailto:george.morris@bia.gov)>, "Peterson, Jodie F" <[jodie.peterson@onrr.gov](mailto:jodie.peterson@onrr.gov)>, Stephen Major <[smajor@usbr.gov](mailto:smajor@usbr.gov)>, Sarah McBride <[smcbride@usbr.gov](mailto:smcbride@usbr.gov)>, Robyn Broyles <[robyn.broyles@bia.gov](mailto:robyn.broyles@bia.gov)>, Emily Quinn <[emquinn@usbr.gov](mailto:emquinn@usbr.gov)>, Christopher Holmes <[cholmes@osmre.gov](mailto:cholmes@osmre.gov)>, Nathan Adams <[nathan\\_adams@ios.doi.gov](mailto:nathan_adams@ios.doi.gov)>, Leah Duran <[leah\\_duran@ios.doi.gov](mailto:leah_duran@ios.doi.gov)>, "[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)" <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
Cc: "Gillick, Larry" <[larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov)>, Frank J Quimby <[Frank\\_Quimby@ios.doi.gov](mailto:Frank_Quimby@ios.doi.gov)>

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> Please make sure to that any scheduled tweets are no longer scheduled.

>

> If you have questions, you can contact me at (b) (6)

>

> Sent from my iPhone

--

Amber Smigiel  
Public Affairs Specialist, Social Media

Office of Communications  
National Park Service  
Office: 202-208-5839  
Cell: 202-297-2659  
[www.nps.gov](http://www.nps.gov)



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# Conversation Contents

Fwd: this is the correct language for handling the stop tweeting directive

**April Slayton <april\_slayton@nps.gov>**

---

**From:** April Slayton <april\_slayton@nps.gov>  
**Sent:** Fri Jan 20 2017 15:20:12 GMT-0700 (MST)  
**To:** Tim Cash <tim\_cash@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>, Thomas Crosson <thomas\_crosson@nps.gov>  
**Subject:** Fwd: this is the correct language for handling the stop tweeting directive

Sent from my iPhone

Begin forwarded message:

**From:** "Quimby, Frank" <[frank\\_quimby@ios.doi.gov](mailto:frank_quimby@ios.doi.gov)>  
**Date:** January 20, 2017 at 5:10:22 PM EST  
**To:** DOI\_OPA\_Bureau\_Contacts <[doi\\_opa\\_bureau\\_contacts@ios.doi.gov](mailto:doi_opa_bureau_contacts@ios.doi.gov)>  
**Subject:** this is the correct language for handling the stop tweeting directive

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If you have questions, you can contact Rebecca Matlulka at (b) (6)

**"Cash, Tim" <tim\_cash@nps.gov>**

---

**From:** "Cash, Tim" <tim\_cash@nps.gov>  
**Sent:** Fri Jan 20 2017 15:34:06 GMT-0700 (MST)

**To:** NPS Web Council <nps\_web\_council@nps.gov>  
April Slayton <april\_slayton@nps.gov>, Thomas Crosson  
**CC:** <thomas\_crosson@nps.gov>, Amber Smigiel  
<amber\_smigiel@nps.gov>  
**Subject:** Fwd: this is the correct language for handling the stop  
tweeting directive

All, FYI below, please distribute to your park, program, and office digital and social media managers. We must stop tweeting immediately from ALL NPS accounts. AD for Communications April Slayton has also sent this to regional PIOs, but please also share with other relevant NPS channels so we maximize coverage for this critical directive.

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**Date:** Fri, Jan 20, 2017 at 4:20 PM  
**Subject:** Fwd: this is the correct language for handling the stop tweeting directive  
**To:** Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>, Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>

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Tim Cash  
Chief of Digital Strategy

Office of Communications  
National Park Service  
(202) 436-6206  
[www.nps.gov](http://www.nps.gov)

## **Tim Cash <tim\_cash@nps.gov>**

---

**From:** Tim Cash <tim\_cash@nps.gov>  
**Sent:** Fri Jan 20 2017 15:46:59 GMT-0700 (MST)  
**To:** "Quinn, Michael" <michael\_quinn@nps.gov>  
"Matulka, Rebecca" <rebecca\_matulka@ios.doi.gov>, Kirby-Lynn Shedlowski <kirbylynn\_shedlowski@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>, April Slayton <april\_slayton@nps.gov>, Thomas Crosson <thomas\_crosson@nps.gov>  
**CC:**  
**Subject:** Re: this is the correct language for handling the stop tweeting directive

Looping in NPS Comms for awareness and guidance.

--

Tim Cash  
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On Jan 20, 2017, at 4:45 PM, Quinn, Michael <[michael\\_quinn@nps.gov](mailto:michael_quinn@nps.gov)> wrote:

Tim, Rebecca,

Just to let you know, we're in the middle of a major winter storm and Twitter is an established way that we connect with travelers - and inform them of park road closures and deliver safety messages.

We also use Twitter to exchange info with the AZ Dept of Transportation and the National Weather Service.

Any suggestions?

<snowpeak.JPG>



Michael Quinn  
Visual Information Specialist  
Website Coordinator  
Grand Canyon National Park  
P.O. Box 129  
2C Albright Avenue  
Grand Canyon, AZ 86023  
(928) 638-7784  
[michael\\_quinn@nps.gov](mailto:michael_quinn@nps.gov)

On Fri, Jan 20, 2017 at 3:34 PM, Cash, Tim <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)> wrote:

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---

**"Shedlowski, Kirby-Lynn" <kirbylynn\_shedlowski@nps.gov>**

**From:** "Shedlowski, Kirby-Lynn" <kirbylynn\_shedlowski@nps.gov>  
**Sent:** Fri Jan 20 2017 15:58:50 GMT-0700 (MST)  
**To:** Tim Cash <tim\_cash@nps.gov>  
"Quinn, Michael" <michael\_quinn@nps.gov>, "Matulka, Rebecca" <rebecca\_matulka@ios.doi.gov>, Amber Smigiel <amber\_smigiel@nps.gov>, April Slayton <april\_slayton@nps.gov>, Thomas Crosson <thomas\_crosson@nps.gov>  
**CC:**  
**Subject:** Re: this is the correct language for handling the stop tweeting directive

Thanks Tim!

April and Tom- the weather and road conditions are deteriorating. The forecast hasn't been totally on target for this storm so far (we've received more snow in the first 24 hours than predicted). Current visibility is poor.

Being able to provide visitors with up-to-date information is imperative.

Please feel free to call me.

Kirby

Kirby-Lynn Shedlowski  
Acting Public Affairs Officer  
Grand Canyon National Park  
P.O. Box 129  
Grand Canyon, AZ 86023  
928-638-7958 office  
928-606-9905 cell  
928-638-7815 fax

[Grand Canyon News Releases](#)



On Fri, Jan 20, 2017 at 3:46 PM, Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)> wrote:  
Looping in NPS Comms for awareness and guidance.

--

Tim Cash  
Chief of Digital Strategy  
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National Park Service  
[\(202\) 436-6206](tel:(202)436-6206)  
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Any suggestions?

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**Rebecca Matulka <[rebecca\\_matulka@ios.doi.gov](mailto:rebecca_matulka@ios.doi.gov)>**

---

**From:** Rebecca Matulka <[rebecca\\_matulka@ios.doi.gov](mailto:rebecca_matulka@ios.doi.gov)>  
**Sent:** Fri Jan 20 2017 15:59:44 GMT-0700 (MST)  
**To:** Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>, "Quinn, Michael" <[michael\\_quinn@nps.gov](mailto:michael_quinn@nps.gov)>, [frank\\_quimby@ios.doi.gov](mailto:frank_quimby@ios.doi.gov)  
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**Subject:** Re: this is the correct language for handling the stop tweeting directive

Adding Frank, who is in touch with the new political team. He can ask about getting an exemption for weather-related public safety tweets.

Sent from my iPhone

On Jan 20, 2017, at 5:47 PM, Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)> wrote:

Looping in NPS Comms for awareness and guidance.

--

Tim Cash  
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Date: Fri, Jan 20, 2017 at 4:20 PM

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**Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>**

---

**From:** Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>  
**Sent:** Fri Jan 20 2017 16:04:38 GMT-0700 (MST)  
**To:** April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>, Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>  
**CC:** Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
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I'm around at any hour if we need to get on the phone.

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**To:** Tim Cash <tim\_cash@nps.gov>  
**CC:** Thomas Crosson <thomas\_crosson@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>  
**Subject:** Re: this is the correct language for handling the stop tweeting directive

We probably need to handle these on a case by case basis.

Sent from my iPhone

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Tim Cash  
Chief of Digital Strategy  
Office of Communications  
National Park Service  
(202) 436-6206  
www.nps.gov

On Jan 20, 2017, at 4:45 PM, Quinn, Michael <[michael\\_quinn@nps.gov](mailto:michael_quinn@nps.gov)> wrote:

Tim, Rebecca,

Just to let you know, we're in the middle of a major winter storm and Twitter is an established way that we connect with travelers - and inform them of park road closures and deliver safety messages.

We also use Twitter to exchange info with the AZ Dept of Transportation and the National Weather Service.

Any suggestions?

<snowpeak.JPG>

Michael Quinn  
Visual Information Specialist  
Website Coordinator  
Grand Canyon National Park  
P.O. Box 129  
2C Albright Avenue  
Grand Canyon, AZ 86023  
(928) 638-7784  
[michael\\_quinn@nps.gov](mailto:michael_quinn@nps.gov)

On Fri, Jan 20, 2017 at 3:34 PM, Cash, Tim

<[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)> wrote:

All, FYI below, please distribute to your park, program, and office digital and social media managers. We must stop tweeting immediately from ALL NPS accounts. AD for Communications April Slayton has also sent this to regional PIOs, but please also share with other relevant NPS channels so we maximize coverage for this critical directive.

----- Forwarded message -----

From: **April Slayton** <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
Date: Fri, Jan 20, 2017 at 4:20 PM  
Subject: Fwd: this is the correct language for handling the stop tweeting directive  
To: Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>, Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>

Sent from my iPhone

Begin forwarded message:

**From:** "Quimby, Frank"  
<[frank\\_quimby@ios.doi.gov](mailto:frank_quimby@ios.doi.gov)>



**Date:** January 20, 2017 at 5:10:22 PM  
EST  
**To:** DOI\_OPA\_Bureau\_Contacts  
<[doi\\_opa\\_bureau\\_contacts@ios.doi.gov](mailto:doi_opa_bureau_contacts@ios.doi.gov)>  
**Subject:** this is the correct language  
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The new administration has said that the  
Department and all Bureaus  
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Please make sure to that any scheduled tweets are  
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If you have questions, you can contact Rebecca  
Matulka at (b) (6)

--

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**Rebecca Matulka <[rebecca\\_matulka@ios.doi.gov](mailto:rebecca_matulka@ios.doi.gov)>**

---

**From:** Rebecca Matulka <[rebecca\\_matulka@ios.doi.gov](mailto:rebecca_matulka@ios.doi.gov)>  
**Sent:** Fri Jan 20 2017 16:20:42 GMT-0700 (MST)  
**To:** "Shedlowski, Kirby-Lynn" <[kirbylynn\\_shedlowski@nps.gov](mailto:kirbylynn_shedlowski@nps.gov)>  
Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>, "Quinn, Michael"  
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**CC:** <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>, April Slayton  
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**Subject:** Re: this is the correct language for handling the stop  
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The new team says you can continue to tweet for about the weather for public safety.

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Sent from my iPhone

On Jan 20, 2017, at 5:58 PM, Shedlowski, Kirby-Lynn <[kirbylynn\\_shedlowski@nps.gov](mailto:kirbylynn_shedlowski@nps.gov)> wrote:

Thanks Tim!

April and Tom- the weather and road conditions are deteriorating. The forecast hasn't been totally on target for this storm so far (we've received more snow in the first 24 hours than predicted). Current visibility is poor.

Being able to provide visitors with up-to-date information is imperative.

Please feel free to call me.

Kirby

Kirby-Lynn Shedlowski  
Acting Public Affairs Officer  
Grand Canyon National Park  
P.O. Box 129  
Grand Canyon, AZ 86023  
928-638-7958 office  
928-606-9905 cell  
928-638-7815 fax

[Grand Canyon News Releases](#)



On Fri, Jan 20, 2017 at 3:46 PM, Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)> wrote:  
Looping in NPS Comms for awareness and guidance.

--

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To: Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>, Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>



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Thank you all for the quick response.

Kirby

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**To:** DOI\_OPA\_Bureau\_Contacts

<[doi\\_opa\\_bureau\\_contacts@ios.doi.gov](mailto:doi_opa_bureau_contacts@ios.doi.gov)>

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# Conversation Contents

Fwd: OK on grand Canyon exemption

## April Slayton <april\_slayton@nps.gov>

---

**From:** April Slayton <april\_slayton@nps.gov>  
**Sent:** Fri Jan 20 2017 16:19:00 GMT-0700 (MST)  
**To:** Kirby-Lynn Shedlowski <kirbylynn\_shedlowski@nps.gov>  
**CC:** Tim Cash <tim\_cash@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>, Thomas Crosson <thomas\_crosson@nps.gov>  
**Subject:** Fwd: OK on grand Canyon exemption

FYI - Amber and Tim, if you hear about any other public safety issues, let me know and we will run them through Frank to Heather.

Sent from my iPhone

Begin forwarded message:

**From:** "Quimby, Frank" <[frank\\_quimby@ios.doi.gov](mailto:frank_quimby@ios.doi.gov)>  
**Date:** January 20, 2017 at 6:15:11 PM EST  
**To:** April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>, Rebecca Matulka <[rebecca\\_matulka@ios.doi.gov](mailto:rebecca_matulka@ios.doi.gov)>  
**Subject:** OK on grand Canyon exemption

Heather says public safety issue so yes Grand Canyon NP can still twitter as they normally do

## "Smigiel, Amber" <amber\_smigiel@nps.gov>

---

**From:** "Smigiel, Amber" <amber\_smigiel@nps.gov>  
**Sent:** Fri Jan 20 2017 16:20:48 GMT-0700 (MST)  
**To:** April Slayton <april\_slayton@nps.gov>  
Kirby-Lynn Shedlowski <kirbylynn\_shedlowski@nps.gov>,  
**CC:** Tim Cash <tim\_cash@nps.gov>, Thomas Crosson <thomas\_crosson@nps.gov>  
**Subject:** Re: OK on grand Canyon exemption



I'm sure a lot of parks have scheduled tweets for this weekend and they will not see the notification. Do we have any guidance on that? Do we have to contact each park that tweets and tell them to take it down?

On Fri, Jan 20, 2017 at 6:19 PM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

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**Subject:** **OK on grand Canyon exemption**

Heather says public safety issue so yes Grand Canyon NP can still twitter as they normally do

--

Amber Smigiel  
Public Affairs Specialist, Social Media  
Office of Communications  
National Park Service  
Office: 202-208-5839  
Cell: 202-297-2659  
[www.nps.gov](http://www.nps.gov)



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# Conversation Contents

No more tweeting

**"Cash, Tim" <tim\_cash@nps.gov>**

---

**From:** "Cash, Tim" <tim\_cash@nps.gov>  
**Sent:** Fri Jan 20 2017 14:51:24 GMT-0700 (MST)  
**To:** Amber Smigiel <amber\_smigiel@nps.gov>  
**CC:** April Slayton <april\_slayton@nps.gov>, Thomas Crosson <thomas\_crosson@nps.gov>  
**Subject:** No more tweeting

Larry G from DOI just let me know that an order has come down (where from I don't know yet) for no more tweeting until further notice. I just spoke with April, we are going to stop posting anything on any accounts until further guidance.

Amber, some of the retweets are getting attention, I'm getting messages across channels about the one regarding the inauguration attendance and the wiping of the White House site. April/Tom, would one of you please review our activity for today and determine if anything needs to be addressed?

I'm available by phone if you need me.

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**April Slayton <april\_slayton@nps.gov>**

---

**From:** April Slayton <april\_slayton@nps.gov>  
**Sent:** Fri Jan 20 2017 15:03:03 GMT-0700 (MST)  
**To:** "Cash, Tim" <tim\_cash@nps.gov>  
**CC:** Amber Smigiel <amber\_smigiel@nps.gov>, Thomas Crosson <thomas\_crosson@nps.gov>  
**Subject:** Re: No more tweeting

The two tweets posted to the national account today are not appropriate at all, and I need a clear understanding about why the decision was made to post them. How soon can we get on a conference call?

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**From:** "Cash, Tim" <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>  
**Sent:** Fri Jan 20 2017 15:09:26 GMT-0700 (MST)  
**To:** April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
**CC:** Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>, Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>  
**Subject:** Re: No more tweeting

It wasn't Amber, I'm trying to track down what happened. Amber, please take those down.

I can call in whenever. Larry just sent guidance to us, it needs to go out to the field, what channels do you want to use?

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Don't take them down until we can all talk please.

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**Sent:** Fri Jan 20 2017 15:10:57 GMT-0700 (MST)  
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And use all channels we have to share this out. I sent it to the regional PIOs.

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**Subject:** Re: No more tweeting

Would you send me what you sent the regionals please, Larry's isn't appropriate for sending to a wider audience.

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**Sent:** Fri Jan 20 2017 15:19:49 GMT-0700 (MST)  
**To:** Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>  
**CC:** Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>, Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>  
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**From:** "Smigiel, Amber" <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Sent:** Fri Jan 20 2017 15:22:27 GMT-0700 (MST)  
**To:** April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
**CC:** Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>, Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>  
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**To:** "Smigiel, Amber" <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
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**Sent:** Fri Jan 20 2017 15:27:39 GMT-0700 (MST)  
**To:** April Slayton <april\_slayton@nps.gov>  
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**Sent:** Fri Jan 20 2017 15:28:33 GMT-0700 (MST)



**To:** "Smigiel, Amber" <amber\_smigiel@nps.gov>  
**CC:** Tim Cash <tim\_cash@nps.gov>, Thomas Crosson <thomas\_crosson@nps.gov>  
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**From:** "Smigiel, Amber" <amber\_smigiel@nps.gov>  
**Sent:** Fri Jan 20 2017 15:30:11 GMT-0700 (MST)  
**To:** April Slayton <april\_slayton@nps.gov>  
**CC:** Tim Cash <tim\_cash@nps.gov>, Thomas Crosson <thomas\_crosson@nps.gov>  
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I believe so. No one would think it was their job to Tweet for NPS today and I can't imagine anyone trying to sabotage my career either so it's the most likely scenario.

I did retweet the Wilderness Society tweet this morning but I didn't put anything up after that.

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to the national account  
today are not  
appropriate at all, and I  
need a clear  
understanding about  
why the decision was  
made to post them.  
How soon can we get  
on a conference call?

Sent from my iPhone

On Jan 20, 2017, at  
4:51 PM, Cash, Tim  
<[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>

wrote:

Larry G  
from DOI  
just let me  
know that  
an order  
has come  
down  
(where from  
I don't know  
yet) for no  
more  
tweeting  
until further  
notice. I just  
spoke with  
April, we  
are going to  
stop posting  
anything on  
any  
accounts  
until further  
guidance.

Amber,  
some of the  
retweets  
are getting  
attention,  
I'm getting  
messages  
across  
channels  
about the  
one  
regarding  
the  
inauguration  
attendance  
and the  
wiping of  
the White  
House site.  
April/Tom,  
would one  
of you  
please



review our activity for today and determine if anything needs to be addressed?

I'm available by phone if you need me.

--

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Office of Communications  
National Park Service  
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**Sent:** Fri Jan 20 2017 15:35:29 GMT-0700 (MST)

**To:** "Smigiel, Amber" <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**CC:** Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>, Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>  
**Subject:** Re: No more tweeting

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I need to know where these tweets came from as well.

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And use all channels we have to share this out. I sent it to the regional PIOs.

Sent from my iPhone

On Jan 20, 2017, at 5:09 PM, Cash, Tim  
<[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>  
wrote:

It wasn't Amber, I'm trying to track down what happened. Amber, please take those down.

I can call in whenever. Larry just sent guidance to us, it needs to go out to the field, what channels do you want to use?

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from  
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don't  
know  
yet)  
for  
no  
more  
tweeting  
until  
further  
notice.  
I

just  
spoke  
with  
April,  
we  
are  
going  
to  
stop  
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anything  
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any  
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until  
further  
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Amber,  
some  
of  
the  
retweets  
are  
getting  
attention,  
I'm  
getting  
messages  
across  
channels  
about  
the  
one  
regarding  
the  
inauguration  
attendance  
and  
the  
wiping  
of  
the  
White  
House  
site.  
April/Tom,  
would  
one  
of

you  
please  
review  
our  
activity  
for  
today  
and  
determine  
if  
anything  
needs  
to  
be  
addressed?

I'm  
available  
by  
phone  
if  
you  
need  
me.

-  
-

Tim  
Cash  
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## **"Smigiel, Amber" <amber\_smigiel@nps.gov>**

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I can call in



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be  
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I'm  
available  
by  
phone  
if  
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need  
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-  
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our  
activity  
for  
today  
and  
determine  
if  
anything  
needs  
to  
be  
addressed?

I'm  
available  
by  
phone  
if  
you  
need  
me.

-  
-

Tim

Cash  
Chief  
of  
Digital  
Strategy  
Office  
of  
Communications  
National  
Park  
Service  
(202)  
436-  
6206  
[www.nps.gov](http://www.nps.gov)

-  
-

Tim  
Cash  
Chief  
of  
Digital  
Strategy  
Office  
of  
Communications  
National  
Park  
Service  
(202)  
436-  
6206  
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--  
Amber Smigiel  
Public Affairs Specialist, Social  
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**"Smigiel, Amber" <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>**

---

**From:** "Smigiel, Amber" <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Sent:** Fri Jan 20 2017 15:39:22 GMT-0700 (MST)  
**To:** April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
**CC:** Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>, Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>  
**Subject:** Re: No more tweeting

Done!

On Fri, Jan 20, 2017 at 5:37 PM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:  
Yes just take them down please

Sent from my iPhone

On Jan 20, 2017, at 5:37 PM, Smigiel, Amber <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)> wrote:

Works for me. Do you want me to just take them down? Rebecca is telling me I need to do it now.

On Fri, Jan 20, 2017 at 5:35 PM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

Draft statement - need feedback in 5 minutes:

The two tweets posted on the National Park Service's social media account today were inappropriate and inconsistent with the agency's overall approach to engaging the public through social media. Moving forward, the agency will provide better guidance to all employees who post to official NPS social media accounts about best practices and appropriate content for posts and retweets. We apologize for these tweets and pledge to maintain the highest standards for our social media content moving forward.



Sent from my iPhone

On Jan 20, 2017, at 5:30 PM, Smigiel, Amber <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)> wrote:

I believe so. No one would think it was their job to Tweet for NPS today and I can't imagine anyone trying to sabotage my career either so it's the most likely scenario.

I did retweet the Wilderness Society tweet this morning but I didn't put anything up after that.

On Fri, Jan 20, 2017 at 5:28 PM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

Is that what happened?

Sent from my iPhone

On Jan 20, 2017, at 5:27 PM, Smigiel, Amber <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)> wrote:

I would say:

The previous 2 posts were inadvertently sent from a personal account and we are investigating the matter.

On Fri, Jan 20, 2017 at 5:24 PM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

That makes sense but we aren't allowed to post anything new - I will ask if we can have an exception for the post we want to use in its place.

Amber, any suggestions on what we should say in our statement?

Sent from my iPhone

On Jan 20, 2017, at 5:22 PM, Smigiel, Amber <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)> wrote:

I'm changing the password right now and I've messaged everyone I can think of who has had access to the account. I'll let you know if I hear anything back. If need be, we can probably talk to Twitter about

figuring it out but I'm not sure they can provide the information.

We can take the tweets down but we should have something to put up as soon as we do.

On Fri, Jan 20, 2017 at 5:19 PM, April Slayton

<[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

Yes, and I just spoke with Frank. Please remove the tweets if possible. The acting DOI Comms director is seeking guidance from the White House on response, but I will draft an NPS response now and will share shortly.

I need to know where these tweets came from as well.

Sent from my iPhone

On Jan 20, 2017, at 5:16 PM, Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)> wrote:

Would you send me what you sent the regionals please, Larry's isn't appropriate for sending to a wider audience.

--

Tim Cash  
Chief of Digital  
Strategy  
Office of  
Communications  
National Park  
Service  
[\(202\) 436-6206](tel:(202)436-6206)  
[www.nps.gov](http://www.nps.gov)

On Jan 20, 2017, at 4:11 PM, April

Slayton  
<[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
wrote:

And use  
all  
channels  
we have  
to share  
this out. I  
sent it to  
the  
regional  
PIOs.

Sent from  
my  
iPhone

On Jan  
20, 2017,  
at 5:09  
PM,  
Cash,  
Tim  
<[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>  
wrote:

It  
wasn't  
Amber,  
I'm  
trying  
to  
track  
down  
what  
happened.  
Amber,  
please  
take  
those  
down.

I  
can  
call  
in

whenever.

Larry  
just  
sent  
guidance  
to  
us,  
it  
needs  
to  
go  
out  
to  
the  
field,  
what  
channels  
do  
you  
want  
to  
use?

On  
Fri,  
Jan  
20,  
2017  
at  
4:03  
PM,  
April  
Slayton  
<[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
wrote:

The  
two  
tweets  
posted  
to  
the  
national  
account  
today  
are  
not  
appropriate  
at  
all,  
and



I  
need  
a  
clear  
understanding  
about  
why  
the  
decision  
was  
made  
to  
post  
them.  
How  
soon  
can  
we  
get  
on  
a  
conference  
call?

Sent  
from  
my  
iPhone

On  
Jan  
20,  
2017,  
at  
4:51  
PM,  
Cash,  
Tim  
<[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>  
wrote:

Larry  
G  
from  
DOI  
just  
let  
me  
know

that  
an  
order  
has  
come  
down  
(where  
from  
I  
don't  
know  
yet)  
for  
no  
more  
tweeting  
until  
further  
notice.  
I  
just  
spoke  
with  
April,  
we  
are  
going  
to  
stop  
posting  
anything  
on  
any  
accounts  
until  
further  
guidance.

Amber,  
some  
of  
the  
retweets  
are  
getting  
attention,  
I'm  
getting  
messages  
across

channels  
about  
the  
one  
regarding  
the  
inauguration  
attendance  
and  
the  
wiping  
of  
the  
White  
House  
site.  
April/Tom,  
would  
one  
of  
you  
please  
review  
our  
activity  
for  
today  
and  
determine  
if  
anything  
needs  
to  
be  
addressed?

I'm  
available  
by  
phone  
if  
you  
need  
me.

-  
-

Tim  
Cash

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of  
Digital  
Strategy  
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--

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2016

National Park Service.  
CENTENNIAL



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# Conversation Contents

No tweets this weekend

## Rebecca Matulka <rebecca\_matulka@ios.doi.gov>

---

**From:** Rebecca Matulka <rebecca\_matulka@ios.doi.gov>  
**Sent:** Fri Jan 20 2017 14:54:36 GMT-0700 (MST)  
**To:** Amber Smigiel <amber\_smigiel@nps.gov>, Danielle Brigida <danielle\_brigida@fws.gov>, Amy Krause <alkrause@blm.gov>, "Robinson, Blossom" <blossom.robinson@boem.gov>, Scott Horvath <shorvath@usgs.gov>, "Merony, Kristin" <kristin\_merony@ios.doi.gov>, Scott M Layman <slayman@usgs.gov>, "Morris, George" <george.morris@bia.gov>, "Peterson, Jodie F" <jodie.peterson@onrr.gov>, Stephen Major <smajor@usbr.gov>, Sarah McBride <smcbride@usbr.gov>, Robyn Broyles <robyn.broyles@bia.gov>, Emily Quinn <emquinn@usbr.gov>, Christopher Holmes <cholmes@osmre.gov>, Nathan Adams <nathan\_adams@ios.doi.gov>, Leah Duran <leah\_duran@ios.doi.gov>, april\_slayton@nps.gov  
**CC:** "Gillick, Larry" <larry\_gillick@ios.doi.gov>, Frank J Quimby <Frank\_Quimby@ios.doi.gov>  
**Subject:** No tweets this weekend

The new administration has said that the Department and all Bureaus are not supposed to tweet this weekend and wait for guidance until Monday. Please make sure to that any scheduled tweets are no longer scheduled. If you have questions, you can contact me at

(b) (6) Sent from my iPhone

## "Smigiel, Amber" <amber\_smigiel@nps.gov>

---

**From:** "Smigiel, Amber" <amber\_smigiel@nps.gov>  
**Sent:** Fri Jan 20 2017 15:47:42 GMT-0700 (MST)  
Stephanie Loeb <stephanie\_loeb@nps.gov>, Judy Kesler <judy\_kesler@nps.gov>, Alex Lindeman <alex\_lindeman@nps.gov>, "Quinn, Michael" <michael\_quinn@nps.gov>, Roberta Wendel

**To:** <roberta\_wendel@nps.gov>, "King, Nathan"  
<nathan\_king@nps.gov>, "Rugg, Kristina (Kristi)"  
<kristi\_rugg@nps.gov>, Eugene Fleming  
<eugene\_fleming@nps.gov>, "Trust, Jeffrey"  
<jeffrey\_trust@nps.gov>, "Horne, Gary"  
<gary\_horne@nps.gov>, Coralie Bloom  
<coralie\_bloom@nps.gov>, Kathy Hiett  
<kathy\_hiett@nps.gov>, Pam Buckner  
<pam\_buckner@nps.gov>, Rebecca Shiffer  
<rebecca\_shiffer@nps.gov>, Anthony DeYoung  
<anthony\_deyoung@nps.gov>, Matthew Poyner  
<matt\_poyner@nps.gov>, "Restivo, David"  
<david\_restivo@nps.gov>, Brittni Medina  
<brittni\_connell@nps.gov>, Lori Yokomizo  
<lori\_yokomizo@nps.gov>, "Olig, Steven"  
<steven\_olig@nps.gov>, Helen Scully  
<helen\_scully@nps.gov>, Jackie Dostourian  
<jackie\_dostourian@nps.gov>, Karyn Ferro  
<karyn\_ferro@nps.gov>, "Boehle, Christina"  
<tina\_boehle@nps.gov>, Pamela Blyth  
<pamela\_blyth@nps.gov>, "Stasny, Rachel"  
<rachel\_stasny@nps.gov>, Ryan Jennings  
<ryan\_jennings@nps.gov>

**Subject:** Fwd: No tweets this weekend

Please see the following guidance and forward this on to anyone who handles social media accounts!

----- Forwarded message -----

From: **Rebecca Matulka** <[rebecca\\_matulka@ios.doi.gov](mailto:rebecca_matulka@ios.doi.gov)>

Date: Fri, Jan 20, 2017 at 4:54 PM

Subject: No tweets this weekend

To: Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>, Danielle Brigida  
<[danielle\\_brigida@fws.gov](mailto:danielle_brigida@fws.gov)>, Amy Krause <[alkrause@blm.gov](mailto:alkrause@blm.gov)>, "Robinson, Blossom"  
<[blossom.robinson@boem.gov](mailto:blossom.robinson@boem.gov)>, Scott Horvath <[shorvath@usgs.gov](mailto:shorvath@usgs.gov)>, "Merony, Kristin"  
<[kristin\\_merony@ios.doi.gov](mailto:kristin_merony@ios.doi.gov)>, Scott M Layman <[slayman@usgs.gov](mailto:slayman@usgs.gov)>, "Morris, George"  
<[george.morris@bia.gov](mailto:george.morris@bia.gov)>, "Peterson, Jodie F" <[jodie.peterson@onrr.gov](mailto:jodie.peterson@onrr.gov)>, Stephen  
Major <[smajor@usbr.gov](mailto:smajor@usbr.gov)>, Sarah McBride <[smcbride@usbr.gov](mailto:smcbride@usbr.gov)>, Robyn Broyles  
<[robyn.broyles@bia.gov](mailto:robyn.broyles@bia.gov)>, Emily Quinn <[emquinn@usbr.gov](mailto:emquinn@usbr.gov)>, Christopher Holmes  
<[cholmes@osmre.gov](mailto:cholmes@osmre.gov)>, Nathan Adams <[nathan\\_adams@ios.doi.gov](mailto:nathan_adams@ios.doi.gov)>, Leah Duran  
<[leah\\_duran@ios.doi.gov](mailto:leah_duran@ios.doi.gov)>, [april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)  
Cc: "Gillick, Larry" <[larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov)>, Frank J Quimby  
<[Frank\\_Quimby@ios.doi.gov](mailto:Frank_Quimby@ios.doi.gov)>

The new administration has said that the Department and all Bureaus are not supposed to tweet this weekend and wait for guidance until Monday.

Please make sure to that any scheduled tweets are no longer scheduled.



If you have questions, you can contact me at (b) (6)

Sent from my iPhone

--

Amber Smigiel  
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**"Smigiel, Amber" <amber\_smigiel@nps.gov>**

---

**From:** "Smigiel, Amber" <amber\_smigiel@nps.gov>  
**Sent:** Mon Jan 23 2017 08:22:25 GMT-0700 (MST)  
**To:** Tom Crosson <thomas\_crosson@nps.gov>  
**Subject:** Fwd: No tweets this weekend

Guidance sent on Friday

----- Forwarded message -----

From: **Rebecca Matulka** <[rebecca\\_matulka@ios.doi.gov](mailto:rebecca_matulka@ios.doi.gov)>

Date: Fri, Jan 20, 2017 at 4:54 PM

Subject: No tweets this weekend

To: Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>, Danielle Brigida <[danielle\\_brigida@fws.gov](mailto:danielle_brigida@fws.gov)>, Amy Krause <[alkrause@blm.gov](mailto:alkrause@blm.gov)>, "Robinson, Blossom" <[blossom.robinson@boem.gov](mailto:blossom.robinson@boem.gov)>, Scott Horvath <[shorvath@usgs.gov](mailto:shorvath@usgs.gov)>, "Merony, Kristin" <[kristin\\_merony@ios.doi.gov](mailto:kristin_merony@ios.doi.gov)>, Scott M Layman <[slayman@usgs.gov](mailto:slayman@usgs.gov)>, "Morris, George" <[george.morris@bia.gov](mailto:george.morris@bia.gov)>, "Peterson, Jodie F" <[jodie.peterson@onrr.gov](mailto:jodie.peterson@onrr.gov)>, Stephen Major <[smajor@usbr.gov](mailto:smajor@usbr.gov)>, Sarah McBride <[smcbride@usbr.gov](mailto:smcbride@usbr.gov)>, Robyn Broyles <[robyn.broyles@bia.gov](mailto:robyn.broyles@bia.gov)>, Emily Quinn <[emquinn@usbr.gov](mailto:emquinn@usbr.gov)>, Christopher Holmes <[cholmes@osmre.gov](mailto:cholmes@osmre.gov)>, Nathan Adams <[nathan\\_adams@ios.doi.gov](mailto:nathan_adams@ios.doi.gov)>, Leah Duran <[leah\\_duran@ios.doi.gov](mailto:leah_duran@ios.doi.gov)>, [april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)  
Cc: "Gillick, Larry" <[larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov)>, Frank J Quimby <[Frank\\_Quimby@ios.doi.gov](mailto:Frank_Quimby@ios.doi.gov)>

The new administration has said that the Department and all Bureaus are not supposed to tweet this weekend and wait for guidance until Monday.

Please make sure to that any scheduled tweets are no longer scheduled.

If you have questions, you can contact me at (b) (6)

Sent from my iPhone

--

Amber Smigiel  
Public Affairs Specialist, Social Media  
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# Conversation Contents

## KLSE Twitter Account Apparently Hacked

**"Munoz, Andrew" <andrew\_munoz@nps.gov>**

---

**From:** "Munoz, Andrew" <andrew\_munoz@nps.gov>  
**Sent:** Fri Jan 20 2017 13:02:59 GMT-0700 (MST)  
**To:** Amber Smigiel <amber\_smigiel@nps.gov>  
April Slayton <april\_slayton@nps.gov>, Craig Dalby  
<craig\_dalby@nps.gov>, Thomas Crosson  
**CC:** <thomas\_crosson@nps.gov>, Julie Fonseca de Borges  
<julie\_fonseca\_de\_borges@nps.gov>, "Burkhart,  
Stephanie" <stephanie\_burkhart@nps.gov>  
**Subject:** KLSE Twitter Account Apparently Hacked

Amber:

Do you have anyone we can contact at Twitter who can help us expedite the process to regain control of the park's account? Last night the password was changed. The park doesn't know by whom. Nothing has been post to the account, but the park is locked out. They have submitted a trouble ticket to Twitter.

- Andrew

**Andrew S. Muñoz**

Regional Spokesman & FOIA Program Manager

National Park Service

**Pacific West Region, Office of Public Information**

206 220-4260 phone

206 475-4598 cell

[andrew\\_munoz@nps.gov](mailto:andrew_munoz@nps.gov)

# Conversation Contents

01-19-17 NPS USPP Lincoln Memorial

**"Heilemann, Tami" <tami\_heilemann@ios.doi.gov>**

---

**From:** "Heilemann, Tami" <tami\_heilemann@ios.doi.gov>  
**Sent:** Fri Jan 20 2017 06:04:19 GMT-0700 (MST)  
Michael Litterst <mike\_litterst@nps.gov>, Amber Smigiel  
<amber\_smigiel@nps.gov>, "Slayton, April"  
**To:** <april\_slayton@nps.gov>, Nathan King  
<nathan\_king@nps.gov>, Jackie Burks  
<jackie\_burks@nps.gov>, Anna Rose  
<anna\_rose@nps.gov>  
**Subject:** 01-19-17 NPS USPP Lincoln Memorial

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<https://www.flickr.com/gp/doiphotog/SF4PcH>



# Conversation Contents

## Social Media Guidance for Inauguration and the Future

### "Loeb, Stephanie" <stephanie\_loeb@nps.gov>

---

**From:** "Loeb, Stephanie" <stephanie\_loeb@nps.gov>  
**Sent:** Thu Jan 19 2017 15:12:42 GMT-0700 (MST)  
Amanda Schramm <amanda\_schramm@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>, Andrew Munoz <andrew\_munoz@nps.gov>, Cecilia Mitchell <cecilia\_mitchell@nps.gov>, David Krueger <david\_krueger@nps.gov>, David Restivo <david\_restivo@nps.gov>, Eugene Fleming <eugene\_fleming@nps.gov>, Gary Horne <gary\_horne@nps.gov>, "Gwendolyn (Eve) West" <eve\_west@nps.gov>, Jody Lyle <jody\_lyle@nps.gov>, John Tobiason <john\_tobiason@nps.gov>, Joshua Spice <joshua\_spice@nps.gov>, Katrina Gonzalez <katrina\_gonzalez@nps.gov>, Kelly Cambrel <kelly\_cambrel@nps.gov>, Kristyn Loving <kristyn\_loving@nps.gov>, Maria Farias <maria\_farias@nps.gov>, Matthew Josey <matthew\_josey@nps.gov>, Matthew Turner <matthew\_turner@nps.gov>, Michael Liang <michael\_liang@nps.gov>, Nathan King <nathan\_king@nps.gov>, Roberta Wendel <roberta\_wendel@nps.gov>, Tim Cash <tim\_cash@nps.gov>, Alex Lindeman <Alex\_Lindeman@nps.gov>, Anthony DeYoung <anthony\_deyoung@nps.gov>, Brittni Connell <Brittni\_Medina@nps.gov>, Catherine dePlour <catherine\_deplour@nps.gov>, Christina Boehle <tina\_boehle@nps.gov>, Coralie Bloom <coralie\_bloom@nps.gov>, Erin Johnson <erin\_johnson@nps.gov>, Helen Scully <helen\_scully@nps.gov>, Jackie Dostourian <jackie\_dostourian@nps.gov>, Jeffrey Trust <Jeffrey\_trust@nps.gov>, Judy Kesler <judy\_kesler@nps.gov>, Karyn Ferro <karyn\_ferro@nps.gov>, Kathy Hiatt <kathy\_hiatt@nps.gov>, Kristi Rugg <kristi\_rugg@nps.gov>, Lori Yokomizo <lori\_yokomizo@nps.gov>, Matthew Poyner

**To:**

<matt\_poyner@nps.gov>, Michael Quinn  
<michael\_quinn@nps.gov>, Pam Buckner  
<pam\_buckner@nps.gov>, Pamela Blyth  
<pamela\_blyth@nps.gov>, Rachel Stasny  
<rachel\_stasny@nps.gov>, Ralph Coury  
<ralph\_coury@nps.gov>, Rebecca Shiffer  
<rebecca\_shiffer@nps.gov>, Ryan Jennings  
<ryan\_jennings@nps.gov>, stephanie\_loeb  
<stephanie\_loeb@nps.gov>, Steven Olig  
<steven\_olig@nps.gov>, Virginia Reams  
<virginia\_reams@nps.gov>, "Behrens, Zachary"  
<zach\_behrens@partner.nps.gov>

**CC:** "Warren, John" <john\_warren@nps.gov>, Shalini Gopie  
<shalini\_gopie@nps.gov>, Beth Sciumeca  
<beth\_sciumeca@nps.gov>, NPS NER MondayMashup  
<ner\_mondaymashup@nps.gov>, Jane Ahern  
<jane\_ahern@nps.gov>

**Subject:** Social Media Guidance for Inauguration and the Future

Good afternoon, Social Media Workgroup, Regional Web Managers, and Comms Folks:

Apologies if this is a repeat for some. We recently received an update/reminder from DOI's Digital team about [Social Media Guidance for Inauguration and the Future](#).

Please share as you see fit. I will be sharing with my region's social media managers.

Thanks,  
Stephanie

Stephanie Loeb  
[Regional Visual Information Specialist](#)  
[Office of External Affairs](#)  
National Park Service - [Northeast Region](#)  
Office: 215-597-4942 | Cell: 215-268-2614

*I am a current participant of the GOAL Leadership Academy. Ask me about the program!*

# Conversation Contents

Fwd: Social media guidance for inauguration + future

**Craig Dalby** <[craig\\_dalby@nps.gov](mailto:craig_dalby@nps.gov)>

---

**From:** Craig Dalby <[craig\\_dalby@nps.gov](mailto:craig_dalby@nps.gov)>  
**Sent:** Thu Jan 19 2017 14:14:46 GMT-0700 (MST)  
**To:** [amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)  
**Subject:** Fwd: Social media guidance for inauguration + future

Could we get some clarification on the typos?

Sent from my iPhone

Begin forwarded message:

**From:** "Roberts, Elizabeth (Liz)" <[liz\\_roberts@nps.gov](mailto:liz_roberts@nps.gov)>  
**Date:** January 19, 2017 at 1:09:07 PM PST  
**To:** "Albrinck, Jennifer" <[jennie\\_albrinck@nps.gov](mailto:jennie_albrinck@nps.gov)>, Craig Dalby <[craig\\_dalby@nps.gov](mailto:craig_dalby@nps.gov)>  
**Subject:** Re: Social media guidance for inauguration + future

It would be helpful if someone could correct the first indented paragraph of this guidance. Looks like it was inadequately edited or otherwise lost some critical words here and there.

Liz Roberts  
Chief of Administration  
Joshua Tree National Park  
760-367-5510  
c)760-362-9739  
f) 760-367-5569

On Thu, Jan 19, 2017 at 11:52 AM, Albrinck, Jennifer <[jennie\\_albrinck@nps.gov](mailto:jennie_albrinck@nps.gov)> wrote:

Important social media guidance.

---

Jennie Kish Albrinck

Chief of Interpretation & Resource Education  
Joshua Tree National Park  
74485 National Park Drive  
Twentynine Palms, CA 92277  
(office) 760-367-5520  
(cell) 928-638-0520  
[www.nps.gov/jotr](http://www.nps.gov/jotr)

***Connect and protect...***



**Centennial Goal: Connect with and create the next generation of park visitors, supporters, and advocates.**

----- Forwarded message -----

**From:** Craig Dalby <[craig\\_dalby@nps.gov](mailto:craig_dalby@nps.gov)>  
**Date:** Thu, Jan 19, 2017 at 11:44 AM  
**Subject:** Fwd: Social media guidance for inauguration + future  
**To:** NPS PWR Superintendents <[pwr\\_superintendents@nps.gov](mailto:pwr_superintendents@nps.gov)>, [nps\\_pwr\\_management\\_team@nps.gov](mailto:nps_pwr_management_team@nps.gov), [nps\\_pwr\\_public\\_affairs\\_wbr\\_officers@nps.gov](mailto:nps_pwr_public_affairs_wbr_officers@nps.gov), Amanda Kaplan <[Amanda\\_Kaplan@nps.gov](mailto:Amanda_Kaplan@nps.gov)>

Please see the social media guidance below from the Department related to the inauguration and beyond. Let me know if you have any questions.

Craig

Sent from my iPhone

Begin forwarded message:

**From:** "Smigiel, Amber" <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Date:** January 19, 2017 at 9:31:17 AM PST  
**To:** NPS Web Council <[nps\\_web\\_council@nps.gov](mailto:nps_web_council@nps.gov)>  
**Cc:** Tom Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>, Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>, Stephanie Loeb <[stephanie\\_loeb@nps.gov](mailto:stephanie_loeb@nps.gov)>  
**Subject:** Fwd: Social media guidance for inauguration + future

Here's is the official guidance from DOI for this weekend's



events. Please forward it on to anyone who will be handling social.

Let me know if there are any questions!

Amber

----- Forwarded message -----

From: **Matulka, Rebecca** <[rebecca\\_matulka@ios.doi.gov](mailto:rebecca_matulka@ios.doi.gov)>

Date: Thu, Jan 19, 2017 at 11:25 AM

Subject: Social media guidance for inauguration + future

Hi all,

I know tomorrow is a federal holiday for DC, but I wanted to share social media guidance from Departmental Ethics Office consulted and the Office of Special Counsel for inauguration and the future. Please share with those in the field.

The Department should not share content from accounts run by political parties or partisan political groups should continue. It would be appropriate to share content from @WhiteHouse, official @POTUS, @FLOTUS and @VP.

A partisan political group is defined by the Hatch Act as any committee, club or other organization which is affiliated with a political party or candidate for public office in a partisan election, or organized for a partisan purpose, or which engaged in partisan political activity. The word "partisan" when used as an adjective means related to a political party. (5 CFR 734.101) To determine if an account is indeed run by a partisan entity will have to be determined on a case by case basis. However, if a website is soliciting donations for a partisan political party, candidate or organization, the group or organization who runs the website is engaged in partisan political activity and would thus be deemed a partisan political group and DOI should not share content from its social media accounts.

Since we are in a post-election period, the Office of Special Counsel does not find that displaying the "Make America Great Again" slogan in the office would be prohibited political activity. Therefore, Interior may share content from an otherwise acceptable social media account even if that account contains the "Make America Great Again" slogan.

Also, making sure everyone saw this OMB guidance on Policies for Federal Agency Public Websites and Digital Services:

<https://www.whitehouse.gov/sites/default/files/omb/memoranda>

[/2017/m-17-06.pdf](#). Of particular note for social media is Section 11 on Ensure Information Quality and Accuracy.

Let me know if you have any questions!

Rebecca

--

Rebecca Matulka  
Deputy Director of Digital  
Interior Department  
202.208.5337

--

Amber Smigiel  
Public Affairs Specialist, Social Media  
Office of Communications  
National Park Service  
Office: 202-208-5839  
Cell: 202-297-2659  
[www.nps.gov](http://www.nps.gov)



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---

**"Smigiel, Amber" <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>**

**From:** "Smigiel, Amber" <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Sent:** Thu Jan 19 2017 14:21:35 GMT-0700 (MST)  
**To:** Craig Dalby <[craig\\_dalby@nps.gov](mailto:craig_dalby@nps.gov)>  
**Subject:** Re: Social media guidance for inauguration + future

It should read:

The Department should not be sharing content from accounts run by political parties or partisan political groups. It would be appropriate to share content from @WhiteHouse, official @POTUS, @FLOTUS and @VP.

On Thu, Jan 19, 2017 at 4:14 PM, Craig Dalby <[craig\\_dalby@nps.gov](mailto:craig_dalby@nps.gov)> wrote:

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**To:** "Albrinck, Jennifer" <[jennie\\_albrinck@nps.gov](mailto:jennie_albrinck@nps.gov)>, Craig Dalby <[craig\\_dalby@nps.gov](mailto:craig_dalby@nps.gov)>  
**Subject:** **Re: Social media guidance for inauguration + future**

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Joshua Tree National Park  
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To: NPS PWR Superintendents <[pwr\\_superintendents@nps.gov](mailto:pwr_superintendents@nps.gov)>, [nps\\_pwr\\_management\\_team@nps.gov](mailto:nps_pwr_management_team@nps.gov), [nps\\_pwr\\_public\\_affairs\\_officer@nps.gov](mailto:nps_pwr_public_affairs_officer@nps.gov), Amanda Kaplan <[Amanda\\_Kaplan@nps.gov](mailto:Amanda_Kaplan@nps.gov)>

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**Cc:** Tom Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>, Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>, Stephanie Loeb <[stephanie\\_loeb@nps.gov](mailto:stephanie_loeb@nps.gov)>  
**Subject:** Fwd: Social media guidance for inauguration + future

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Date: Thu, Jan 19, 2017 at 11:25 AM

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Rebecca

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Rebecca Matulka  
Deputy Director of Digital  
Interior Department  
202.208.5337

--  
Amber Smigiel  
Public Affairs Specialist, Social Media  
Office of Communications  
National Park Service  
Office: 202-208-5839  
Cell: 202-297-2659  
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--  
Amber Smigiel  
Public Affairs Specialist, Social Media  
Office of Communications  
National Park Service  
Office: 202-208-5839  
Cell: 202-297-2659  
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# Conversation Contents

Article: Governments suck at social media, but you deserve some blame

**"Boehle, Christina" <tina\_boehle@nps.gov>**

---

**From:** "Boehle, Christina" <tina\_boehle@nps.gov>  
**Sent:** Thu Jan 19 2017 08:16:05 GMT-0700 (MST)  
**To:** NPS NIFC NPS Chiefs <nifc\_nps\_chiefs@nps.gov>, BLM\_FA\_EA\_Interagency <BLM\_FA\_EA\_Interagency@blm.gov>, NPS NIFC NPS Fire Education <nifc\_nps\_fire\_education@nps.gov>  
**CC:** Amber Smigiel <amber\_smigiel@nps.gov>  
**Subject:** Article: Governments suck at social media, but you deserve some blame

Officials are failing to reach citizens on social media, says a new report, and that's fueling distrust in governments.

<https://www.cnet.com/news/governments-social-media-wpp-leaders-report/>

Tina

Communication and Education  
NPS Division of Fire and Aviation Management  
National Interagency Fire Center  
3833 South Development Ave.; Boise, ID 83705  
208.387.5875

<http://www.nps.gov/fire> | [facebook.com/FireAviationNPS](https://www.facebook.com/FireAviationNPS) | [twitter.com/FireAviationNPS](https://twitter.com/FireAviationNPS)

# Conversation Contents

## GETT Twitter - verification & possible trolling

**"Martz, Jason" <jason\_martz@nps.gov>**

---

**From:** "Martz, Jason" <jason\_martz@nps.gov>  
**Sent:** Thu Jan 19 2017 07:40:10 GMT-0700 (MST)  
**To:** "Loeb, Stephanie" <stephanie\_loeb@nps.gov>, Amber Smigiel <amber\_smigiel@nps.gov>  
**Subject:** GETT Twitter - verification & possible trolling

Two things...

1. How does the GETT Twitter account get verified? I see there is a way to go through the Twitter Verification website and request it but I wanted to make sure there wasn't something NPS specific we should be doing.
2. I think the account is getting trolled. I'm not sure if there is any connection, but I really noticed it over the past couple days around the time the NPS account retweeted our first #ThenAndNow pic. We're getting lots of international accounts with blank profile and banner pics and most are only following 20, 30, or 50 accounts with no followers of their own and no tweets. The number and type of followers the account is getting just doesn't feel right.

Let me know what you think. Thanks.

Jason Martz  
Visual Information Specialist  
Gettysburg National Military Park  
Office: 717-338-4423  
Cell: 571-358-0516



**From:** [John Gage \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** John Gage (@foryourinfo1x) liked one of your Tweets!  
**Date:** Friday, January 20, 2017 3:25:40 AM



John Gage  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

My first NPS trip was to [@YourIslandPark](#)  
Boston Harbor Islands! Thanks  
[@YourIslandPark](#)! Great birding site!  
[@chipsy231](#) [@foryourinfo1x](#)





Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103



**From:** [Donna Stevens \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Donna Stevens (@DUWoman) liked one of your Tweets!  
**Date:** Friday, January 20, 2017 3:29:26 AM



Donna Stevens  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

A new national monument, close to home and close to heart! Belmont-Paul Women's Equality National Monument.





Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103





**From:** [Molly Joseph Ward \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Molly Joseph Ward (@mollyjosephward) liked one of your Tweets!  
**Date:** Friday, January 20, 2017 4:01:18 AM



Molly Joseph Ward  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

The addition of new affiliated sites -  
Natural Bridge VA with [@GovernorVA](#) and  
[@mollyjosephward](#). A beautiful place and  
beautiful day.



[Settings](#) | [Help](#) | [Opt-out](#) | [Download app](#)

Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

**From:** [Molly Joseph Ward \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Molly Joseph Ward (@mollyjosephward) mentioned you in conversation on Twitter!  
**Date:** Friday, January 20, 2017 4:05:20 AM



Molly Joseph Ward  
mentioned you.

Reply



**Molly Joseph Ward**  
[@mollyjosephward](#)

Jan 20

Thank you [@NPSDeniseRyan](#) [@sallyjewell](#)  
[@NatlParkService](#) for making this happen.  
[@VAStateParks](#) [@VirginiaDCR](#)  
[twitter.com/npsdeniseryan/...](https://twitter.com/npsdeniseryan/)



[View conversation](#)

[Settings](#) | [Help](#) | [Opt-out](#) | [Download app](#)

Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

**From:** [Giles Parker \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Giles Parker (@YourIslandPark) liked one of your Tweets!  
**Date:** Friday, January 20, 2017 4:09:28 AM



Giles Parker  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSPDeniseR...

My first NPS trip was to [@YourIslandPark](#)  
Boston Harbor Islands! Thanks  
[@YourIslandPark](#)! Great birding site!  
[@chipsy231](#) [@foryourinfo1x](#)







Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103



**From:** [Tucc06 \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Tucc06 (@Tucc06) liked one of your Tweets!  
**Date:** Friday, January 20, 2017 4:23:48 AM



Tucc06  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

My first NPS trip was to [@YourIslandPark](#)  
Boston Harbor Islands! Thanks  
[@YourIslandPark](#)! Great birding site!  
[@chipsy231](#) [@foryourinfo1x](#)





Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103



**From:** [Federal Times](#)  
**To:** [bert\\_frost@nps.gov](mailto:bert_frost@nps.gov)  
**Subject:** New .gov sites to get secure with HTTPS protection  
**Date:** Friday, January 20, 2017 4:31:07 AM

Having trouble viewing this email? | [View it in your browser](#)

FEDERALTIMES

Jan 20, 2017

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## Daily Brief



### New .gov sites to get secure HTTPS protection in 2017

GSA officials said all newly registered federal agency domains will have HTTPS connections this year.

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### Trump announces additional White House tech appointments

Trump administration transition team members Christopher P. Liddell and Reed Cordish have been appointed to new roles within the White House staff.

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### Trump asks some 50 senior Obama appointees to stay on

The officials include the highest-ranking career officials at key national security agencies like the Pentagon and State





Department.

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## Legacy of civil rights progress at USDA [Commentary]

Under Secretary Tom Vilsack's leadership, the U.S. Department of Agriculture has come a long way over the past eight years to improve our record on civil rights.

[Read Story](#) ↗

# Virtualization

## NASA study in Hawaii paving way for human travel to Mars

A group of NASA-funded researchers is poised to enter an isolated geodesic dome on a remote Hawaii volcano to study human behavior in long-term space exploration, including a planned voyage to Mars.



[Read Story](#)

## Trump announces additional White House tech appointments

Trump administration transition team members Christopher P. Liddell and Reed Cordish have been appointed to new roles within the White House staff.



[Read Story](#)

## ONC's Washington lays out health IT's future as tenure winds down

The ONC director details the progress of interoperability in health care, and its future.



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SPONSORED BY **Raytheon**



### **When it comes to inaugural crowds, does size matter?**

Donald Trump says his inauguration will have "an unbelievable, perhaps record-setting turnout." Organizers of a protest the next day call it the biggest demonstration in history to welcome a new president.

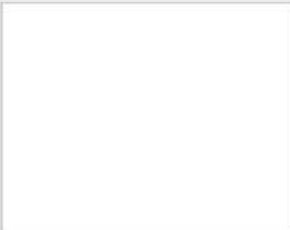
[Read Story](#) ➔



### **Pair charged in an \$18.3M 'Rent-a-Vet' contractor scheme**

A DoD employee allegedly funneled millions in veteran-business contracts through a shell company.

[Read Story](#) ➔



### **Interior nominee Zinke urges array of uses for federal lands**

Zinke, an admirer of President Theodore Roosevelt, said management of federal lands should be done under a "multiple-use" model set forth by Gifford Pinchot, a longtime Roosevelt associate and the first chief of the U.S. Forest Service.

[Read Story](#) ➔



### **Justice Department releases new eyewitness ID procedures**

The Department of Justice has announced new guidance for how FBI, DEA, ATF and U.S. Marshals agents administer photos of criminal suspects to eyewitnesses.

[Read Story](#) ➔

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Sightline Media Group  
1919 Gallows Road, Ste 400, Vienna, VA 22182

**From:** [Brian Joyner \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Brian Joyner (@BetterGuyX) liked one of your Tweets!  
**Date:** Friday, January 20, 2017 4:31:22 AM



Brian Joyner  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

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Boston Harbor Islands! Thanks  
[@YourIslandPark](#)! Great birding site!  
[@chipsy231](#) [@foryourinfo1x](#)







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**From:** [INDEPENDENCENPS \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** INDEPENDENCENPS (@INDEPENDENCENHP) liked one of your Tweets!  
**Date:** Friday, January 20, 2017 5:01:44 AM



**INDEPENDENCENPS**  
liked your Tweet.

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**Denise Ryan** @NPSDeniseR...

Nothing like being in the "Room Where It Happened" at [@INDEPENDENCENHP](#).



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**From:** [Bill \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Bill (@bemmerich\_bill) retweeted your Tweet!  
**Date:** Friday, January 20, 2017 5:25:33 AM



**Bill**  
retweeted your Tweet.

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**Denise Ryan** @NPSDeniseR...

My first NPS trip was to [@YourIslandPark](#)  
Boston Harbor Islands! Thanks  
[@YourIslandPark](#)! Great birding site!  
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**From:** [Jessica \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Jessica (@jessicacmchugh1) liked one of your Tweets!  
**Date:** Friday, January 20, 2017 5:41:58 AM



Jessica  
liked your Tweet.

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**Denise Ryan** @NPSDeniseR...

Nat'l Park Service Founders Day w/colleagues and a naturalization ceremony. Thx @jessicacmchugh1 for givinging me 1000%! @HarpersFerryNPS





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**From:** [Grant Stevens \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Grant Stevens (@GrantRStevens) liked one of your Tweets!  
**Date:** Friday, January 20, 2017 5:46:31 AM



Grant Stevens  
liked your Tweet.

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**Denise Ryan** @NPSDeniseR...

The addition of new affiliated sites -  
Natural Bridge VA with [@GovernorVA](#) and  
[@mollyjosephward](#). A beautiful place and  
beautiful day.





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**From:** [rscullin \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** rscullin (@rscullin) liked one of your Tweets!  
**Date:** Friday, January 20, 2017 5:49:33 AM



rscullin  
liked your Tweet.

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**Denise Ryan** @NPSDeniseR...

A new national monument, close to home and close to heart! Belmont-Paul Women's Equality National Monument.





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**Subject:** Friday's Headlines for Government Professionals  
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## i360Gov Daily Download

Friday, January 20th, 2017



*Policy & Technology. News & Analysis.*

### Federal Policy & Business

#### Opinion | What happens now to Justice Dept.'s civil rights enforcement?

The Washington Post: Vanita Gupta came to national prominence by leading a successful NAACP Legal Defense Fund fight on behalf of 38 people who had been railroaded on drug charges in Tulia, Tex.

She took that same passion to the Justice Department, when she was chosen to lead its civil rights division in 2014. Now, with the end of President Obama's tenure, she has moved on and soon the agency will be in much different hands.

The civil rights division, central to voting rights, policing and other critical issues, will fall under the leadership of Sen. Jeff Sessions (R-Ala.), if he is confirmed by the Senate. He was nominated to be attorney general by Donald Trump, a man nominated to be president by a Republican convention where less than 1 percent of the delegates was African American and rejected overwhelmingly by black and brown voters. Their reputations generate wide distrust among people of color, leaving for many a worrisome question mark over the future of the division that has fought hard to make justice a reality.

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#### A Trump Administration, With Obama Staff Members Filling In the Gaps

The New York Times: WASHINGTON — Donald J. Trump arrived in Washington the day before his inauguration as the nation's 45th president in a swirl of cinematic pageantry but facing serious questions about whether his chaotic transition has left critical parts of the government dangerously short-handed.

Mr. Trump will be sworn in at noon Eastern time on Friday, but his team was still scrambling to fill key administration posts when he got here on Thursday, announcing last-minute plans to retain 50 essential State Department and national security officials currently working in the Obama administration to ensure "continuity of government," according to Sean Spicer, the incoming White House press secretary.

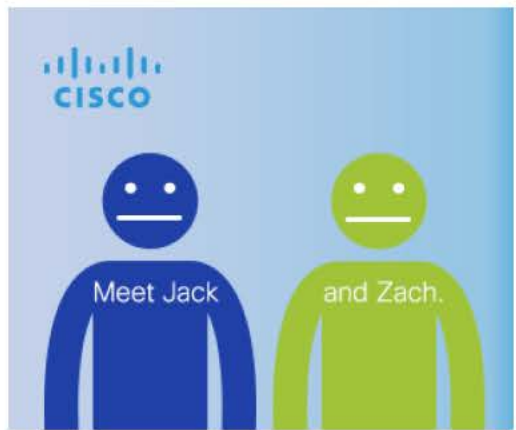


#### Webinars

**Federal Data Center Optimization: Do's and Don'ts from the Experts**

**Mobile e-Signing Trends in Government Documents and Transactions**





The furious final staff preparations included designating Thomas A. Shannon Jr., an Obama appointee, as the acting secretary of state, pending the expected confirmation of Rex W. Tillerson.

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## Donald Trump Has Plans To Hit The Ground Running. Here's What He Wants To Do

NPR: President-elect Donald Trump plans to hit the ground running. He could sign his first executive orders within hours of taking the oath of office.

"I've asked my transition team to develop a list of executive actions we can take on Day One to restore our laws and bring back our jobs," Trump said in a videotaped message in November. "It's about time."

Vice President-elect Mike Pence echoed that message in a meeting with reporters on Thursday.

"Our job is to be ready on Day One," Pence said. "We are all ready to go to work."

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## Trump to be sworn in, marking a transformative shift in the country's leadership

The Washington Post: Donald John Trump will be sworn in as the 45th president of the United States at noon on Friday, on a day that is expected to offer less ceremony and flourish than previous inaugurations — while ushering in a transformative shift in the country's leadership.

Events on the Mall will begin about 11:30 a.m. For those attending the events in person, the security gates will open at 6 a.m. The weather forecast calls for temperatures around 50 degrees, with rain showers in the afternoon.

After taking the oath of office, President Trump will attend a luncheon at the Capitol, and his inaugural parade down Pennsylvania Avenue will begin about 3 p.m. That parade is supposed to last about 90 minutes — which would make it one of the shortest inaugural parades in recent history. Tens of thousands of protesters are expected during the day: Protest groups have vowed to gather at each of the 20 security checkpoints where attendees will enter the Mall.

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## Federal Government IT

### New Senate bill seeks sweeping H-1B changes

CIO: A new bill in Congress would give foreign students who graduate from U.S. schools priority in getting an H-1B visa.

The legislation also "explicitly prohibits" the replacement of American workers by visa holders.

This bill, the H-1B and L-1 Visa Reform Act, was announced Thursday by its co-sponsors, U.S. Senators Chuck Grassley (R-Iowa) and Sen. Dick Durbin (D-Ill.), longtime allies on H-1B reform. Grassley is chairman of the Senate Judiciary Committee, which gives this bill an immediate big leg up in the legislative process.

This legislation would end the annual random distribution, via a lottery, of H-1B visas, and replace it with a system to give priority to certain types of students.

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## What Will Trump's Tech C-Suite Look Like?

Nextgov: For the past few years, President Barack Obama's White House has attracted a slew of private-sector technology heavyweights, often poached from a recurring cast of Silicon Valley stalwarts such as Twitter and Google.

Part of the Obama administration's legacy has been to create new White House-based executive roles dedicated to technology. Obama appointed the first federal chief information officer, chief technology officer and a chief information security officer, and others within other offices, such as chief digital officer and chief data scientist.

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## FCC selections matter for keeping the Open Internet

The Hill: Elections have consequences, and the spoils go to the victor. As President-elect Trump's transition team prepares to replace President Obama's political appointees with their own people, many unknowns lie ahead. But unlike many of my colleagues in the technology sector, I am optimistic about the future.

Trump promised a new paradigm and to "drain the swamp" – a huge task with many obstacles along the way. As this occurs, I hope that Trump and his team stay true to his word and do not let the alligators rule when it comes to the Federal Communications Commission and the Open Internet.

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## Knowledge Center: Special Reports & Whitepapers

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### Five Steps to Creating Your Hybrid Integration Strategy

Enterprise organizations are adopting cloud-based SaaS applications at increasing rates. And many are simultaneously moving existing applications and systems to public and/or private cloud infrastructures. These trends are making hybrid IT environments the "new normal."

Gartner refers to the integration tools and technologies required for hybrid environments as Hybrid Integration Platforms (HIPs) and predicts:

"By 2018, more than 40% of organizations will use integration infrastructure that they assemble from HIP-enabling technologies." (Gartner, Market Guide for Hybrid Integration Platform-Enabling Technologies Published: 17 July 2015 Analyst(s): Jess Thompson, Eric Thoo, Benoit J. Lheureux )

Are you considering a hybrid integration platform? Then you need a hybrid integration strategy. There are many things to consider as you design your strategy—such as your integration "center of gravity," the amount of control you want to maintain, an accurate picture of your users and a plan for keeping up with project demands.

This white paper helps you better understand the important integration challenges of evolving to a hybrid IT environment, especially with the increased need to integrate with cloud-based applications and systems. In fact, as you design your hybrid integration strategy, we invite you to consider these five essential steps.

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### The Government Social Media Survival Guide

For public sector organizations, interacting with the community is an absolute necessity. Social media not only makes it easy to communicate instantly - it can also establish your agency as a go-to resource for news, alerts, and emergency instructions.



The Government Social Media Survival Guide from Smarsh walks you through the essential steps to create an approachable, engaging relationship with your community through social media.

Download this complimentary guide now.

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### 3 Ways Text Messaging Exposes Government Organizations to Massive Risk

Texting is simple, concise and compatible with virtually every mobile device, operating system and wireless carrier—making it extremely accessible when a government official or employee wants to communicate with staff or community members in a time-crunched world. But even though text is easy, reliable and intuitive—if it's used for official business communications, it can create tremendous risk.

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## Defense / Intelligence / Homeland Security

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### What Kind of New Beginning?

Foreign Policy: There will be a parade on Inauguration Day. There will be speeches. There will be pomp and fancy-dress balls. On the surface, it will look like a celebration, just like past examples of the ritual we repeat every four years with the swearing-in of our presidents.

The parade will snake down the same stretch of Pennsylvania Avenue from the Capitol to the White House, as it always does. Flags will still flutter. Long black limousines will be guarded by the same breed of brave men and women in and out of uniform.

But do not view Inauguration Day 2017 as just the latest chapter of the stately pageant of democracy. Because it is a darker sort of ceremony. The procession will be more like a cortege — and the vast majority of Americans watching it will not be celebrating but mourning for lost values and shattered standards. The question for all of us is whether we can make it into something more than that.

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### Nuclear Stockpile About to Go Leaderless, Senator Warns Trump

Defense News: WASHINGTON — US Sen. Martin Heinrich, D-N.M., is warning the new administration that unless it acts, an agency managing the nation's nuclear stockpile will go leaderless after Friday's inauguration.

Heinrich, a member of the Senate Armed Services Strategic Forces Subcommittee, sent President-elect Donald Trump a letter Tuesday urging him to keep senior officials in sensitive national security posts — including National Nuclear Security Administration leaders — until their replacements are in place.

Heinrich noted only six of 58 presidentially appointed Pentagon officials are known to have been asked to stay in their positions through the transition process. Also, the NNSA leads, retired Lt. Gen. Frank Klotz and Madelyn Creedon, have not been asked to stay on, he said.

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### After 10-year effort, Army selects new pistol maker

CNN: After a long and much-criticized search, the US Army has chosen Sig Sauer to produce its next generation of handgun, eventually replacing the current standard issue sidearm, the Beretta M9 pistol.

"Following a thorough operational test, fielding of the modular handgun is expected to begin in 2017," the Army said in a statement announcing the decision Thursday.

The M9's three decades of service since 1985 has occasionally made it the subject of derision among members of the armed forces.

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## Government Healthcare - Policy & IT

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## Tom Price takes aim at the inefficiencies of meaningful use, questions how to pay for precision medicine

Healthcare IT News: Rep. Tom Price, MD, the Georgia Republican tapped by President-elect Donald Trump to be the next U.S. Secretary of Health and Human Services, spent four hours testifying before the Senate Health, Education, Labor and Pension Committee on Jan. 18.

Most of the hearing focused on the expected topics: the future of the Affordable Care Act, the scope of Medicare and Medicaid, Price's questionable investments in medical device and drug companies.

But toward the end of the testimony, Republican Louisiana Senator Bill Cassidy, MD, asked Price to weigh in on health information technology.

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## Will Open Payments be casualty of ACA repeal?

Modern Healthcare: Right now, when doctors accept money or gifts from drug companies and devicemakers, that information is published on Open Payments, an online database created under the Affordable Care Act. The program has increased transparency in an era of murky conflicts of interest and has helped link physicians' prescribing habits to their industry connections.

But as Republican lawmakers rush toward repealing the Affordable Care Act, some observers fear the section of the law that created the Open Payments program will face the chopping block.

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## HIE Coordinated Care Oklahoma to cease operations

Healthcare IT News: The health information exchange Coordinated Care Oklahoma (CCO), said this week it will go out of business because a large, unnamed health insurer had mandated that its providers work with another HIE.

"Our board recognizes that one of the largest payers in Oklahoma has mandated its contracted providers must submit data to another HIE platform for their use in value-based contracting programs," CCO chairman Roger Neal said in a statement. "That decision creates a hardship on many of Oklahoma's providers and hospitals and has resulted in duplicative HIE costs for many who were members of CCO."

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## Knowledge Center: Webinars

### Federal Data Center Optimization: Do's and Don'ts from the Experts

As federal agencies embrace the U.S. CIO's new Data Center Optimization Initiative and keep pace with growing demand for new services and applications, best practices will help guide them around potential pitfalls. In this i360Gov webinar, leading DoD and civilian IT experts will provide insights on optimization and how agencies can achieve a mandated 25% annual reduction in federal data center expenses by the end of fiscal 2018. Agency executives will gain concrete advice on the best steps to take to achieve more agile, optimized and secure IT operations.

#### Speakers include:

- **Michael Valivullah**, Chief Technology Officer, National Agricultural Statistics Service (NASS), USDA
- **Fred Whiteside**, Program Manager, Data Center Consolidation Initiative, Systems Engineering Division, OASAM/OCIO, Department of Labor
- **Bill Lemons**, Director, Federal Systems Engineering, Juniper Networks
- **Stephen Crooks**, Enterprise Solutions Architect, Affigent, LLC

Register now for this complimentary, educational event. If you are not sure if you can attend the live webinar, as long as you register now, you will receive a link to the recording.

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## Energy - Policy & Technology

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### 2016 Officially Declared Hottest Year on Record

Climate Central: 2016 was the hottest year in 137 years of record keeping and the third year in a row to take the number one slot, a mark of how much the world has warmed over the last century because of human activities, U.S. government scientists announced Wednesday.

2016 is a "data point at the end of many data points that indicates" long-term warming, Deke Arndt, chief of the monitoring branch of the National Centers for Environmental Information, said.

While the record was expected, the joint announcement by NASA and the National Oceanic and Atmospheric Administration came in the midst of Senate confirmation hearings for President-elect Trump's cabinet nominees, several of whom have expressed doubts about established climate science, as has Trump himself.

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### Trump EPA pick: still 'some debate' over human role in climate change

The Guardian: Scott Pruitt, Donald Trump's pick to lead the US Environmental Protection Agency, has claimed there is still "some debate" over the role of human activity in climate change and has defended his relationship with the fossil fuel industry during a combative Senate confirmation hearing.

Pruitt, the Oklahoma attorney general, has sued the agency he is now set to lead 14 times over the EPA's smog, mercury and other pollution regulations. Several of these cases are still ongoing and Pruitt said he would recuse himself in dealing with these cases if instructed to do so by the EPA's ethics board.

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### Confirmation Hearing for Rick Perry Reveals Lack of Federal Support for Renewables

Renewable Energy World: The proposed U.S. Secretary of Energy, Rick Perry, once said that he would like to see the Department of Energy eliminated. However, now that he has been tapped to lead the department and understands its role Perry said he "would be honored" to be confirmed as the next leader of the U.S. Department of Energy (DOE).

"My past statements made over five years ago about abolishing the Department of Energy do not reflect my current thinking. In fact, after being briefed on so many of the vital functions of the Department of Energy, I regret recommending its elimination," he said in his opening statement at his confirmation hearing on Thursday.

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## State & Local Government - Policy & Technology

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### Thanks to Trump, 2 States Are Getting New Governors

Governing: Two states will soon have new governors as a result of appointments by President-elect Donald Trump. In one of those states, that could mean real political change.

Iowa's Terry Branstad, the longest-serving governor in the nation's history, will be leaving to serve as ambassador to China. His lieutenant governor, Kim Reynolds, is a close ally who's not expected to deviate from the pro-business, conservative course set by Branstad.

By contrast, the departure of South Carolina Gov. Nikki Haley, who will be ambassador to the United Nations, should shake things up in her home state. Her replacement, Henry McMaster, enjoys much better relations with the legislature.

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### In Effort to Protect the Muni Bond Tax Exemption, 'It's a Full Court Press'

Route Fifty: WASHINGTON — Determined to protect a federal tax exemption on municipal bond interest, which is thought to lower borrowing costs for state and local governments, mayors are preparing for an aggressive lobbying effort on Capitol Hill.

"We're going to speak to every member of Congress," Columbia, South Carolina, Mayor Stephen Benjamin told Route Fifty during an interview at the U.S. Conference of Mayors winter meeting, which is taking place this week in the nation's capital. "It's a full court press."



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## States See Value in Backing 'Food Hubs' for Farmers, Consumers

Stateline: In New York City, where shoppers and diners can find delicacies from all over the world, there is hefty demand for food grown closer to home.

The taste for products from farms in the Northeast has led South Bronx-based Greenmarket Co., a nonprofit regional food distributor that serves as the middleman between farmers and buyers, to constantly expand the size and scope of its operation over the last half-decade.

The state of New York has taken notice of its role in the regional food supply chain and in August allocated \$15 million of the \$20 million needed to build Greenmarket's new 20,000-square-foot distribution center, commonly known as a food hub. The hub's staff, which is raising the remaining money from other public and private funders, expects to move in by 2019 and eventually sell \$18 million worth of produce, grains, eggs, maple syrup and honey a year.

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## Education - Policy & Technology

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### Can robotics teach problem solving to students?

eSchool News: Throughout my 35 years of teaching, I've watched students grow up in what I lovingly call the "worksheet generation." In this environment, students are accustomed to a very structured style of learning, where they are handed a worksheet, then asked to turn to page five in their math book and solve problems one through 15. This approach, however, often teaches students there is only one right answer and limits meaningful engagement and creativity.

My teaching experience has taught me that it is no longer possible to prepare students with the 21st century skills they will need for the workforce without moving away from this paint-by-numbers approach. Instead, teachers must develop curriculum that inspires students to not only find new solutions, but to also test their solutions, and improve on them, through trial and error. This can be done using hands-on learning tools like robotics, which intuitively teaches students how to problem solve using critical thinking.

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### Key Federal Studies Face Hazy Future Under Trump

Education Week: The past eight years have marked an unprecedented push to expand and use federal data systems, both in education and across the federal government. As education watchers await the Trump administration, there has been little clarity and some concern about the future of key education studies.

"With this new administration, there are so many things to keep your eye on," said Laura Speer, the Annie E. Casey Foundation's associate director for policy reform and advocacy, "and this [federal education data issue] is one of those things that can completely fly under the radar—and before you know it, some critical..."

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### Obama administration spent billions to fix failing schools, and it didn't work

The Washington Post: One of the Obama administration's signature efforts in education, which pumped billions of federal dollars into overhauling the nation's worst schools, failed to produce meaningful results, according to a federal analysis.

Test scores, graduation rates and college enrollment were no different in schools that received money through the School Improvement Grants program — the largest federal investment ever targeted to failing schools — than in schools that did not.

The Education Department published the findings on the website of its research division on Wednesday, hours before President Obama's political appointees walked out the door.

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**Subject:** Tracking The Capitols - Week of January 16, 2017  
**Date:** Friday, January 20, 2017 7:02:52 AM

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Tracking the Capitols is a source of legislation currently being tracked by the Congressional Sportsmen's Foundation state policy team to keep you informed of the most pertinent and timely state legislation affecting hunting, angling, recreational shooting and trapping and other conservation issues. Inclusion in Tracking the Capitols does not necessarily constitute support or opposition to legislation by CSF and/or the CSF States Program. The bills noted in this email represent only a fraction of the legislation that CSF's States Program is monitoring on a day-to-day basis.

Please visit our website for day-to-day updates by CSF's State Program Team on important sportsmen's legislation. To view past bills, please visit the [Tracking the Capitols Archive](#) under the Media Room tab on the CSF website.

**Note:** Bill sponsors who are members of the National Assembly of Sportsmen's Caucuses are noted in bold.

## Updates for the week of January 16, 2017

### **NORTHEASTERN STATES**

#### **[Connecticut H 5495](#)**

**Introduced:** 01/12/2017

**Sponsor:** Representative Timothy J. Ackert, Member, Connecticut Legislative Sportsmen's Caucus

**Issue Brief:** Seniors, Veterans, and Active Duty Military, Hunting and Angling Privileges

**Summary:** Waives hunting license fees for bow and arrow hunters who are sixty-five and older; waives hunting license fees for certain senior citizens who hunt by bow and arrow.

**Status:** To Joint Committee on Environment on January 12

#### **[Connecticut H 5499](#)**

**Introduced:** 01/12/2017



**Sponsor:** Representative Kevin Skulczyck  
**Issue Brief:** Public Access to Private Lands; Sunday Hunting Restrictions  
**Summary:** Allows Sunday hunting on private lands.  
**Status:** To Joint Committee on Environment on January 12

[Connecticut H 5614](#)

**Introduced:** 01/13/2017  
**Sponsor:** Representative Stephanie Cummings  
**Issue Brief:** Public Access to Private Lands; Sunday Hunting Restrictions  
**Summary:** Allows Sunday hunting on private lands.  
**Status:** To Joint Committee on Environment on January 13

[Connecticut H 5615](#)

**Introduced:** 01/13/2017  
**Sponsor:** Representative Alfred F. Camillo  
**Issue Brief:** Modern Restraining Animal Traps; Wolf in Sheeps Clothing/ Animal Rights Groups  
**Summary:** Authorizes local bans on the trapping of animals; provides for local control of trapping.  
**Status:** To Joint Committee on Environment on January 13

[Connecticut H 5672](#)

**Introduced:** 01/13/2017  
**Sponsor:** Representative Robert C. Sampson, Member, Connecticut Legislative Sportsmen's Caucus  
**Issue Brief:** Guns (General)  
**Summary:** Recognizes licenses to carry firearms issued by other states; recognizes permits or licenses to carry a firearm issued by other States that have substantially similar standards for carrying a firearm.  
**Status:** To Joint Committee on Public Safety and Security on January 13

[Connecticut S 118](#)

**Introduced:** 01/13/2017  
**Sponsor:** Senator Toni Boucher  
**Issue Brief:** Ammunition Restrictions (non-lead)  
**Summary:** Concerns the sale of ammunition at gun clubs and firearm ranges; permits gun clubs and firearm ranges to sell ammunition for use at such club or range.  
**Status:** To Joint Committee on Public Safety and Security on January 13

[Delaware H 27](#)

**Introduced:** 01/10/2017  
**Sponsor:** Representative Jeffrey Spiegelman, Co-Chair, Delaware Legislative Sportsmen's Caucus  
**Issue Brief:** Game Meat Donation Programs  
**Summary:** Makes a specified chapter consistent with the Bill Emerson Act by protecting a gleaner from civil or criminal liability as it relates to their donation of the gleaned food; provides the state is free to provide greater protection than the Bill Emerson Act; extends to those who, in good faith, donate food to state agencies the same immunity from civil or criminal liability that is granted to those who, in good faith, donate food to nonprofit organizations.  
**Status:** In House Committee on Health and Human Development on January 18

[Massachusetts HD 263](#)

**Introduced:** 01/12/2017  
**Sponsor:** Representative William M. Straus  
**Issue Brief:** Sunday Hunting Restrictions  
**Summary:** Authorizes the use of bow and arrows for Sunday hunting.  
**Status:** Filed on January 12

[Maine H 77](#)

**Introduced:** 01/12/2017

**Sponsor:** Representative Scott Walter Strom

**Issue Brief:** Sunday Hunting Restrictions

**Summary:** Allows hunting on Sundays on private property with the permission of the landowner.

**Status:** House refers to Joint Committee on Inland Fisheries and Wildlife on January 17

#### [Maine H 78](#)

**Introduced:** 01/12/2017

**Sponsor:** Representative Robert W. Alley

**Issue Brief:** Contraception Preemption; White-tailed Deer Management - Hunting as a preferred Management Tool

**Summary:** Assists island and coastal communities with controlling excess deer populations.

**Status:** House refers to Joint Committee on Inland Fisheries and Wildlife on January 17

#### [Maine S 46](#)

**Introduced:** 01/12/2017

**Sponsor:** Senator Paul T. Davis, Member, Maine Legislative Sportsmen's Caucus

**Issue Brief:** Apprentice Hunting License

**Summary:** Eliminates the requirement that a person obtain a permit to hunt wild turkeys. This bill increases the number of wild turkeys a person may take during the spring open season for hunting wild turkeys from 2 wild turkeys of either sex to 3 male wild turkeys. This bill increases the number of wild turkeys a person may take during the fall open seasons for hunting wild turkeys from 2 to 3 of either sex over both seasons. This bill allows a person to register wild turkeys electronically or by telephone.

**Status:** House and Senate refers to Joint Committee on Inland Fisheries and Wildlife in concurrence on January 17

#### [Maryland S 103](#)

**Introduced:** 01/13/2017

**Sponsor:** Senator Steve Waugh, Member, Maryland Legislative Sportsmen's Caucus

**Issue Brief:** General

**Summary:** Repeals specified provisions of law that relate to trapping or shooting specified foxes or shooting or molesting specified hounds in St. Mary's County.

**Status:** In Senate Committee on Education, Health, and Environmental Affairs on January 24

#### [Massachusetts SD 66](#)

**Prefiled:** 01/11/2017

**Sponsor:** Senator Michael Moore, Member, Massachusetts Legislative Sportsmen's Caucus

**Issue Brief:** Firearm Suppressors

**Summary:** Relates to suppressors.

**Status:** Filed on January 11

#### [New Hampshire S 12](#)

**Introduced:** 1/04/2017

**Sponsor:** Senator Jeb E. Bradley

**Issue Brief:** Guns (General)

**Summary:** Repeals the licensing requirement for carrying a concealed pistol or revolver.

**Status:** From Senate Committee on Judiciary: Ought to pass on January 19

#### [New Hampshire H 392](#)

**Introduced:** 01/05/2017

**Sponsor:** Representative Raymond Gagnon

**Issue Brief:** Crossbows

**Summary:** Adds the use of a crossbow to the archery license for bow and arrow.

**Status:** Public Hearing set for 1/24 on January 17

#### [New Hampshire H 428](#)



**Introduced:** 01/05/2017

**Sponsor:** Representative Karel A. Crawford

**Issue Brief:** Crossbows

**Summary:** Allows a person 68 years of age or older to hunt by crossbow and to acquire a perpetual crossbow permit to take any species permitted to be taken by bow and arrow.

**Status:** Public Hearing set for 1/24 on January 17

#### [New York A 1213](#)

**Introduced:** 01/11/2017

**Sponsor:** Assembly Member Linda B. Rosenthal

**Issue Brief:** Ammunition Restrictions (non-lead); Standard Capacity Magazines

**Summary:** Amends the Penal Law; relates to the criminal possession of a firearm or magazine digitally made; classifies such possession as a class D felony.

**Status:** To Assembly Committee on Codes on January 11

#### [New York A 1215](#)

**Introduced:** 01/11/2017

**Sponsor:** Assembly Member Jo Anne Simon

**Issue Brief:** Ammunition Restrictions (non-lead); Modern Sporting Rifle

**Summary:** Amends the Penal Law; relates to the sale of ammunition for assault weapons; classes E felony.

**Status:** To Assembly Committee on Codes on January 11

#### [New York A 1298](#)

**Introduced:** 01/11/2017

**Sponsor:** Assembly Member Jo Anne Simon

**Issue Brief:** Ammunition Restrictions (non-lead)

**Summary:** Amends the Penal Law; relates to the restriction of the sale of ammunition to only individuals authorized to possess such weapon.

**Status:** To Assembly Committee on Codes on January 11

#### [New York A 1437](#)

**Introduced:** 01/12/2017

**Sponsor:** Assembly Member Steve Englebright

**Issue Brief:** Technology and the Fair Chase Ethic

**Summary:** Amends the Environmental Conservation Law; prohibits the hunting or taking of wildlife with the aid of an unmanned aerial vehicle.

**Status:** To Assembly Committee on Environmental Conservation on January 12

#### [New York A 1492](#)

**Introduced:** 01/12/2017

**Sponsor:** Assembly Member Steve Englebright

**Issue Brief:** Ivory Ban

**Summary:** Amends the Environmental Conservation Law; increases certain penalties and authorizes the payment of rewards for aid in the apprehension and conviction of persons guilty of certain felonies or misdemeanors relating to endangered and special species, species of special concern and illegal ivory articles and rhinoceros horns.

**Status:** To Assembly Committee on Environmental Conservation on January 12

#### [New York A 1667](#)

**Introduced:** 01/12/2017

**Sponsor:** Assembly Member Carrie Woerner

**Issue Brief:** Licenses (General)

**Summary:** Amends the Tax Law; allows a tax credit for certain individuals obtaining hunting, fishing and trapping licenses.

**Status:** To Assembly Committee on Environmental Conservation on January 12

[New York S 1209](#)

**Introduced:** 01/09/2017

**Sponsor:** Senator Robert Ortt, Member, New York Legislative Sportsmen's Caucus

**Issue Brief:** Firearm Suppressors

**Summary:** Removes the prohibition on firearm silencers in the environmental conservation law and the penal law.

**Status:** Amended in Senate Committee on Environmental Conservation on January 13

[New York S 1695](#)

**Introduced:** 01/10/2017

**Sponsor:** Senator Carl L. Marcellino

**Issue Brief:** Conservation Tax Incentives

**Summary:** Amends the Tax Law; makes technical corrections to the conservation easement tax credit.

**Status:** To Senate Committee on Investigations and Government Operations on January 10

[New York S 1883](#)

**Introduced:** 01/11/2017

**Sponsor:** Senator Tony Avella

**Issue Brief:** "Big 5" Trophy Importation Ban

**Summary:** Amends the Environmental Conservation Law; enacts "Cecil's law" relating to banning the importation, transportation and possession of certain African wildlife species and products.

**Status:** To Senate Committee on Environmental Conservation on January 11

[New York S 1926](#)

**Introduced:** 01/11/2017

**Sponsor:** Senator Patty Ritchie, Member, New York Legislative Sportsmen's Caucus

**Issue Brief:** Conservation Tax Incentives; Hunter Education

**Summary:** Amends the Tax Law; relates to creating a tax credit for instructors of a hunting safety course of up to \$300.

**Status:** To Senate Committee on Investigations and Government Operations on January 11

[New York S 2128](#)

**Introduced:** 01/12/2017

**Sponsor:** Senator Patrick M. Gallivan, Member, New York Legislative Sportsmen's Caucus

**Issue Brief:** Game Meat Donation Programs

**Summary:** Amends the Tax Law; establishes the venison donation tax credit.

**Status:** To Senate Committee on Investigations and Government Operations on January 12

[New York S 2181](#)

**Introduced:** 01/12/2017

**Sponsor:** Senator Marisol Alcantara

**Issue Brief:** Ammunition Restrictions (non-lead)

**Summary:** Amends the Penal Law; makes possession and sale of armor piercing ammunition a class B felony; includes exchanging and disposing of armor piercing ammunition.

**Status:** To Senate Committee on Codes on January 12

[Pennsylvania S 30](#)

**Introduced:** 01/12/2017

**Sponsor:** Senator John H. Eichelberger, Member, Pennsylvania Legislative Sportsmen's Caucus

**Issue Brief:** American System of Conservation Funding

**Summary:** Amends Title 30 (Fish) of the Pennsylvania Consolidated Statutes, in Pennsylvania Fish and Boat Commission, providing for power to set fees in fiscal affairs; provides for collection fee for uncollectible checks; in fishing licenses; provides for nonresident and tourist licenses, for one-day resident fishing license, for license, permit and issuing agent fees and for license and permit packaging options.



**Status:** To Senate Committee on Game and Fisheries on January 12

**Vermont H 6**

**Introduced:** 01/04/2017

**Sponsor:** Representative Warren Kitzmiller

**Issue Brief:** Freshwater Angling Access

**Summary:** Relates to approval of an amendment to the charter of the City of Montpelier regarding the regulation of its public water supply sources.

**Status:** To House Committee on Government Operations on January 5

**Vermont H 31**

**Introduced:** 01/11/2017

**Sponsor:** Representative George Till

**Issue Brief:** Firearm Suppressors

**Summary:** Relates to the use of gun suppressors for hunting.

**Status:** To House Committee on Natural Resources, Fish, and Wildlife on January 12

**Vermont H 40**

**Introduced:** 01/11/2017

**Sponsor:** Representative Amy Sheldon

**Issue Brief:** Freshwater Angling Access

**Summary:** Relates to the use of internal combustion engines on public water sources.

**Status:** To House Committee on Natural Resources, Fish, and Wildlife on January 12

**Vermont H 44**

**Introduced:** 01/12/2017

**Sponsor:** Representative Rob LaClair

**Issue Brief:** Crossbows

**Summary:** Relates to carrying a handgun and a bow after the close of the legal hunting day.

**Status:** To House Committee on Natural Resources, Fish, and Wildlife on January 13

**Vermont H 58**

**Introduced:** 01/13/2017

**Sponsor:** Representative Butch Shaw, Member, Vermont Legislative Sportsmen's Caucus

**Issue Brief:** Seniors, Veterans, and Active Duty Military, Hunting and Angling Privileges

**Summary:** Relates to awarding hunting and fishing licenses at no cost to persons 65 years of age or Older.

**Status:** To House Committee on Natural Resources, Fish, and Wildlife on January 17

**Vermont H 60**

**Introduced:** 01/13/2017

**Sponsor:** Representative David L. Deen, Member, Vermont Legislative Sportsmen's Caucus

**Issue Brief:** General

**Summary:** Relates to the hunting of coyotes.

**Status:** To House Committee on Natural Resources, Fish, and Wildlife on January 17

**Vermont S 20**

**Introduced:** 01/11/2017

**Sponsor:** Senator Kevin J. Mullin

**Issue Brief:** Seniors, Veterans, and Active Duty Military, Hunting and Angling Privileges

**Summary:** Relates to awarding hunting and fishing licenses at no cost to persons 65 years of age or Older.

**Status:** To Senate Committee on Natural Resources and Energy on January 12

**SOUTHEASTERN STATES**

### [Mississippi H 519](#)

**Introduced:** 01/13/2017

**Sponsor:** Representative John Thomas Lamar, Member, Mississippi Legislative Sportsmen's Caucus

**Issue Brief:** Licenses (General); Seniors, Veterans, and Active Duty Military, Hunting and Angling Privileges

**Summary:** Provides that nonresident National Guard and reserve members may obtain a resident hunting and fishing license and a fourteen-day Armed Forces license.

**Status:** To House Committee on Wildlife, Fisheries and Parks on January 13

### [Mississippi H 739](#)

**Introduced:** 01/13/2017

**Sponsor:** Representative Omeria M. Scott

**Issue Brief:** Ammunition Restrictions (non-lead)

**Summary:** Requires record-keeping of sales of pistol or rifle cartridges; in conformity.

**Status:** To House Committee on Judiciary B on January 13

### [Mississippi S 2271](#)

**Introduced:** 01/13/2017

**Sponsor:** Senator W. Briggs Hopson

**Issue Brief:** Seniors, Veterans, and Active Duty Military, Hunting and Angling Privileges

**Summary:** Authorizes honorably discharged veterans of the Armed Forces of the United States with service-connected disabilities who are residents of this state to hunt and fish in this state without a license.

**Status:** To Senate Committee on Wildlife, Fisheries and Parks on January 13

### [Mississippi S 2296](#)

**Introduced:** 01/13/2017

**Sponsor:** Senator Bob M. Dearing, Member, Mississippi Legislative Sportsmen's Caucus

**Issue Brief:** Wolf in Sheeps Clothing/ Animal Rights Groups

**Summary:** Creates a license requirement to operate as a pet dealer or to operate a kennel, stable or animal shelter; requires the commissioner of agriculture to investigate applicants and issue annual licenses where required; requires the commissioner to set permit fees; allows fees to differ between types of permit holders; provides for a 100% penalty for late application for a permit or renewal of a permit; provides that operating without a license is a misdemeanor; provides for enforcement.

**Status:** To Senate committee on Agriculture. Additionally referred to Senate Committee on Judiciary, Division B on January 13

### [South Carolina H 3408](#)

**Introduced:** 01/11/2017

**Sponsor:** Representative Chip Huggins

**Issue Brief:** Seniors, Veterans, and Active Duty Military, Hunting and Angling Privileges

**Summary:** Provides that the Department of Natural Resources may issue a combination license or a fishing license to a constable, reserve police officer, volunteer firefighter, or member of the state guard at no cost; provides for renewal of the licenses; provides for the privileges afforded to a holder of these licenses.

**Status:** To House Committee on Agriculture, Natural Resources and Environmental Affairs on January 11

### [Virginia HJR 677](#)

**Introduced:** 01/11/2017

**Sponsor:** Delegate Charles D Poindexter

**Issue Brief:** Exotic Invasive Species

**Summary:** Relates to study; relates to study the current and potential impact of zebra and quagga mussels in Virginia Waters and propose strategies, campaigns, and necessary state actions to protect Virginia Waters from zebra and quagga mussel infestation; relates to report; requests the



Department of Game and Inland Fisheries to study the current and potential impact of zebra and quagga mussels in Virginia Waters and propose strategies, campaigns, and necessary state actions to protect Virginia Waters from zebra.

**Status:** To House Committee on Rules on January 11

#### [Virginia H 2116](#)

**Introduced:** 01/10/2017

**Sponsor:** Delegate Mark Lee Keam

**Issue Brief:** Wolf in Sheeps Clothing/ Animal Rights Groups

**Summary:** Relates to sale of dog or cat not obtained from releasing agency or animal rescue; authorizes localities to adopt ordinances prohibiting the sale in a business of any dog or cat that was not obtained from a state releasing agency or a nonprofit animal rescue organization.

**Status:** To House Committee on Agriculture, Chesapeake and Natural Resources on January 10

#### [Virginia H 2150](#)

**Introduced:** 01/11/2017

**Sponsor:** Delegate Lashrecse Aird

**Issue Brief:** Conservation Tax Incentives

**Summary:** Relates to land preservation tax credit; relates to per taxpayer limitation; extends to taxable year 2017 the \$20,000 limit on the amount that a taxpayer may claim per year under the land preservation tax credit; retains the \$50,000 limit for each subsequent taxable year.

**Status:** To House Committee on Finance on January 11

#### [Virginia H 1573](#)

**Introduced:** 01/11/2017

**Sponsor:** Delegate Gordon Helsel

**Issue Brief:** Enforcement

**Summary:** Relates to Marine Resources Commission; relates to licenses; relates to revocation; provides that when the Marine Resources Commission (the Commission) revokes fishing privileges for a violation of the tidal fisheries law, it shall only revoke the particular type of license that is applicable to the fishery in which the violation occurred; provides that under current law, the Commission is authorized to revoke all of the fishing privileges a person has been granted.

**Status:** To House Committee on Agriculture, Chesapeake and Natural Resources on January 11

#### [Virginia H 1802](#)

**Introduced:** 01/11/2017

**Sponsor:** Delegate John Bell

**Issue Brief:** Tethering of Dogs

**Summary:** Relates to care of companion animals; relates to tethering; relates to penalty; prohibits tethering of companion animals outdoors unless the owner is outdoors within sight of the animal; provides that a violation of this prohibition is a Class 4 misdemeanor and a second or subsequent violation is a Class 3 misdemeanor.

**Status:** To House Committee on Agriculture, Chesapeake and Natural Resources on January 11

#### [Virginia H 1875](#)

**Introduced:** 01/11/2017

**Sponsor:** Delegate Brenda L Pogge

**Issue Brief:** General

**Summary:** Relates to waterfowl blinds; relates to distance of floating blinds from stationary blinds; reduces the minimum distance a hunter, while hunting, is required to maintain between his licensed floating waterfowl blind and a licensed stationary blind.

**Status:** To House Committee on Agriculture, Chesapeake and Natural Resources on January 11

#### [Virginia H 1877](#)

**Introduced:** 01/11/2017

**Sponsor:** Delegate Brenda L Pogge

**Issue Brief:** Wolf in Sheeps Clothing/ Animal Rights Groups; Tethering of Dogs



**Summary:** Relates to tethering of dogs; relates to local ordinances; authorizes the governing body of any locality to adopt ordinances limiting the amount of time during which a dog may be tethered.  
**Status:** To House Committee on Agriculture, Chesapeake and Natural Resources on January 11

#### [Virginia H 1900](#)

**Introduced:** 01/11/2017

**Sponsor:** Delegate William J Howell

**Issue Brief:** Hunting with Dogs

**Summary:** Relates to dogs running at large; relates to civil penalty; prohibits dog owners from allowing dogs to run at large on the property of another after the landowner has given notice to the dog owner to keep the dog off of the property; provides for a per dog civil penalty enforced by animal control, conservation police, and other law-enforcement officers for each violation; provides that notice may be given verbally, in writing, with signs, or with blue tree markings.

**Status:** To House Committee on Rules on January 11

#### [Virginia H 1938](#)

**Introduced:** 01/11/2017

**Sponsor:** Delegate James E. Edmunds, Member, Virginia Legislative Sportsmen's Caucus

**Issue Brief:** Licenses (General)

**Summary:** Relates to slingbow hunting; relates to license; authorizes the use of a slingbow to hunt small and big game when a hunter is licensed to hunt with a bow and arrow.

**Status:** To House Committee on Agriculture, Chesapeake and Natural Resources on January 11

#### [Virginia H 1939](#)

**Introduced:** 01/11/2017

**Sponsor:** Delegate James E. Edmunds, Member, Virginia Legislative Sportsmen's Caucus

**Issue Brief:** General

**Summary:** Relates to hunting apparel; relates to blaze pink; allows hunters to wear blaze pink instead of blaze orange hunting apparel when required during firearms deer hunting season or the special season for hunting deer with a muzzle-loading rifle.

**Status:** To House Committee on Agriculture, Chesapeake and Natural Resources on January 11

#### [Virginia H 2255](#)

**Introduced:** 01/11/2017

**Sponsor:** Delegate James E. Edmunds, Member, Virginia Legislative Sportsmen's Caucus

**Issue Brief:** Licenses (General)

**Summary:** Relates to hunting of big game species; relates to licenses; creates separate licenses to hunt each big game species, as defined by the Department of Game and Inland Fisheries, instead of one license for all big game species.

**Status:** To House Committee on Agriculture, Chesapeake and Natural Resources on January 11

#### [Virginia SJR 268](#)

**Introduced:** 01/11/2017

**Sponsor:** Senator Emmett W. Hanger, Member, Virginia Legislative Sportsmen's Caucus

**Issue Brief:** General

**Summary:** Relates to National Hunting and Fishing Day; designates September 23, 2017, as National Hunting and Fishing Day in Virginia.

**Status:** To Senate Committee on Rules on January 11

#### [Virginia S 801](#)

**Introduced:** 01/11/2017

**Sponsor:** Senator William Stanley

**Issue Brief:** Wolf in Sheeps Clothing/ Animal Rights Groups

**Summary:** Relates to public animal shelters; relates to dogs; relates to euthanasia; requires a public animal shelter to notify any person or releasing agency of its intent to euthanize an abandoned dog, and to wait five days before euthanizing the dog, if the person or agency has requested the adoption or transfer of the particular animal; provides that the shelter is not required to provide such notice if it



has reason to believe that the dog has injured a human or the dog meets certain other specified conditions.

**Status:** To House Committee on Agriculture, Chesapeake and Natural Resources on January 11

#### [Virginia S 906](#)

**Introduced:** 01/11/2017

**Sponsor:** Senator Scott A. Surovell

**Issue Brief:** Exotic Invasive Species

**Summary:** Relates to introduction of snakehead fish; relates to penalty; prohibits the introduction of snakehead fish from any location into state Waters; provides that current law only prohibits the introduction of snakehead fish from outside the Commonwealth.

**Status:** Passed Senate. To House on January 18

#### [Virginia S 968](#)

**Introduced:** 01/03/2017

**Sponsor:** Senator A. Benton Chafin

**Issue Brief:** Licenses (General)

**Summary:** Relates to hunting license; relates to bear, deer, or turkey; relates to electronic carry; removes the requirement that a license to hunt bear, deer, or turkey be carried in paper form, allowing it to be carried by electronic or computerized means.

**Status:** Passed Senate. To House on January 18

#### [Virginia S 1143](#)

**Introduced:** 01/09/2017

**Sponsor:** Senator William R. DeSteph

**Issue Brief:** Freshwater Angling Access

**Summary:** Relates to oyster or clam grounds; relates to Lynnhaven River; relates to navigable channels; provides that oyster or clam ground lease assignments in the Lynnhaven River and its tributaries are subject to the rights of riparian landowners to open and mark channels necessary for navigable access to their property.

**Status:** To Senate Committee on Agriculture, Conservation and Natural Resource on January 9

#### [Virginia S 1204](#)

**Introduced:** 01/10/2017

**Sponsor:** Senator Lynwood W Lewis

**Issue Brief:** Wolf in Sheeps Clothing/ Animal Rights Groups

**Summary:** Relates to sale of dog or cat not obtained from releasing agency or animal rescue; authorizes localities to adopt ordinances prohibiting the sale in a business of any dog or cat that was not obtained from a state releasing agency or a nonprofit animal rescue organization.

**Status:** To Senate Committee on Agriculture, Conservation and Natural Resource on January 10

#### [Virginia S 1218](#)

**Introduced:** 01/10/2017

**Sponsor:** Senator William Stanley

**Issue Brief:** Wolf in Sheeps Clothing/ Animal Rights Groups

**Summary:** Relates to killing of dog or cat prohibited; relates to penalty; prohibits the humane killing of a dog or cat that is a companion animal unless the animal poses an immediate physical threat to a person or is in extreme distress and would suffer further as a result of a delay in seeking veterinary care; makes a violation a Class 2 misdemeanor, with any subsequent violation a Class 6 felony; exempts from the prohibition any veterinarian or other authorized person who euthanizes a companion animal under.

**Status:** To Senate Committee on Agriculture, Conservation and Natural Resource on January 10

#### [Virginia S 1224](#)

**Introduced:** 01/10/2017

**Sponsor:** Senator Richard H. Stuart

**Issue Brief:** Public Access to Private Lands

**Summary:** Relates to landowner liability; relates to recreational access; provides that a landowner who has entered into an agreement with a public entity or nonprofit concerning the use of his land for public recreation shall be immune from liability to a member of the public arising out of the recreational use of the land.

**Status:** To Senate Committee on Agriculture, Conservation and Natural Resource on January 10

## **MIDWESTERN STATES**

### **Arkansas S 126**

**Introduced:** 01/12/2017

**Sponsor:** Senator Bart Hester

**Issue Brief:** Outdoor Sporting Goods Tax Holiday

**Summary:** Creates a second amendment appreciation weekend.

**Status:** To Senate Committee on Revenue and Taxation on January 17

### **Illinois H 271**

**Introduced:** 01/11/2017

**Sponsor:** Representative Sonya M. Harper

**Issue Brief:** Ammunition Restrictions (non-lead); Bullet Serialization

**Summary:** Amends the Criminal Code of 2012; provides that beginning January 1, 2019, all handgun ammunition that is manufactured, imported into the State for sale or personal use, kept for sale, offered or exposed for sale, sold, given, lent, or possessed shall be serialized; provides that beginning January 1, 2019, any person who manufactures, causes to be manufactured, imports into the State for sale or personal use, keeps for sale, offers or exposes for sale, or who gives or lends any handgun ammunition that.

**Status:** To House Committee on Rules on January 11

### **Illinois H 308**

**Introduced:** 01/11/2017

**Sponsor:** Representative Thomas M. Bennett

**Issue Brief:** Guns (General)

**Summary:** Amends the Criminal Code of 2012; provides that a person who has been issued a currently valid Firearm Owner's Identification Card may transport in a vehicle an accessible rifle, shotgun, or other long gun without the weapon being broken down in a non-functioning state or without the weapon being enclosed in a case, firearm carrying box, shipping box, or other container if the firearm is unloaded.

**Status:** To House Committee on Rules on January 11

### **Illinois H 406**

**Introduced:** 01/12/2017

**Sponsor:** Representative David B. Reis, Member, Illinois Legislative Sportsmen's Caucus

**Issue Brief:** Guns (General); Handgun Carry While Archery Hunting

**Summary:** Amends the Wildlife Code; provides that a person with a valid concealed carry license issued under the Firearm Concealed Carry Act, or an off-duty law enforcement official or officer, may carry a handgun on or about his or her person while hunting.

**Status:** To House Committee on Rules on January 12

### **Illinois H 427**

**Introduced:** 01/12/2017

**Sponsor:** Representative Avery Bourne

**Issue Brief:** Crossbows

**Summary:** Amends the Wildlife Code; provides that all crossbows used to hunt in this State must have a minimum peak draw weight of 125 pounds and a maximum draw weight of at least 300 pounds.

**Status:** To House Committee on Rules on January 17



### [Illinois S 50](#)

**Introduced:** 01/11/2017

**Sponsor:** Senator William R. Haine, Member, Illinois Legislative Sportsmen's Caucus

**Issue Brief:** Firearm Suppressors

**Summary:** Amends the Police Training Act; provides the annual training of police chiefs must include at least one course on the Firearm Owners Identification Card Act, the Firearm Concealed Carry Act, and firearms investigations; amends the Firearm Owners Identification Card Act; permits the State Police to notify the FBI if a person on the Terrorist Watchlist applies for a FOID card; requires the State Police to provide notice and reason for the disqualification of a firearm purchase or a FOID card revocation to.

**Status:** To Senate Committee on Criminal Law on January 18

### [Indiana H 1359](#)

**Introduced:** 01/12/2017

**Sponsor:** Representative Bruce A. Borders

**Issue Brief:** Seniors, Veterans, and Active Duty Military Hunting and Angling Privileges

**Summary:** Relates to disabled veterans benefits; provides for an annual pass for nonresident disabled veterans to enter state parks at the same rate as residents of Indiana; provides for a reduction of any fees charged for facilities, lodging, and recreational activities held or managed by the department of natural resources; allows a nonresident disabled veteran to obtain a hunting and fishing license at an in-state resident rate; allows the department to establish a hunting season for disabled veterans.

**Status:** To House Committee on Veterans Affairs and Public Safety on January 12

### [Indiana S 426](#)

**Introduced:** 01/12/2017

**Sponsor:** Senator Greg Taylor

**Issue Brief:** Guns (General)

**Summary:** Relates to open carry of rifles; defines prohibited weapon as a centerfire rifle with an internal magazine or the ability to accept a detachable magazine and certain characteristics.

**Status:** To Senate Committee on Judiciary on January 12

### [Minnesota S 124](#)

**Introduced:** 01/13/2017

**Sponsor:** Senator Dan Schoen

**Issue Brief:** Technology and the Fair Chase Ethic

**Summary:** Relates to game and fish; prohibits use of unmanned aircraft systems to take, harm, or harass wild animals.

**Status:** To Senate Committee on Environment and Natural Resources Policy and Legacy Finance on January 17

### [Missouri H 46](#)

**Introduced:** 01/04/2017

**Sponsor:** Representative Donna Lichtenegger, Member, Missouri Legislative Sportsmen's Caucus

**Issue Brief:** White-tailed Deer Management - Hunting as a preferred Management Tool

**Summary:** Imposes civil penalties for poaching certain animals.

**Status:** To House Committee on Conservation and Natural Resources on January 12

### [Missouri H 250](#)

**Introduced:** 01/04/2017

**Sponsor:** Representative Jered Taylor, Member, Missouri Legislative Sportsmen's Caucus

**Issue Brief:** General

**Summary:** Imposes civil penalties for poaching certain animals.

**Status:** To House Committee on Conservation and Natural Resources on January 12

[Missouri H 282](#)

**Prefiled:** 01/04/2017

**Sponsor:** Representative Sonya Anderson, Member, Missouri Legislative Sportsmen's Caucus

**Issue Brief:** General

**Summary:** Imposes civil penalties for poaching certain animals.

**Status:** To House Committee on Judiciary on January 12

[Missouri H 347](#)

**Introduced:** 01/04/2017

**Sponsor:** Representative Wanda Brown, Member, Missouri Legislative Sportsmen's Caucus

**Issue Brief:** Knife Ban Repeal

**Summary:** Changes the definition of "knife" for purposes of Chapter 571, weapons offenses.

**Status:** To House Committee on Judiciary on January 12

[North Dakota H 1025](#)

**Introduced:** 01/03/2017

**Sponsor:** Office of Legislative Management

**Issue Brief:** Licenses (General)

**Summary:** Allows the Director of the Game and Fish Department to receive and consider applications for a limited number of special allocation hunting licenses in addition to a number of statutorily authorized special allocation licenses.

**Status:** Passed House on January 18

[North Dakota H 1350](#)

**Introduced:** 01/16/2017

**Sponsor:** Representative Andrew Maragos

**Issue Brief:** Seniors, Veterans, and Active Duty Military, Hunting and Angling Privileges

**Summary:** Relates to waiving the nonresident landowner deer hunting license fee for retired veterans.

**Status:** To House Committee on Energy and Natural Resources on January 16

[North Dakota H 1396](#)

**Introduced:** 01/16/2017

**Sponsor:** Representative Dennis Johnson

**Issue Brief:** Licenses (General)

**Summary:** Relates to licenses to hunt elk.

**Status:** To House Committee on Energy and Natural Resources on January 16

[North Dakota H 1413](#)

**Introduced:** 01/16/2017

**Sponsor:** Representative Sebastian Ertelt

**Issue Brief:** Licenses (General)

**Summary:** Relates to a system for hunting license lotteries which gives preference to applicants seventy years of age or older.

**Status:** To House Committee on Energy and Natural Resources on January 16

[North Dakota S 2056](#)

**Introduced:** 01/03/2017

**Sponsor:** Senator Ronald Sorvaag

**Issue Brief:** Crossbows

**Summary:** Relates to the use of crossbows during bow hunting seasons by individuals who are at least sixty-five years of age.

**Status:** Failed to pass Senate on January 16

[North Dakota S 2225](#)

**Introduced:** 01/13/2017



**Sponsor:** Senator Donald Schaible  
**Issue Brief:** Public Access to Private Lands  
**Summary:** Relates to criminal trespass and hunting on private land; relates to the posting of lands.  
**Status:** To Senate Committee on Energy and Natural Resources on January 13

**[North Dakota S 2226](#)**

**Introduced:** 01/13/2017  
**Sponsor:** Senator Jerry Klein  
**Issue Brief:** Seniors, Veterans, and Active Duty Military Hunting and Angling Privileges  
**Summary:** Relates to hunter education requirements for veterans; relates to hunter education requirements for veterans.  
**Status:** To Senate Committee on Energy and Natural Resources on January 13

**[North Dakota S 2227](#)**

**Introduced:** 01/13/2017  
**Sponsor:** Senator Jerry Klein  
**Issue Brief:** Licenses (General)  
**Summary:** Relates to nonresident waterfowl hunting licenses.  
**Status:** To Senate Committee on Energy and Natural Resources on January 13

**[North Dakota S 2228](#)**

**Introduced:** 01/16/2017  
**Sponsor:** Senator Rich Wardner  
**Issue Brief:** Seniors, Veterans, and Active Duty Military, Hunting and Angling Privileges  
**Summary:** Relates to deer and wild turkey hunting licenses for veterans receiving hunting expeditions from a nonprofit organization.  
**Status:** To Senate Committee on Energy and Natural Resources on January 16

**[North Dakota S 2259](#)**

**Introduced:** 01/16/2017  
**Sponsor:** Senator Jerry Klein  
**Issue Brief:** Licenses (General)  
**Summary:** Relates to nonresident waterfowl hunting licenses.  
**Status:** To Senate Committee on Energy and Natural Resources on January 16

## **WESTERN STATES**

**[Alaska H 40](#)**

**Introduced:** 01/17/2017  
**Sponsor:** Representative Andy Josephson  
**Issue Brief:** Modern Restraining Animal Traps  
**Summary:** Prohibits and provides penalties and civil remedies for trapping within 200 feet of certain public facilities, areas, and trails; provides for an effective date.  
**Status:** Introduced on January 17

**[Arizona H 2104](#)**

**Introduced:** 01/11/2017  
**Sponsor:** Representative Richard Andrade  
**Issue Brief:** Ivory Ban  
**Summary:** Relates to ivory; relates to rhinoceros horn; relates to sales; relates to prohibition.  
**Status:** Referred to House Committee on Commerce, additionally referred to Committee on Military, Veterans and Regulatory Affairs, and Committee on Rules on January 12

**[Arizona H 2150](#)**

**Introduced:** 01/11/2017

**Sponsor:** Representative Randall Fries

**Issue Brief:** Guns (General)

**Summary:** Relates to firearm sales; relates to transfers; relates to background checks.

**Status:** Introduced on January 11

#### [California S 58](#)

**Introduced:** 12/12/2016

**Sponsor:** Senator Mike McGuire

**Issue Brief:** American System of Conservation Funding

**Summary:** Requires, rather than authorizes, the Department of Fish and Wildlife to pay assessments on real property acquired as wildlife management areas to the county in which the property is located.

**Status:** To Senate Committee on Natural Resources and Water on January 12

#### [California S 144](#)

**Introduced:** 12/13/2016

**Sponsor:** Senator Mike McGuire

**Issue Brief:** Licenses (General)

**Summary:** Relates to fees for steelhead trout fishing report-restoration cards and the deposit of revenues into the Fish and Game Preservation Fund to be available for expenditure to monitor, restore, or enhance steelhead trout resources. Extends the operation of such provisions.

**Status:** Introduced on January 13

#### [Colorado H 1066](#)

**Introduced:** 01/11/2017

**Sponsor:** Representative Kimmi Lewis

**Issue Brief:** Conservation Tax Incentives

**Summary:** Concerns a perpetual conservation easement in gross granted for property in Colorado for which a tax credit claim has been rejected.

**Status:** To House Committee on State, Veterans, and Military Affairs on January 11

#### [Colorado S 8](#)

**Introduced:** 01/11/2017

**Sponsor:** Senator Vicki Marble

**Issue Brief:** Knife Ban Repeal

**Summary:** Concerns legalizing certain knives.

**Status:** To Senate Committee on Judiciary on January 11

#### [Montana S 25](#)

**Introduced:** 01/02/2017

**Sponsor:** Senator Mark Blasdel

**Issue Brief:** General

**Summary:** Revises state gaming laws by allowing non-profit organizations to sell raffle tickets online.

**Status:** In Senate. Passed in third reading. To House on January 17

#### [Montana S 119](#)

**Introduced:** 01/12/2017

**Sponsor:** Senator Jedediah Hinkle

**Issue Brief:** Licenses (General)

**Summary:** Revises laws related to discounted Fish, Wildlife & Parks licenses for certain nonresidents; relates to fish and wildlife; relates to state revenue; relates to rule making.

**Status:** To Senate Committee on Fish and Game on January 13

#### [New Mexico S 81](#)

**Prefiled:** 01/12/2017

**Sponsor:** Senator Mimi Stewart



**Issue Brief:** Wolf in Sheeps Clothing/ Animal Rights Groups

**Summary:** Relates to wildlife; enacts the wildlife trafficking act; provides powers and duties; prohibits certain actions; makes trafficking of animal species threatened with extinction a crime; provides exceptions; prescribes penalties.

**Status:** Prefiled on January 12

[Oregon H 2030](#)

**Prefiled:** 01/09/2017

**Sponsor:** Representative Brian Clem, Member, Oregon Legislative Sportsmen's Caucus

**Issue Brief:** General

**Summary:** Prohibits state agency from restricting or closing access to state lands used for hunting until state agency has notified State Department of Fish and Wildlife and department has posted notice of restriction or closure for at least 30 days on department's website; provides exceptions.

**Status:** Prefiled on January 9

[Oregon H 2487](#)

**Prefiled:** 01/09/2017

**Sponsor:** Representative Cliff Bentz

**Issue Brief:** Licenses (General); Seniors, Veterans, and Active Duty Military, Hunting and Angling Privileges

**Summary:** Requires State Fish and Wildlife Commission to, as part of preference system for controlled hunt permits, guarantee issuance of one deer or elk controlled hunt permit to any applicant who is 75 years of age or Older and holding resident annual pioneer combination license.

**Status:** Prefiled on January 9

[Oregon H 2497](#)

**Prefiled:** 01/09/2017

**Sponsor:** Representative Greg Smith, Member, Oregon Legislative Sportsmen's Caucus

**Issue Brief:** Licenses (General)

**Summary:** Requires State Fish and Wildlife Commission to establish and prescribe fees for multiyear resident and nonresident hunting licenses; sets agent fee for issuance of each multiyear license at \$5.

**Status:** Prefiled on January 9

[Oregon H 2525](#)

**Prefiled:** 01/09/2017

**Sponsor:** Representative Knute Buehler

**Issue Brief:** Game Meat Donation Programs

**Summary:** Modifies requirements relating to donating game meat to charitable organizations.

**Status:** Prefiled on January 9

[Oregon S 6](#)

**Prefiled:** 01/09/2017

**Sponsor:** Senator Peter Courtney

**Issue Brief:** Modern Restraining Animal Traps

**Summary:** Modifies trap check requirements; requires State Fish and Wildlife Commission to adopt by rule wildlife control operator permit program for persons acting as agents of landowners or lawful occupants in taking wildlife causing damage; requires certain persons engaged in trapping activities to meet certain reporting requirements; requires State Department of Fish and Wildlife to compile statewide annual trapping report and make report publicly available.

**Status:** To Senate Committee on Environment and Natural Resources on January 17

[Washington H 1174](#)

**Introduced:** 01/12/2017

**Sponsor:** Representative Dick Muri

**Issue Brief:** Hunting, Angling & Nature Appreciation in Schools; Hunter Education

**Summary:** Requires the superintendent of public instruction to develop an elective firearms safety

and hunter education course for high school students.

**Status:** To House Committee on Education on January 12

**[Washington H 1180](#)**

**Introduced:** 01/12/2017

**Sponsor:** Representative Brian Blake, Co-Chair, Washington Legislative Sportsmen's Caucus

**Issue Brief:** Seniors, Veterans, and Active Duty Military, Hunting and Angling Privileges

**Summary:** Enhances recreational opportunities for veterans with disabilities.

**Status:** To House Committee on Community Development, Housing and Tribal Affairs on January 12

**[Washington H 1192](#)**

**Introduced:** 01/13/2017

**Sponsor:** Representative David Taylor

**Issue Brief:** Public Access to Private Lands

**Summary:** Prohibits the department of fish and wildlife from requiring public access as a condition of receiving compensation.

**Status:** To House Committee on Agriculture and Natural Resources on January 13

**[Washington S 5094](#)**

**Introduced:** 01/12/2017

**Sponsor:** Senator Guy Palumbo

**Issue Brief:** General

**Summary:** Prevents breed-based dog regulations.

**Status:** Hearing held in Senate Local Government Committee on January 17

**[Wyoming H 33](#)**

**Introduced:** 01/10/2017

**Sponsor:** House Travel, Recreation, Wildlife and Cultural Resources Committee

**Issue Brief:** Conservation Sales Tax; Exotic Invasive Species; Dedicated Sales Tax on Outdoor Gear

**Summary:** Relates to gasoline taxes; amends the amount attributable to nonresident motorboats for computations for distribution to the department of state parks and cultural resources as specified; provides for an effective date.

**Status:** Rereferred to House Committee on Appropriations on January 16

**[Wyoming H 130](#)**

**Introduced:** 01/12/2017

**Sponsor:** Representative Tyler Lindholm

**Issue Brief:** Modern Restraining Animal Traps; Hunting with Dogs

**Summary:** Relates to game and fish; specifies determinations of allowable harvests for mountain lions and bobcats; reserves a certain percentage of mountain lion licenses for residents as specified; allows regulation of use of dogs for residents and nonresidents.

**Status:** To House Committee on Travel, Recreation, Wildlife and Culture Resources on January 16

**[Wyoming S 26](#)**

**Introduced:** 01/10/2017

**Sponsor:** Senate Travel, Recreation, Wildlife and Cultural Resources Committee

**Issue Brief:** Licenses (General)

**Summary:** Relates to game and fish; provides for the designation of personally identifiable information required for applicants to purchase game and fish licenses, permits or tags as confidential information; exempts inspection of personally identifiable information of the applicants for purposes of public records provisions as specified; provides for an effective date.

**Status:** Passed Senate. To House on January 16

**[Wyoming S 90](#)**

**Introduced:** 01/13/2017



**Sponsor:** Senator Larry S. Hicks

**Issue Brief:** Licenses (General)

**Summary:** Relates to game and fish; limits allocation of certain complimentary licenses as specified; provides for an effective date.

**Status:** To Senate Committee on Travel, Recreation, Wildlife and Culture Resources on January 16



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[www.SportsmensLink.org](http://www.SportsmensLink.org)

For additional information on legislation included in this report please contact the appropriate representative:

Midwestern States Director Chris Horton, at 501.865.1475, or email [chris@sportsmenslink.org](mailto:chris@sportsmenslink.org)  
Northeastern States Director Brent Miller, at 202.543.6850 x 13, or email [brent@sportsmenslink.org](mailto:brent@sportsmenslink.org)  
Southeastern States Director Bee Frederick, at 334.593.6988, or email [bee@sportsmenslink.org](mailto:bee@sportsmenslink.org)  
Western States Director Andy Treharne, at 303.789.7589, or email [andy@sportsmenslink.org](mailto:andy@sportsmenslink.org)



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NPS employees and volunteers have dedicated their lives to providing these experiences for you. Tip of the flat hat. [@RosieRiveterNPS](#)





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**From:** [Baron](#)  
**To:** [bert\\_frost@nps.gov](mailto:bert_frost@nps.gov)  
**Subject:** WEBINAR: We'll help you plan for winter's worst - January 25, 2017  
**Date:** Friday, January 20, 2017 8:01:22 AM



A large banner for the webinar. At the top, a red ribbon contains the word 'WEBINAR' in white. Below this, a circular icon with a white border contains a blue snowflake and a white thermometer. To the right of the icon, the text 'WINTER BY DEGREES' is written in large, bold, white capital letters. Below the title, a white box contains the subtitle 'Mastering Your Public Safety Plan For Winter Weather'. Further down, another white box contains the date and time 'Wednesday, January 25th @ 2pm EST'. At the bottom of the banner, the hashtag '#WinterByDegrees' is displayed. The background of the banner is a dark, blue-tinted image of a snowy forest with trees and a path.

## **Make no mistake, winter weather is still a threat.**

Heavy snow is expected in the central U.S. next week, with rain and snow showers in the northeast, and unsettled weather elsewhere. How can you accurately determine the threat level in your area, and prepare accordingly?

[Join us](#) for a special free webinar from Baron, designed to make your winter weather planning more efficient and effective. With over 25 years of forecast experience under our belts, you can prepare with the best while planning for the worst.

**Winter by Degrees:**  
*Mastering Your Public Safety Plan for Winter Weather*

**Date:** Wednesday, January 25  
**Time:** 2 p.m. Eastern / 1 p.m. Central  
**Presenters:** Kevin Nugent, Baron Senior Meteorologist  
and Vince Webb, Public Safety Specialist



[Register for the Webinar](#)

### With this webinar, you will:

1. Understand which weather threats impact your community.
2. Know when to activate your operations center during winter.
3. Prepare an action plan for better decision making.

So don't wait. [Register today](#). You will also receive a free companion educational eBook that comes with worksheets for defining winter weather threat levels, and tips for your organization to take control of winter weather.



This new system enables us to use the data we get from the weather service and our own people to evaluate whether to dismiss a particular location rather than issue a blanket dismissal. We're a lot more efficient in making decisions to keep our people safe.

*- Tom Perrymon, Director of Technology, Tuscaloosa County AL Schools*





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Date Friday, January 20, 2017 9:32:58 AM

iTunes



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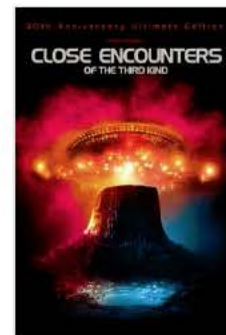
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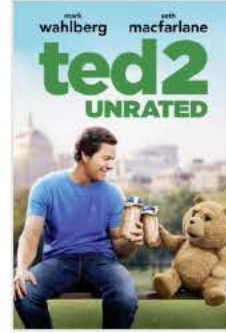
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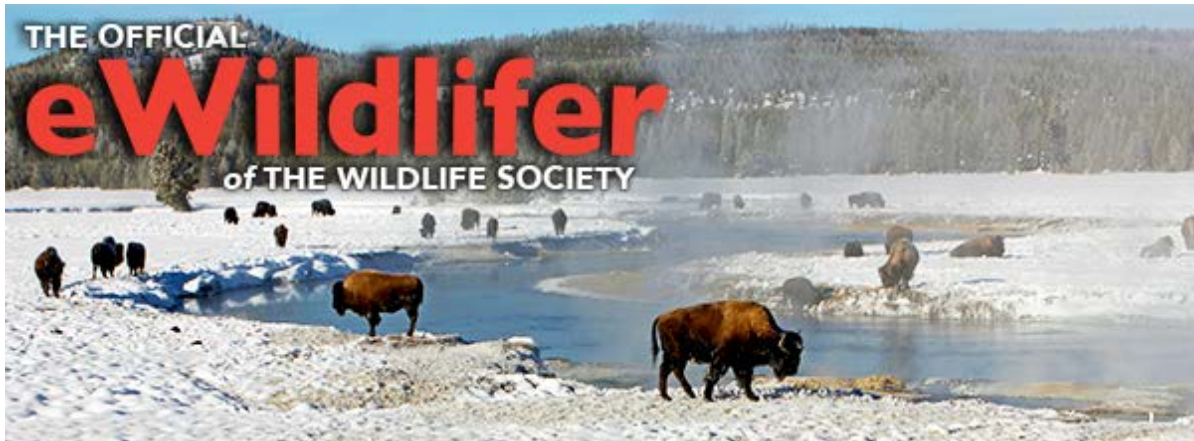
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**From:** [current\\_members\\_tws@getresponse.com](mailto:current_members_tws@getresponse.com) on behalf of [The Wildlife Society](#)  
**To:** [Herbert C.](#)  
**Subject:** This Week's eWildlifer & TWS Talks  
**Date:** Friday, January 20, 2017 9:35:35 AM

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January 20, 2017

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**We still need almost 100 members to update their profile before we can launch the TWS Network Online Directory. **Update your profile today!****

## TWS Talks

Sponsored by *The 1,000*, a dedicated group helping TWS accelerate progress on Strategic Plan initiatives



### Considering Disease in Animal Reintroductions

**Presenter: Erin Muths, U.S. Geological Survey**

As conditions deteriorate on the planet, reintroduction science becomes more and more seductive. Reintroducing animals to a landscape can be symbolic of great conservation value or a fiasco. Reintroducing animals requires an immense amount of effort, and considering known and potential diseases is crucial to all the phases of a well-formulated reintroduction plan. In this talk, Erin Muths and her co-author, Hamish McCallum (Griffith University), revisit disease as a potential factor in reintroductions, an issue that has been ignored, and present a simple decision tree with which to assess the potential impact of disease in a reintroduction project under the heightened concerns about climate change, invasive species and increasing numbers of emerging pathogens.

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## Conservation Partnerships Between Zoos and Regulatory Agencies: Bridging Gaps, Filling Gaps

**Presenter: Ronald Swaisgood, San Diego Zoo Global Institute for Conservation Research**

Federal, state and local regulatory agencies are tasked with implementing species recovery programs as part of their legal remit to enforce the Endangered Species Act and other legislation. To fulfill these goals, agencies actively seek collaborative opportunities, expertise, and in-kind support from other organizations. In this talk, Ronald Swaisgood examines the idea that zoo-based scientists are uniquely positioned to meet many of the needs regulatory agencies face, and the considerable resources that zoos can apply to conservation problems. Swaisgood also provides an overview of his own experience with a recent expansion of the approach to partnering with regulatory agencies by his organization.

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## Quiz Bowl

**Which U.S. president removed the most species from the ESA?**

*Answer at the bottom of the page.*

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## Science & Management News



### **Student research project: Large carnivores surviving on unusual prey**

Populations of large carnivores in agricultural landscapes have persisted by eating livestock, trash and other human food resources instead of regular prey. Mark Chynoweth, a Ph.D. candidate at the University of Utah, earned honorable mention for his poster on related work in Turkey during the Annual Conference Student Research in Progress poster session. His study highlights the need to protect more land in order to restore natural prey populations.

### **Rep. Smith says 'secret science' bill is a top priority**

Rep. Lamar Smith intends to reintroduce the Secret Science Reform Act within the next month. Many organizations are concerned about shifting away from peer-reviewed science and the potential implications for developing regulations.

### **Congress kicks off with unfinished business**

After just two weeks, Congressional actions could leave lasting impacts on wildlife conservation and management in the United States. Find out what effects could result



from the passage of the Congressional Rules Package and possible authorization of the Land and Water Conservation Fund.

### **Two reptiles sharing shade or hired help guarding the gate?**

An uncommon but not surprising duo was found hunkering in a burrow to escape the heat on a mid-july day in the Mojave Desert. Biologists with Natural Resources Group, Inc., snapped a few iPhone photos of a Mojave Desert sidewinder curled up in front of a desert tortoise beneath in a hole at the West Mojave Conservation Bank in California.

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## **Conservation News**



### **USFWS releases final polar bear conservation plan**

The USFWS Polar Bear Conservation Management Plan identifies climate change as the primary threat to polar bears worldwide. With the Arctic seeing its warmest temperatures ever recorded, the plan calls for “decisive” action, but relies on the U.S. and other major contributors to climate change to regulate emissions and aid in the recovery of polar bears.

### **Could reindeer be slowing climate change?**

The planet is heating up and permafrost is melting, but concentrated reindeer populations could help cool things down. When they graze heavily and reduce the height and prevalence of shrubs, these herbivores let the earth reflect more radiation and decrease heat, recent research has found.

### **Genetics study aims to aid pronghorn conservation decisions**

University of Wyoming Ph.D. student Melanie LaCava is conducting the first study to sample the entire pronghorn genome in hopes of identifying anthropogenic landscape barriers to gene flow. Though in its early stages, the project won best Ph.D. poster in the Student Research in Progress poster session during the Annual Conference in Raleigh. LaCava hopes the genetic research will help inform conservation decisions for pronghorn in Wyoming and throughout their range.

---

## **TWS News**

*Sponsored by U.S. Forest Service, a Premier Partner of The Wildlife Society*



### **President's Podium: Awards matter**

President Bruce Thompson discusses the importance of recognizing motivation, service and accomplishments in the wildlife profession and urges members to consider nominating deserving individuals for this year's TWS Awards.

### **Announcing the new issue of *The Wildlife Professional***

The new issue of *The Wildlife Professional* features a look at the challenges faced today by stakeholders involved in bison management, as well as contributed articles on an attempt to measure the economic value of wildlife beyond hunting, a highly successful K–12 citizen science program in New Mexico, and more!

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## Next Generation News



### **A grand slam for students, schools and science**

A partnership between USGS and the Fairfax County (Virginia) Public Schools system matches students with disabilities with a USGS mentor or project team from across the country. The STEP program (Secondary Transition to Employment Program) provides these students with actual employment training.

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## FYI News



### **Bumble bee to receive ESA listing**

The rusty patch bumble bee has seen large declines over the past two decades. This week, the USFWS published the final rule to list the species under the Endangered Species Act.

The Wildlife Society would like to thank **American Public University** for their generous support as a Strategic Partner of TWS.

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## Announcements

### **Webinar on Early Successional Forests:**

U.S. Forest Service Wildlife Research Wildlife Biologist Frank Thompson will give a webinar titled “**Conserving disturbance-dependent wildlife in forested landscapes of the eastern U.S.: The importance of management, restoration, and climate change.**” *The U.S. Forest Service is a Premier Partner of TWS.*

**Link:** <https://cc.callinfo.com/r/14oje69hbrkv4&eom>

**Time:** 2-3 p.m. ET on Wednesday, Jan. 25, 2017

**Dial-In:** 800-768-2983

**Access Code:** 8383462

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## Job opening with USGS:

*The USGS is a Leading Sponsor of TWS.*

- **Temporary seasonal positions**, Rocky Mountain Region: Non-fire, seasonal positions — including wildlife technician positions — will be advertised on [USAJobs.gov](http://USAJobs.gov) starting on Feb. 2, 2017.
- 

## Submit nominations for TWS Fellows and Group Achievement Award!

The deadline to submit nominations for the TWS Fellows and Group Achievement Awards is **Wednesday, Feb. 1, 2017**. Nominate an organization whose achievements are outstanding and consistent with the mission of TWS. Or nominate a respected colleague you believe is a great representation of the Society.

For more information on both of these awards and how to submit nominations, click their respective links below:

- [TWS Fellows](#)
  - [Group Achievement Award](#)
- 

## TWS Council Meeting March 5-6

The Wildlife Society's Spring Council meeting will take place March 5-6 in Spokane, Washington! Council will address the budget for the upcoming fiscal year, review reports from Sections, Chapters and Working Groups, and more during the meeting. All members are welcomed and encouraged to attend.

If you have an issue you'd like to be brought before Council, be sure to speak with your organizational unit board to submit a report.

---

## Thank you...

TWS thanks **Richard Curnow** and **Donald Blood** for their commitments to the **The 1,000**. Thanks to their generosity and the donations of other members of The 1,000, we have raised over \$47,000 this year in support of TWS Strategic Plan Initiatives, more than 63 percent of the way to achieving this year's fundraising goal of \$75,000! Help us get there by making a tax-deductible contribution before this year's campaign ends on June 30, 2017!

Since its inception, **The 1,000 has raised over \$198,000 in support of TWS Strategic Plan initiatives!** [Click here](#) to see the full list of your peers and colleagues who are members of The 1,000.

---

## Go Wild!

Our photo of the week is a 2016 Photo Contest submission of red foxes in San Juan Island, Washington, by Rylee Jensen. Make this photo your desktop background by

[clicking here](#), then right-click and set image as background.



---

**Quiz Bowl Answer:**  
*President Barack Obama*

[WILDLIFE.ORG](http://WILDLIFE.ORG)

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Have you connected with us online yet? [Facebook](#), [Twitter](#), [LinkedIn](#)

The Wildlife Society, 425 Barlow Place, Suite 200, Bethesda, MD 20814, United States

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**From:** [Firescience.gov](http://firescience.gov)  
**To:** Bert  
**Subject:** Friday Flash: 7th International Fire Ecology & Management Congress  
**Date:** Friday, January 20, 2017 11:02:30 AM

## Firescience.gov Friday Flash eNews

Issue 184 | January 20, 2017

### 7th International Fire Ecology & Management Congress

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*Research Supporting Sound Decisions*



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*FireVision 20/20:  
A 20 Year Reflection and Look into the Future*

**7th International Fire Ecology & Management Congress**  
*held concurrently with the*  
**2nd Applied Fire Science Workshop**

Nov. 28 - Dec. 2, 2017 • Orlando, Florida • Buena Vista Palace Hotel

**CALLS FOR PROPOSALS & ABSTRACTS NOW OPEN!** Click on the links below for detailed instructions and links to the Submission Forms.

- [Call for Special Sessions](#) ~ Deadline April 1, 2017
- [Call for Workshops, Trainings, and Courses](#) ~ Deadline May 1, 2017
- [Call for Attached Meetings](#) ~ Deadline September 15, 2017

- [Call for Interactive Fire Circles](#) ~ Deadline August 1, 2017
- [Call for Oral & Poster Presentation Abstracts](#) ~ Deadline August 1, 2017 for Oral Presentations and September 15, 2017 for Poster Presentations

**Topics for Workshops, Special Session, and Presentations include, but are not limited to:**

- 20/20 Vision: Looking Back, Looking Forward
- Fire Ecology & Effects
- Fire Management and Use
- Fire Modeling
- Climate Change & Fire History
- Restoration & Resiliency
- GIS and Remote Sensing
- Policy Issues
- Case Studies and Lessons Learned
- Education & Communication
- Living with Fire - Cultural, Socio-Economic, Health
- Smoke Management & Modeling

## **Call for Sponsors, Exhibitors, and Donors**

The Association for Fire Ecology is seeking general support from government agencies, academic institutions, nonprofit organizations, and businesses ranging from \$1,000 to \$15,000 or more. Your financial support of this event will help us to facilitate knowledge exchange and technology transfer among attendees from across the nation and world. Our goal is to address critical research and management issues needed for ecological wildland fire management.

Download our [Sponsorship Flyer](#) here. See our [Sponsorship Page](#) for details, including payment links and required submission form.

---

## **Event Venue**

Our event will be held at the beautiful [Buena Vista Palace Resort](#) in Orlando Florida. This resort is directly adjacent to Disney Springs and offers many amenities. Room nights will be offered at government per diem rates.



Congress Co-Chairs Geoff Babb and Alan Long



[Last week's Friday Flash: Integrating Fuels Treatments and Ecological Values in Piñon-Juniper Woodlands](#)



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National Interagency Fire Center  
3833 S. Development Avenue  
Boise, ID 83705

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**From:** [Muir Woods NPS \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Muir Woods NPS (@MuirWoodsNPS) liked one of your Tweets!  
**Date:** Friday, January 20, 2017 11:52:50 AM



Muir Woods NPS  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

Not all creatures are large and charismatic, some are slow and below your knees like the banana slug @MuirWoodsNPS.





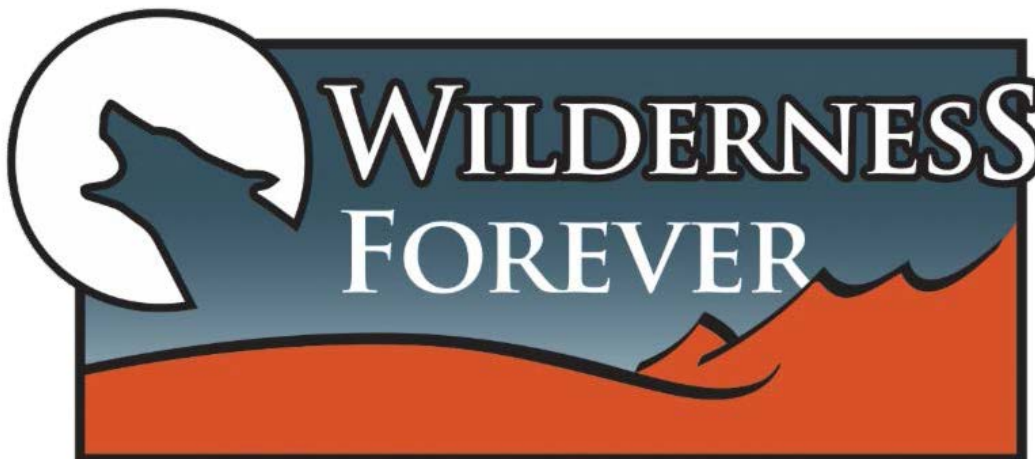


Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103



**From:** [Wilderness Forever](#)  
**To:** [bert\\_frost@nps.gov](mailto:bert_frost@nps.gov)  
**Subject:** Wilderness Updates: upcoming webinars, courses, artists residencies  
**Date:** Friday, January 20, 2017 11:55:59 AM

---



**Your source for wilderness updates**

---

## *Wilderness and Technology: A Dialogue*

**Participate in this free webinar on February 21 at noon mountain time**

With: Roger Semler, national wilderness lead for the National Park Service; Paige Darden, marketing and public relations director for MyTopo; Dr. Bob Dvorak, professor at Central Michigan University and managing editor of the International Journal of Wilderness; Ann Schwaller, wilderness manager for the Boundary Waters Canoe Area Wilderness; Mark Vandlik, wilderness and technology social science graduate student.

Panelists will present national and local stewardship, commercial, academic, research, and inter-generational perspectives, including examples or case studies, that illustrate the challenges and benefits of new technologies now being used in wilderness more frequently by visitors.

[Register now](#) for this free webinar offered by the Arthur Carhart National Wilderness Training Center.





---

## *Online Wilderness Management Course Offered This Spring*

### **Undergraduate/graduate credit offered**

PTRM 407 Management of Recreation Resources in Wilderness (3 credits Undergraduate) / PTRM 562 Managing Recreation Resources in Wilderness Settings (3 credits Graduate) will be offered online with a facilitated discussion group led by long-time wilderness manager and instructor Kari Gunderson. Invited guest instructors as well as working wilderness managers will also participate in the discussions. The online format enables students to work through the course efficiently while benefiting from discussion with other students, agency managers, and academics.

Course runs February 6-May 26. [Register online](#) by January 27.

---

## *Regional Wilderness Stewardship Training Offered in April*

### **Register by February 20**

The Arthur Carhart National Wilderness Training Center will offer a classroom-based Regional Wilderness Stewardship Training in Ukiah, CA, April 17-20 led by Bureau of Land Management representative James Sippel.

[Register](#) by February 20.



# *Artist in Residency Programs Accepting Applications*

## **Alaska and Colorado wilderness residencies offered for 2017**

The Voices of the Wilderness artist residency is sponsored by the Fish and Wildlife Service, Forest Service, and National Park Service in Alaska. Since 2010 this program has placed art professionals in all media--visual (two and three dimensional, photographers, sculptors, painters), audio (musicians, singers, composers), film (video/filmmakers), and writers (poets, fiction, essays, storytellers)--in Alaskan wilderness areas for 7-9 day projects during the summer. [Apply](#) by March 1.

The Artist in Wilderness program sponsored by Wilderness Workshop invites artists for one-week summer residencies near Aspen, Colorado. Since 2008, selected residents have been given the opportunity to create art in natural settings that Wilderness Workshop is working to protect. The 2017 program seeks artists who work in mixed mediums, specifically to be hung/usually framed. The artist may choose watercolor, oil, acrylic, collage; using texture, light and movement as guidelines. [Apply](#) by January 31.

---

## *Youth Engagement Grantee Accomplishments*

### **50th anniversary grant projects completed**

The four grantees awarded funds following the 50th anniversary of the Wilderness Act--Friends of the Boundary Waters Wilderness, Friends of Saguaro National Park, Native American Lands Conservancy, and North Cascades Institute--have completed their projects that, overall, sent nearly 300 youth, many with ethnically and culturally diverse backgrounds, on experiential wilderness learning and service trips. [Read their project reports and outcomes.](#)

---

## *Aldo Leopold Wilderness Research Institute Enhances Leadership*

### **Beth Hahn appointed Deputy Director**

Beth's leadership work at the Leopold Institute includes:

- Contributing to the development of an evaluation framework to address whether ecological restoration actions should be taken in wilderness to mitigate, for example, the effects of climate change,
- Leading an effort to synthesize the issues associated with wildlife science and management within wilderness, and
- Continuing to provide analytic support and technical assistance to inform natural resource management programming by U.S. Government agencies working internationally



---

## *Wilderness Education & Outreach Specialist Hired*



## Arthur Carhart National Wilderness Training Center welcomes Sue McDonald



Sue joins the Carhart Center in 2017 from the Prairie Wetlands Learning Center. Her educational career with the Fish and Wildlife Service spans 20 years in which she has worked in visitor services at a variety of National Wildlife Refuges. Sue has a bachelor's degree in Recreation Resource Management from the University of Minnesota, has worked as a park ranger for both the Fish and Wildlife Service and the National Park Service, and has worked as a member of national planning teams promoting visitor services, partnerships, and interpretation programs.



### *This and That...*



"Of all the paths you take in life, make sure a few of them are dirt." View this [short film based on the writings of naturalist, author and environmental philosopher John Muir](#).

How do wilderness trail crews and crosscut saw coordinators work in fire killed forests or beetle killed forests in designated wilderness? What concerns have been brought up working where these events are at least 8 years old? Participate in this online discussion on Wilderness Connect: [Trail Safety in Beetle Kill Environment](#).

Has anyone had to confront the use of drones in wilderness--specifically using drones to observe wildlife? Participate in this online discussion on Wilderness Connect: [Drones in Wilderness](#).

Select new documents on Wilderness.net include:

- [Gila and Aldo Leopold Wildernesses Indigenous Fish and Wildlife Management Strategy](#) (Fish and Wildlife Resources Toolbox)
- [Wilderness Stewardship Performance: Guidance for Developing an Indigenous Fish and Wildlife Management Strategy](#) (Fish and Wildlife Resources Toolbox)
- [Forest Service Minimum Protocol for Social Trail Monitoring in Wilderness](#) (Trail Impact Monitoring Toolbox)
- [Summary of Qualities, Indicators, and Example Measures of Wilderness Character](#) (from Keeping It Wild 2) (Wilderness Character Monitoring Toolbox)

### Contact

Lisa Ronald, National Wilderness Information  
Program Coordinator  
Wilderness Institute  
406-396-3607  
[lisa@wilderness.net](mailto:lisa@wilderness.net)

*"Wilderness is a resource  
which can shrink but not  
grow... the creation of new  
wilderness in the full sense  
of the word is impossible."*

- Aldo Leopold

Stay Connected



Wilderness Institute, University of Montana, College of Forestry and Conservation,  
32 Campus Dr., Missoula, MT 59812

[SafeUnsubscribe™ bert\\_frost@nps.gov](#)

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Sent by [lisa@wilderness.net](mailto:lisa@wilderness.net) in collaboration with

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**From:** [Eagle Hill Institute](#)  
**To:** [Herbert Frost](#)  
**Subject:** Conference - NENHC - Announcement of sessions - Call for Sessions  
**Date:** Friday, January 20, 2017 12:27:37 PM

Like Tweet Pin +1 in



*A forum for current research  
April 21–23, 2017*

*Radisson Hotel, Cromwell, CT*

## Call for Session Proposals ... Announcing Sessions Northeast Natural History Conference Cromwell, CT. April 21-23



---

The following sessions have already been proposed.

Others are under discussion.

What subjects interest you? We invite you to propose a session. [Call or write to us.](#)

---

Biodiversity Conservation in the Northeast ... [Thilina Surasinghe](#)

Conservation Lessons and Ecological Research from Afar: Global-scale Biodiversity Conservation...  
[Thilina Surasinghe](#)

Old-Growth Forests of the Northeast ... [Daniel Hildreth](#)

Pitch Pine Forests of New England ... [Christopher Martin](#)

Urban Ecology ... [David Krauss](#)



Odonata and Related Orders ... [Bryan Pfeiffer](#)

Avian Ecology and Conservation ... [Chad Seewagen](#) and [Susan Smith Pagano](#)

Conservation and Ecology of Reptiles and Amphibians ... [Brian Bastarache](#)

Forest Entomology ... [Michael Singer](#) and [Rob Clark](#)

Conserving Native Carnivores ... [Rory Carroll](#)

Fire-adapted Ecosystems ... [Amanda Mahaffey](#)

Herbarium Collections: A Resource for 21st Century Botany, Ecology, and Conservation ... [Tim Whitfeld](#) and [Patrick Sweeney](#)

Challenges and Advances in Vector Biology in the 21st Century ... [Goudarz Molaei](#)

---

**9 Workshops to choose from ... [Descriptions here](#)**

**9 Field Trips to choose from ... [Descriptions here](#)**

***NEW WORKSHOPS SINCE THE LAST ANNOUNCEMENT ...***

Aquatic Flowering Plants: The Potamogetonaceae and Lentibulariaceae ... [C. Barre Hellquist](#)

Managing Hemlock Woolly Adelgid ... [Patrick Horan](#)

---

## **This is an open call for ...**

[Session proposals](#)

[Abstracts for posters](#)

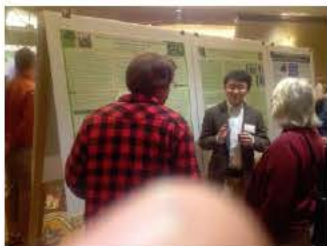
[Abstracts for oral presentations](#)

[Sponsors](#)

[Exhibitors](#)

## **REGISTRATION IS OPEN**

[Register here.](#)





**The Northeast Natural History Conference** will be held within the elegant conference facilities of the Radisson Hotel in Cromwell, CT, which is centrally located just south of Hartford CT, and about equi-distant from Springfield, MA, and New London and New Haven, CT. The venue is just off Interstate 91 and close to the intersection with Interstate 84 for easy access coming from throughout the Northeast region.

Once again, participants have the convenience of accommodations under the same roof as the conference.

Pre-conference field trips and workshops will be on Friday, with all oral and poster presentations and other conference activities on Saturday and Sunday.

**The Northeast Natural History Conference** continues to maintain its long-held standard of being the largest regional broad-spectrum forum for researchers, university professors, students, natural resource managers, and naturalists to present current information on the varied aspects of field biology (freshwater, marine, and terrestrial) and natural history for the northeastern United States and adjacent Canada. It serves as a premier venue to identify research and management needs, foster friendships and collegial relationships, and encourage a greater region-wide interest in natural history by bringing people with diverse backgrounds together. Students are especially welcome at this very collegial and supportive conference.

Email: [office@eaglehill.us](mailto:office@eaglehill.us)

Phone: 207-546-2821 ext.4, Fax: 207-546-3042

[Natural history science seminars and workshops on the Maine coast](#)

[Northeastern Naturalist - A peer-reviewed scientific journal](#)

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**From:** [Leonard Zax, Hamilton Partnership for Paterson](#)  
**To:** [alexa\\_viets@nps.gov](mailto:alexa_viets@nps.gov)  
**Subject:** First a musical about our founder, now a film about our city  
**Date:** Friday, January 20, 2017 12:30:34 PM

## HAMILTON PARTNERSHIP *for Paterson*

### Reception and Screening of *Paterson*

The new film, which premiered at the Cannes Film Festival, is the story of a Paterson poet (played by *Star Wars* star Adam Driver) who takes pride in our city's history, beauty, and culture.



Saturday, January 28th

5:00 PM Cocktail Reception  
and special program with the film's producers

Hamilton & Ward  
101 Ward Street

7:00 PM *Paterson*  
The Fabian Theater

---

\$50 per person

Please RSVP to [rgold@hamiltonpartnership.org](mailto:rgold@hamiltonpartnership.org)

We have a limited number of tickets for the reception and screening. After we receive your RSVP, we will send an email to confirm your reservation and provide payment information.

---



Share



Tweet



Forward

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Thank you for your continued friendship and support.

**Our NEW mailing address is:**

Hamilton Partnership for Paterson

72 McBride Avenue

2nd Floor

Paterson, NJ 07501

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**From:** [Viets, Alexa](#)  
**To:** [april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)  
**Subject:** Out of the Office Re: NPS Twitter  
**Date:** Friday, January 20, 2017 3:58:02 PM

---

I will be out of the office until Monday, Jan 23rd. If you have an urgent matter, Alma Ripps ([alma\\_ripps@nps.gov](mailto:alma_ripps@nps.gov)) will be Acting Chief of Staff during this time.

Best,

Alexa Viets

--

Alexa Viets  
Chief of Staff (Acting)  
National Park Service  
202-208-4530



**From:** [Jennifer \(JJ\) Di Bella](#)  
**To:** [April Slayton](#)  
**Cc:** [Alexa Viets](#)  
**Subject:** Re: NPS Twitter  
**Date:** Friday, January 20, 2017 4:05:30 PM

---

Good luck.

Sent from my iPhone

On Jan 20, 2017, at 2:57 PM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

We are working on a response. Thanks, JJ

Sent from my iPhone

On Jan 20, 2017, at 5:33 PM, Jennifer (JJ) Di Bella <[jennifer\\_dibella@nps.gov](mailto:jennifer_dibella@nps.gov)> wrote:

Did you all see this? Just got it from a friend. -JJ

Sent from my iPhone

Begin forwarded message:

**From:** Jennifer DiBella <[jjdi\\_bella@yahoo.com](mailto:jjdi_bella@yahoo.com)>  
**Date:** January 20, 2017 at 2:30:24 PM PST  
**To:** <[jennifer\\_dibella@nps.gov](mailto:jennifer_dibella@nps.gov)>  
**Subject:** NPS Twitter

[https://gizmodo.com/national-parks-service-owns-trump-on-twitter-one-last-t-1791442451?rev=1484947800254&utm\\_campaign=socialflow\\_gizmodo\\_facebook&utm\\_source=gizmodo\\_facebook&utm\\_medium=socialflow](https://gizmodo.com/national-parks-service-owns-trump-on-twitter-one-last-t-1791442451?rev=1484947800254&utm_campaign=socialflow_gizmodo_facebook&utm_source=gizmodo_facebook&utm_medium=socialflow)

Sent from my iPhone

**From:** [Jennifer \(JJ\) Di Bella](#)  
**To:** [April Slayton](#)  
**Cc:** [Alexa Viets](#)  
**Subject:** Re: NPS Twitter  
**Date:** Friday, January 20, 2017 4:12:05 PM

---

Good luck.

Sent from my iPhone

On Jan 20, 2017, at 2:57 PM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

We are working on a response. Thanks, JJ

Sent from my iPhone

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Did you all see this? Just got it from a friend. -JJ

Sent from my iPhone

Begin forwarded message:

**From:** Jennifer DiBella <[jjdi\\_bella@yahoo.com](mailto:jjdi_bella@yahoo.com)>  
**Date:** January 20, 2017 at 2:30:24 PM PST  
**To:** <[jennifer\\_dibella@nps.gov](mailto:jennifer_dibella@nps.gov)>  
**Subject:** NPS Twitter

[https://gizmodo.com/national-parks-service-owns-trump-on-twitter-one-last-t-1791442451?rev=1484947800254&utm\\_campaign=socialflow\\_gizmodo\\_facebook&utm\\_source=gizmodo\\_facebook&utm\\_medium=socialflow](https://gizmodo.com/national-parks-service-owns-trump-on-twitter-one-last-t-1791442451?rev=1484947800254&utm_campaign=socialflow_gizmodo_facebook&utm_source=gizmodo_facebook&utm_medium=socialflow)

Sent from my iPhone

**From:** [April Slayton](#)  
**To:** [Michael Reynolds](#)  
**Cc:** [Herbert Frost](#)  
**Subject:** Re: Draft NPS response  
**Date:** Friday, January 20, 2017 4:40:43 PM

---

Ok, I will let you know when we get guidance on the statement, and internally, we are trying to determine how it happens. It was posted from an IP address out of San Francisco, which is strange, so we have reset the account password and revoked access for all apps that have access to post to the account. The working theory is that someone may have intended to post those links to a personal Twitter account but accidentally posted to the NPS account. We don't have a good theory about who it may have been, but we will do some guidance next week to the field on appropriate content and best practices to keep personal and work accounts separate.

I am sorry that this happened and will be sure that we set it right.

Sent from my iPhone

> On Jan 20, 2017, at 6:23 PM, Michael Reynolds <michael\_reynolds@nps.gov> wrote:

>

> Thx for jumping on it April... we can talk with them Monday too. Good

> heads up. They are calling me and needed your help! Thanks.

>

> Sent from my iPhone-sorry for typos.

>

>> On Jan 20, 2017, at 5:50 PM, April Slayton <april\_slayton@nps.gov> wrote:

>>

>> Ok, I have shared it with DOI Comms and will await guidance from them

>> before we deploy the statement.

>>

>> Sent from my iPhone

>>

>>> On Jan 20, 2017, at 5:42 PM, Herbert Frost <bert\_frost@nps.gov> wrote:

>>>

>>> Looks fine to me.

>>>

>>> Bert Frost

>>> Acting Deputy Director, Operations

>>> National Park Service

>>>

>>> 202-208-3818

>>>

>>>

>>>> On Jan 20, 2017, at 5:39 PM, April Slayton <april\_slayton@nps.gov> wrote:

>>>>

>>>> Let me know any feedback ASAP and I will share with DOI after your review:

>>>>

>>>> The two tweets posted on the National Park Service's social media

>>>> account today were inappropriate and inconsistent with the agency's

>>>> overall approach to engaging the public through social media. Moving

>>>> forward, the agency will provide better guidance to all employees who

>>>> post to official NPS social media accounts about best practices and

>>>> appropriate content for posts and retweets. We apologize for these

>>>> tweets and pledge to maintain the highest standards for our social  
>>>> media content moving forward.  
>>>>  
>>>> Sent from my iPhone



**From:** [Martha Bridegam \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Martha Bridegam (@MBridegam) retweeted your Tweet!  
**Date:** Friday, January 20, 2017 6:32:11 PM



Martha Bridegam  
retweeted your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

NPS employees and volunteers have dedicated their lives to providing these experiences for you. Tip of the flat hat.  
[@RosieRiveterNPS](#)





Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103



**From:** [Rob Hilton \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Rob Hilton (@RobHilton\_) liked one of your Tweets!  
**Date:** Friday, January 20, 2017 6:44:37 PM



**Rob Hilton**  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

That's all folks! Thank you again. Be kind to one another. We are all riding on the same small blue marble through the universe together.

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**From:** [Martha Bridegam \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Martha Bridegam (@MBridegam) liked one of your Tweets!  
**Date:** Friday, January 20, 2017 6:47:07 PM



Martha Bridegam  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

That's all folks! Thank you again. Be kind to one another. We are all riding on the same small blue marble through the universe together.

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Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103



**From:** [Ellen Wu \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Ellen Wu (@ellendwu) liked one of your Tweets!  
**Date:** Friday, January 20, 2017 6:57:42 PM



Ellen Wu  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

NPS employees and volunteers have dedicated their lives to providing these experiences for you. Tip of the flat hat.  
[@RosieRiveterNPS](#)





Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103



**From:** [Jarvis" Moustache \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Jarvis" Moustache (@JonsMoustache) retweeted your Tweet!  
**Date:** Friday, January 20, 2017 6:58:02 PM



Jarvis' Moustache  
retweeted your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

It has been my honor to connect with you, share your visits to our parks, celebrate the Centennial of the @NatlParkService. #FindYourPark





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Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103



**From:** [Jarvis" Moustache \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Jarvis" Moustache (@JonsMoustache) liked one of your Tweets!  
**Date:** Friday, January 20, 2017 6:58:03 PM



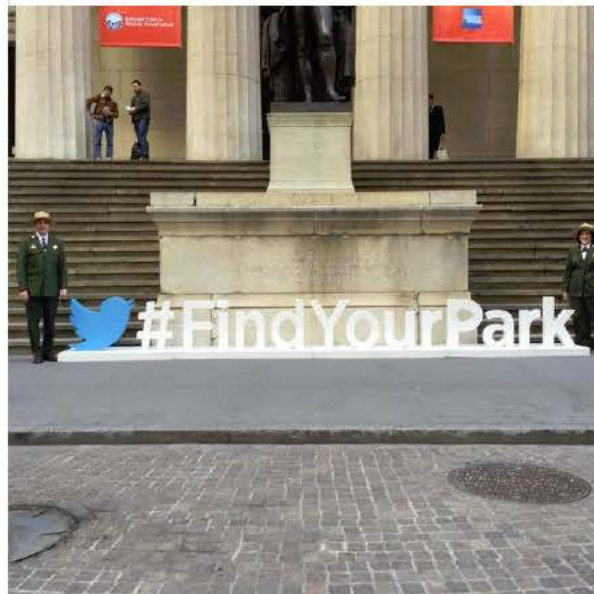
Jarvis' Moustache  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

It has been my honor to connect with you, share your visits to our parks, celebrate the Centennial of the [@NatlParkService](#).  
[#FindYourPark](#)





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Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

**From:** [April Slayton](#)  
**To:** [Michael Reynolds](#)  
**Cc:** [Herbert Frost](#)  
**Subject:** Re: Draft NPS response  
**Date:** Friday, January 20, 2017 8:02:17 PM

---

After DOI directed us to stop all Twitter account posts this afternoon, we shared that guidance with the regional staff, who shared it with the park's. That guidance has been leaked to the media, so we are in for a day 2 story about this. No word yet from DOI on whether we can use the statement I shared earlier or if we can/should respond to the new incoming questions asking us to confirm the ban. I will update you in the morning.  
AS

Sent from my iPhone

> On Jan 20, 2017, at 6:40 PM, April Slayton <april\_slayton@nps.gov> wrote:

>

> Ok, I will let you know when we get guidance on the statement, and  
> internally, we are trying to determine how it happens. It was posted  
> from an IP address out of San Francisco, which is strange, so we have  
> reset the account password and revoked access for all apps that have  
> access to post to the account. The working theory is that someone may  
> have intended to post those links to a personal Twitter account but  
> accidentally posted to the NPS account. We don't have a good theory  
> about who it may have been, but we will do some guidance next week to  
> the field on appropriate content and best practices to keep personal  
> and work accounts separate.  
> I am sorry that this happened and will be sure that we set it right.

>

> Sent from my iPhone

>

>> On Jan 20, 2017, at 6:23 PM, Michael Reynolds <michael\_reynolds@nps.gov> wrote:

>>

>> Thx for jumping on it April... we can talk with them Monday too. Good  
>> heads up. They are calling me and needed your help! Thanks.

>>

>> Sent from my iPhone-sorry for typos.

>>

>>> On Jan 20, 2017, at 5:50 PM, April Slayton <april\_slayton@nps.gov> wrote:

>>>

>>> Ok, I have shared it with DOI Comms and will await guidance from them  
>>> before we deploy the statement.

>>>

>>> Sent from my iPhone

>>>

>>>> On Jan 20, 2017, at 5:42 PM, Herbert Frost <bert\_frost@nps.gov> wrote:

>>>>

>>>> Looks fine to me.

>>>>

>>>> Bert Frost

>>>> Acting Deputy Director, Operations

>>>> National Park Service

>>>>

>>>> 202-208-3818

>>>>

>>>>

>>>>> On Jan 20, 2017, at 5:39 PM, April Slayton <april\_slayton@nps.gov> wrote:

>>>>>

>>>>> Let me know any feedback ASAP and I will share with DOI after your review:

>>>>>

>>>>> The two tweets posted on the National Park Service's social media  
>>>>> account today were inappropriate and inconsistent with the agency's  
>>>>> overall approach to engaging the public through social media. Moving  
>>>>> forward, the agency will provide better guidance to all employees who  
>>>>> post to official NPS social media accounts about best practices and  
>>>>> appropriate content for posts and retweets. We apologize for these  
>>>>> tweets and pledge to maintain the highest standards for our social  
>>>>> media content moving forward.

>>>>>

>>>>> Sent from my iPhone



**From:** [Herbert Frost](#)  
**To:** [April Slayton](#)  
**Cc:** [Michael Reynolds](#)  
**Subject:** Re: Draft NPS response  
**Date:** Friday, January 20, 2017 8:07:41 PM

---

Thanks

Bert Frost  
Acting Deputy Director, Operations  
National Park Service

202-208-3818

> On Jan 20, 2017, at 10:02 PM, April Slayton <april\_slayton@nps.gov> wrote:

>

> After DOI directed us to stop all Twitter account posts this  
> afternoon, we shared that guidance with the regional staff, who shared  
> it with the park's. That guidance has been leaked to the media, so we  
> are in for a day 2 story about this. No word yet from DOI on whether  
> we can use the statement I shared earlier or if we can/should respond  
> to the new incoming questions asking us to confirm the ban.  
> I will update you in the morning.

> AS

>

> Sent from my iPhone

>

>> On Jan 20, 2017, at 6:40 PM, April Slayton <april\_slayton@nps.gov> wrote:

>>

>> Ok, I will let you know when we get guidance on the statement, and  
>> internally, we are trying to determine how it happens. It was posted  
>> from an IP address out of San Francisco, which is strange, so we have  
>> reset the account password and revoked access for all apps that have  
>> access to post to the account. The working theory is that someone may  
>> have intended to post those links to a personal Twitter account but  
>> accidentally posted to the NPS account. We don't have a good theory  
>> about who it may have been, but we will do some guidance next week to  
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>>>>> Bert Frost

>>>>> Acting Deputy Director, Operations

>>>>> National Park Service

>>>>>

>>>>> 202-208-3818

>>>>>

>>>>>

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>>>>>>> overall approach to engaging the public through social media. Moving  
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>>>>>>> post to official NPS social media accounts about best practices and  
>>>>>>> appropriate content for posts and retweets. We apologize for these  
>>>>>>> tweets and pledge to maintain the highest standards for our social  
>>>>>>> media content moving forward.

>>>>>>>

>>>>>>> Sent from my iPhone

**From:** [Cathy Bell \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Cathy Bell (@CathyMBell) liked one of your Tweets!  
**Date:** Friday, January 20, 2017 9:25:04 PM



**Cathy Bell**  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

That's all folks! Thank you again. Be kind to one another. We are all riding on the same small blue marble through the universe together.

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**From:** [Cathy Bell \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Cathy Bell (@CathyMBell) replied to your Tweet!  
**Date:** Friday, January 20, 2017 9:25:19 PM



## Cathy Bell replied to your Tweet.

Reply



**Denise Ryan** @NPSDeniseRyan

Jan 20

That's all folks! Thank you again. Be kind to one another. We are all riding on the same small blue marble through the universe together.



**Cathy Bell**  
@CathyMBell

Jan 20

[@NPSDeniseRyan](#) [@MaureenShenher](#) We'll miss you!



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**From:** [Secret Yellowstone \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Secret Yellowstone (@SecretYellowstn) liked one of your Tweets!  
**Date:** Friday, January 20, 2017 9:31:37 PM



Secret Yellowstone  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

That's all folks! Thank you again. Be kind to one another. We are all riding on the same small blue marble through the universe together.

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**From:** [Eymard Bangcoro \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Eymard Bangcoro (@eymard\_bangcoro) liked one of your Tweets!  
**Date:** Friday, January 20, 2017 10:08:27 PM



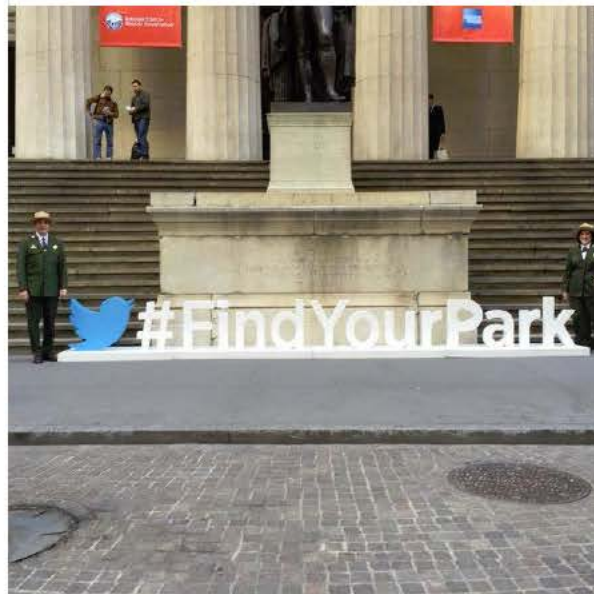
Eymard Bangcoro  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

It has been my honor to connect with you, share your visits to our parks, celebrate the Centennial of the @NatlParkService. #FindYourPark





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**From:** [Cathy Bell \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Cathy Bell (@CathyMBell) mentioned you in conversation on Twitter!  
**Date:** Friday, January 20, 2017 10:38:30 PM



## Cathy Bell mentioned you.

Reply



**Maureen Shenher** @Maureen... Jan 20  
Thx @CathyMBell are you signing off?  
[@NPSDeniseRyan](#) seems to be. Hope it's temporary  
and that you'll be back soon and able to speak freely.



**Cathy Bell** @CathyMBell Jan 20

[@MaureenShenher](#) [@NPSDeniseRyan](#) This is a personal account, not a professional one; I'll continue to use it. If you've figured out my secret identity that's not my fault



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Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103



**From:** [Public Land Lover \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Public Land Lover (@publiclandlvr) liked one of your Tweets!  
**Date:** Saturday, January 21, 2017 2:36:53 AM



Public Land Lover  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

A new national monument, close to home and close to heart! Belmont-Paul Women's Equality National Monument.





Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103



**From:** [day by day \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** day by day (@Miss\_Placed\_) retweeted your Tweet!  
**Date:** Saturday, January 21, 2017 2:38:21 AM



day by day  
retweeted your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

That's all folks! Thank you again. Be kind to one another. We are all riding on the same small blue marble through the universe together.

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Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

**From:** [day by day \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** day by day (@Miss\_Placed\_) liked one of your Tweets!  
**Date:** Saturday, January 21, 2017 2:40:18 AM



day by day  
liked your Tweet.

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**Denise Ryan** @NPSDeniseR...

A new national monument, close to home and close to heart! Belmont-Paul Women's Equality National Monument.







Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103



**From:** [National Park Geek™ \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** National Park Geek™ (@NP\_Geek) liked one of your Tweets!  
**Date:** Saturday, January 21, 2017 2:46:31 AM



National Park Geek™  
liked your Tweet.

[View](#)



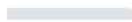
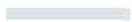
**Denise Ryan** @NPSDeniseR...

Walls of the Washington Monument.



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**From:** [Allison Druin \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Allison Druin (@adruin) liked one of your Tweets!  
**Date:** Saturday, January 21, 2017 4:06:22 AM



Allison Druin  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

Meanwhile, out at Andrews Air Force Base  
waiting for President Obama.



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**From:** [Michael Reynolds](#)  
**To:** [Bert Frost](#); [April Slayton](#)  
**Subject:** Fwd: Emails  
**Date:** Saturday, January 21, 2017 5:04:00 AM

---

Sent from my iPhone-sorry for typos.

Begin forwarded message:

**From:** Maureen Foster <[maureen\\_foster@ios.doi.gov](mailto:maureen_foster@ios.doi.gov)>  
**Date:** January 20, 2017 at 10:16:05 PM EST  
**To:** Reynolds Michael <[Michael\\_Reynolds@nps.gov](mailto:Michael_Reynolds@nps.gov)>  
**Subject:** Emails

Mike

Please loop me in on emails related to the Twitter issue. I need to be up to speed on this.

Also If there are any other topics that arise over the weekend, please loop me in. I will do the same.

Thanks.

Maureen D. Foster  
Chief of Staff  
Office of the Assistant Secretary for  
Fish and Wildlife and Parks.  
202.208.5970 office  
(b) (6) cell

**From:** [April Slayton](#)  
**To:** [Michael Reynolds](#)  
**Cc:** [Herbert Frost](#); [Maureen Foster](#)  
**Subject:** Re: Draft NPS response  
**Date:** Saturday, January 21, 2017 6:00:56 AM

---

Tom Crosson was in touch with Megan from the new DOI political team this morning. Apparently, there was a miscommunication within DOI, and the new team did not intend to communicate a complete Twitter shutdown. We are expecting DOI updated guidance and a statement we can share soon.

Sent from my iPhone

> On Jan 20, 2017, at 10:02 PM, April Slayton <april\_slayton@nps.gov> wrote:

>

> After DOI directed us to stop all Twitter account posts this  
> afternoon, we shared that guidance with the regional staff, who shared  
> it with the park's. That guidance has been leaked to the media, so we  
> are in for a day 2 story about this. No word yet from DOI on whether  
> we can use the statement I shared earlier or if we can/should respond  
> to the new incoming questions asking us to confirm the ban.  
> I will update you in the morning.

> AS

>

> Sent from my iPhone

>

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>> reset the account password and revoked access for all apps that have  
>> access to post to the account. The working theory is that someone may  
>> have intended to post those links to a personal Twitter account but  
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>> the field on appropriate content and best practices to keep personal  
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>> I am sorry that this happened and will be sure that we set it right.

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>> Sent from my iPhone

>>

>>> On Jan 20, 2017, at 6:23 PM, Michael Reynolds <michael\_reynolds@nps.gov> wrote:

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>>> Sent from my iPhone-sorry for typos.

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>>>> On Jan 20, 2017, at 5:50 PM, April Slayton <april\_slayton@nps.gov> wrote:

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>>>> Sent from my iPhone

>>>>

>>>>> On Jan 20, 2017, at 5:42 PM, Herbert Frost <bert\_frost@nps.gov> wrote:

>>>>>

>>>>> Looks fine to me.

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>>>>> Bert Frost

>>>>> Acting Deputy Director, Operations

>>>>> National Park Service

>>>>>

>>>>> 202-208-3818

>>>>>

>>>>>

>>>>>> On Jan 20, 2017, at 5:39 PM, April Slayton <april\_slayton@nps.gov> wrote:

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>>>>>> Let me know any feedback ASAP and I will share with DOI after your review:

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>>>>>>> The two tweets posted on the National Park Service's social media  
>>>>>>> account today were inappropriate and inconsistent with the agency's  
>>>>>>> overall approach to engaging the public through social media. Moving  
>>>>>>> forward, the agency will provide better guidance to all employees who  
>>>>>>> post to official NPS social media accounts about best practices and  
>>>>>>> appropriate content for posts and retweets. We apologize for these  
>>>>>>> tweets and pledge to maintain the highest standards for our social  
>>>>>>> media content moving forward.

>>>>>>>

>>>>>>> Sent from my iPhone



**From:** [Apple News](#)  
**To:** [denise\\_ryan@nps.gov](mailto:denise_ryan@nps.gov)  
**Subject:** How to Change Your Personality in 90 Days  
**Date:** Saturday, January 21, 2017 6:02:20 AM

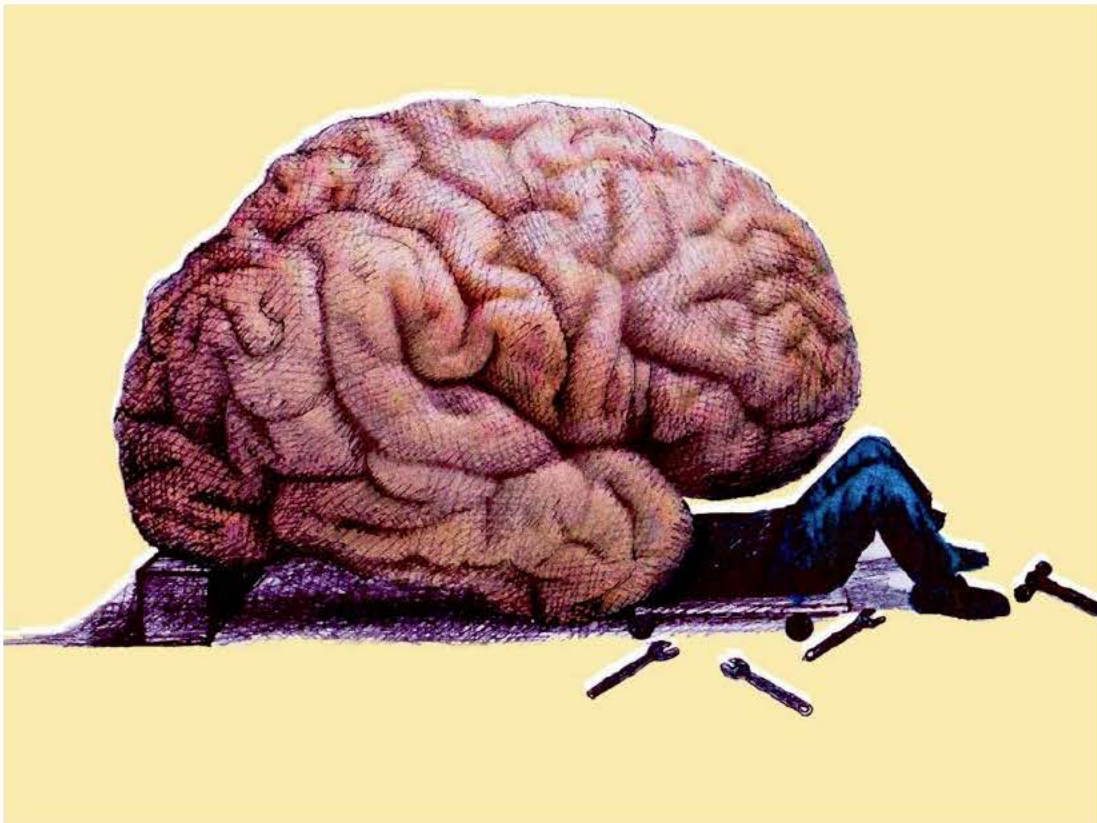
---

## NEWS SPOTLIGHT



Five stories to read this weekend,  
chosen by our editors.

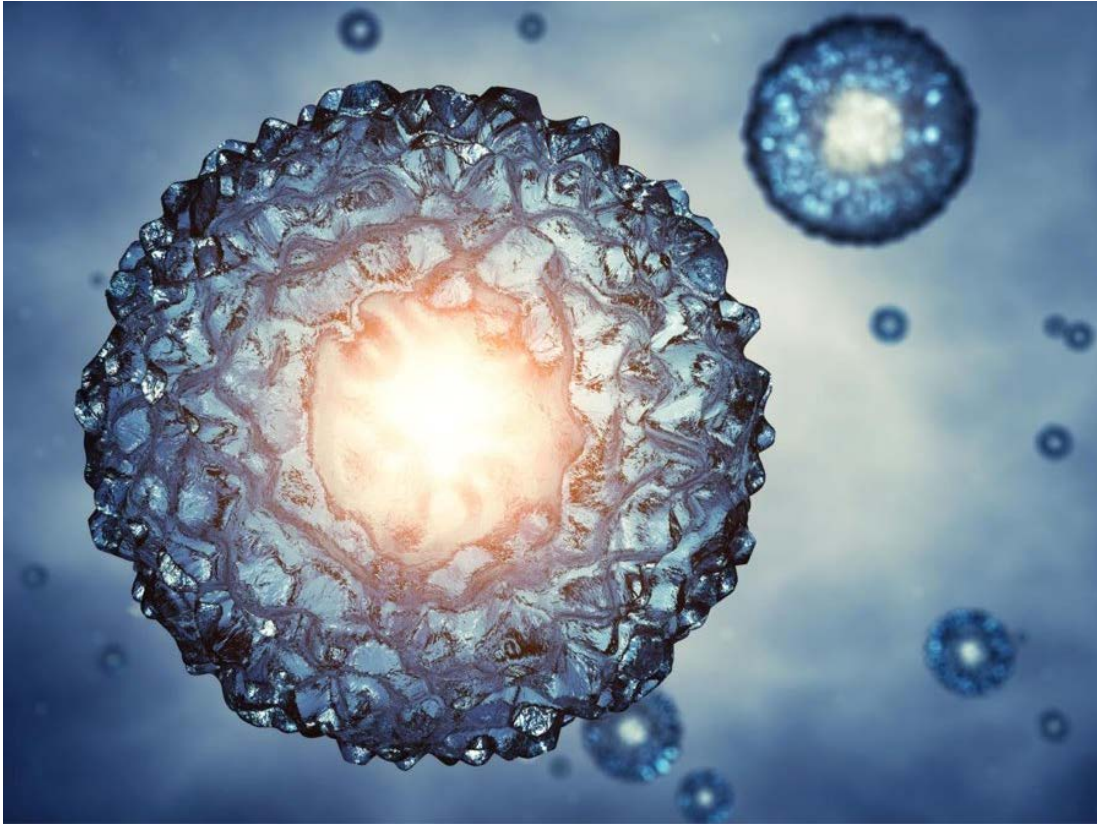
---



### **How to Change Your Personality**

You are not stuck with yourself. New research shows that you can troubleshoot personality traits — in therapy.

SCIENCE  US

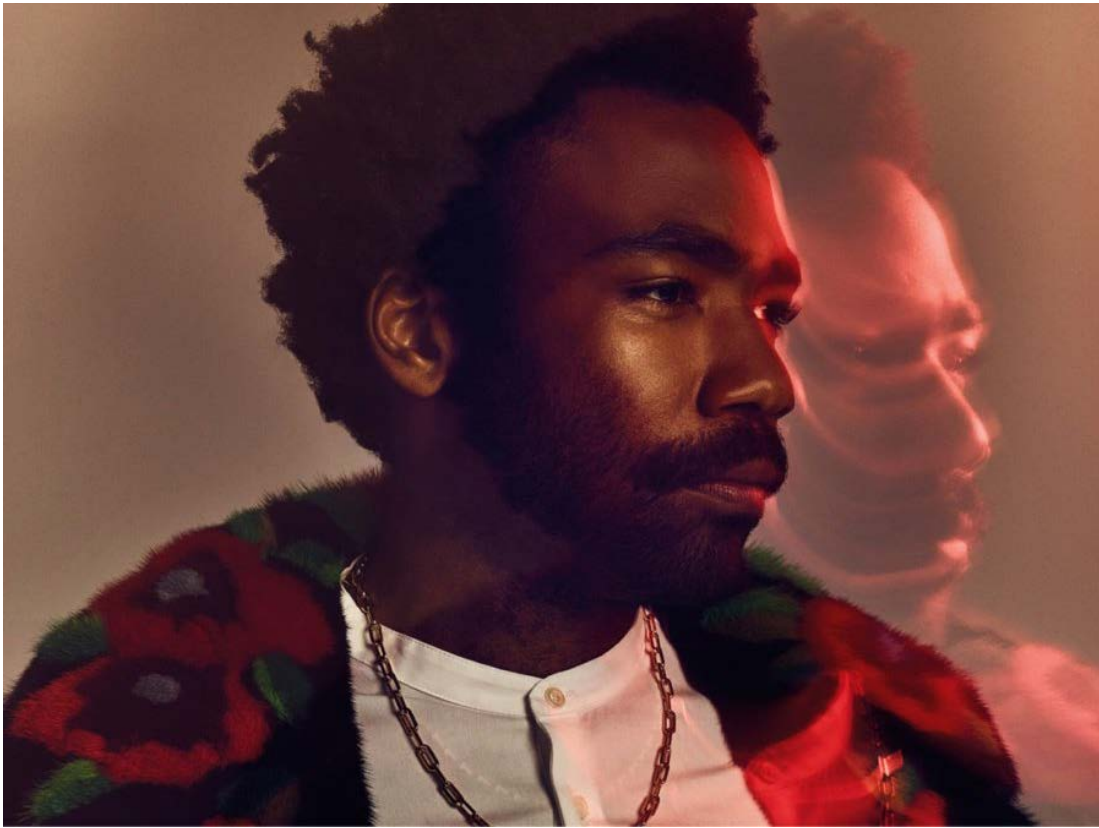


## Half-Man, Half-Beast

The line between man and animal is getting blurry. Learn how biologists are harvesting stem cells to form new beings.

**BBC** earth

---



## 21st-Century Renaissance Man

Rapper, actor, writer, comedian — is there anything Donald Glover can't do?

**WIRED**

---





## The Divided States of America

Feeling disenfranchised, many millennials are creating new communities across the country. But are they open to everyone?

*The Atlantic*

---





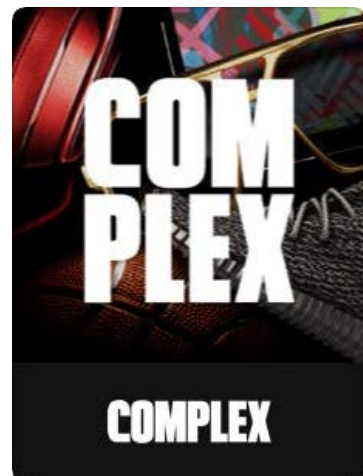
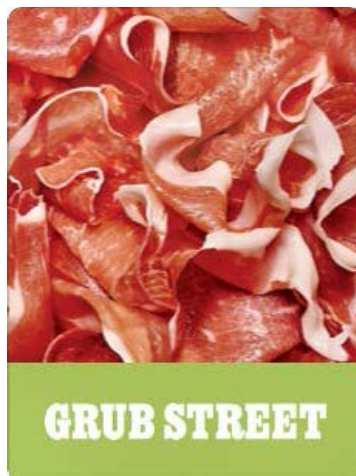
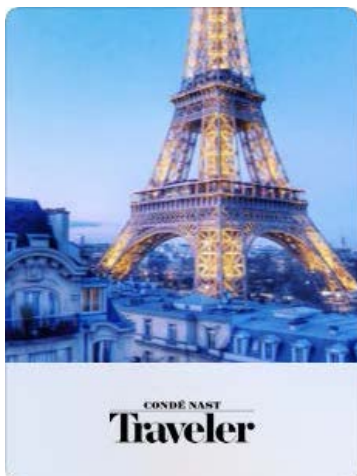
## The Mystery of Marilyn Monroe

Long-lost color footage of the actress's famous fluttering dress has been found; it sheds light on the dramatic night film history was made.

*The New York Times*

---

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**From:** [Delta Air Lines](#)  
**To:** [bert\\_frost@nps.gov](mailto:bert_frost@nps.gov)  
**Subject:** Herbert, Earn More Miles With SkyMiles Partners  
**Date:** Saturday, January 21, 2017 6:12:38 AM

Earn miles every day with hotel stays, car rentals, shopping, dining and more.



**Hello, Herbert**

**SkyMiles® #6224297777 >**

**EARN MILES  
ON THE FLY**  
NOT JUST WHEN YOU FLY.



**EARNING MILES IS EASY WITH OUR PARTNERS  
LIKE AIRBNB®, SPG®, HILTON®, HERTZ®, ENTERPRISE® AND MORE.**



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Book hotels on Delta.com and earn miles overnight. [Book now >](#)



## CAR RENTAL

Give your miles some gas with Delta's car rental partners. [Reserve now >](#)



## SKYMILES SHOPPING

Shop your favorite brands online and earn miles. [Shop now >](#)

## SKYMILES DINING

Taste the rewards at participating restaurants. [Enroll now >](#)

For more details on our partners and miles you can earn, see the full list [here](#).

[BOOK A FLIGHT >](#)

[BOOK A VACATION PACKAGE >](#)

[RESERVE A CAR + HOTEL >](#)

[EARN MILES >](#)





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### Comment or Complaint?

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**From:** [Grant Stevens \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Grant Stevens (@GrantRStevens) liked one of your Tweets!  
**Date:** Saturday, January 21, 2017 7:23:37 AM



Grant Stevens  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

Last set of photos from inside the Washington Monument. Not on the regular tour when open.





Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103



**From:** [Michael Reynolds](#)  
**To:** [Bert Frost](#); [Rick Obernesser](#)  
**Subject:** Fwd: Sitrep for 2017 Inaugural Event: Swearing In CeremonyParade and Events - Sitrep #5 FINAL  
**Date:** Saturday, January 21, 2017 7:25:45 AM

---

Need a little help. (b) (6)

Sent from my iPhone-sorry for typos.

Begin forwarded message:

**From:** Robert Maclea <[robert\\_maclean@nps.gov](mailto:robert_maclean@nps.gov)>  
**Date:** January 21, 2017 at 9:10:21 AM EST  
**To:** Michael Reynolds <[michael\\_reynolds@nps.gov](mailto:michael_reynolds@nps.gov)>  
**Cc:** Rick Obernesser <[rick\\_obernesser@nps.gov](mailto:rick_obernesser@nps.gov)>  
**Subject: Re: Sitrep for 2017 Inaugural Event: Swearing In CeremonyParade and Events - Sitrep #5 FINAL**

Was just notified that the White House Situation Room needed to speak with you. The # is (b) (5), (b) (7)(E).

Robert D. MacLean  
Chief of Police  
United States Park Police



**USPP Webpage:** <http://www.nps.gov/uspp>  
**USPP Facebook:** <https://www.facebook.com/USParkPolice/>  
**USPP Twitter:** <https://twitter.com/usparkpolicepio>

On Jan 21, 2017, at 6:49 AM, Michael Reynolds <[michael\\_reynolds@nps.gov](mailto:michael_reynolds@nps.gov)> wrote:

Hope all were safe on the force yesterday and today as well. You looked great in the parade!

Sent from my iPhone-sorry for typos.

On Jan 21, 2017, at 1:56 AM, Robert Maclean <[robert\\_maclean@nps.gov](mailto:robert_maclean@nps.gov)> wrote:

Thanks Mike. Will pass along.

Sorry I didn't get a chance to catch up with you during the day.



Robert D. MacLean  
Chief of Police  
United States Park Police



**USPP Webpage:** <http://www.nps.gov/uspp>

**USPP**

**Facebook:** <https://www.facebook.com/USParkPolice/>

**USPP Twitter:** <https://twitter.com/usparkpolicepio>

On Jan 20, 2017, at 10:26 PM, Michael Reynolds  
<[michael\\_reynolds@nps.gov](mailto:michael_reynolds@nps.gov)> wrote:

Great job sir. Please thank the teams for us  
for all they did today..

Sent from my iPhone-sorry for typos.

On Jan 20, 2017, at 8:12 PM, Brancato,  
William <[william\\_brancato@nps.gov](mailto:william_brancato@nps.gov)>  
wrote:

-All units in Mall and Parade  
area have been relieved 1912

-All command centers have be  
demobilized 1928

-Channel 1 going to unit to unit  
1930

-1 CDU Platoon staying

-1 React Team staying at  
NLEOM until midnight

-All other units have been  
relieved at this time

-JOCC will be demobilized at  
this time

**[This is the final Sitrep  
for 2017 Inaugural Event:  
Swearing In Ceremony,  
Parade and Events](#)**

--

Officer William Brancato #074  
United States Park Police  
1100 Ohio Drive, SW  
Washington DC 20242  
202-210-4923 Cell

CONFIDENTIALITY/SENSITIVITY  
NOTICE:

This message is intended exclusively for the individual(s) to whom it is addressed. This communication may contain information that is law enforcement sensitive, proprietary, privileged, or confidential and may be legally protected or otherwise exempt from disclosure. This message may be forwarded by the addressee, as appropriate, to further disseminate law enforcement sensitive information as needed. If you receive this message in error, please notify the sender immediately by email and delete all copies of this message.

**From:** [April Slayton](#)  
**To:** [John Quinley](#); [Craig Dalby](#); [Andrew Munoz](#); [Stephanie Burkhart](#); [James Doyle](#); [rick\\_frost@nps.gov](mailto:rick_frost@nps.gov); [Alex Picavet](#); [Christine Powell](#); [Jane Ahern](#); [stephanie\\_loeb@nps.gov](mailto:stephanie_loeb@nps.gov); [Jennifer Mummart](#); [Jenny Anzelmo-Sarles](#); [Saudia Muwwakkil](#); [Sally Mayberry](#)  
**Cc:** [Thomas Crosson](#); [Tim Cash](#); [Amber Smigiel](#); [Michael Reynolds](#); [Herbert Frost](#); [Maureen Foster](#)  
**Subject:** Fwd: Updated Social Media Guidance  
**Date:** Saturday, January 21, 2017 8:33:09 AM

---

Team,

Below is updated DOI guidance on social media use for the field. Please distribute it broadly as soon as possible.

To summarize the situation leading to this guidance, yesterday, two retweets posted on the National Park Service's main Twitter account were inconsistent with the agency's approach to engaging the public through social media.

We decided that it was critical for us to halt the use of Twitter on the main NPS account and investigate the situation involving these tweets, but the Department's communications staff issued department-wide guidance to stand down Twitter activity across the entire Department. That social media guidance has been clarified, and effective immediately, NPS social media managers should resume social media activity, including Twitter engagement, as normal.

If you haven't already, please initiate password changes on all your social media accounts.

Also, review your accounts to ensure only authorized, appropriate, and trained personnel can post from your accounts.

Additional information will be forthcoming, but in the interim, if you have any questions regarding NPS social media use and policy, please contact me, Amber, Tom and Tom (on the cc: line).

Many thanks,

April

Sent from my iPad

Begin forwarded message:

**From:** "Quimby, Frank" <[frank\\_quimby@ios.doi.gov](mailto:frank_quimby@ios.doi.gov)>  
**Date:** January 21, 2017 at 9:11:15 AM EST  
**To:** DOI\_OPA\_Bureau\_Contacts <[doi\\_opa\\_bureau\\_contacts@ios.doi.gov](mailto:doi_opa_bureau_contacts@ios.doi.gov)>  
**Subject:** Updated Social Media Guidance

Good morning, FYI

Below is updated social media guidance sent to the DOI webcouncil this morning:

-- --

Two retweets from the National Park Service's main Twitter account Friday were inconsistent with the agency's approach to engaging the public through social media.

Out of an abundance of caution, while we investigated the situation involving these tweets, the Department's communications team determined that it was important to stand down Twitter activity across the Department temporarily, except in the case of public safety.

Now that social media guidance has been clarified, the Department and its bureaus should resume Twitter engagement as normal this weekend, with the exception of social media posts on the Secretary's policy

priorities, which will be outlined upon confirmation. If you have any questions about content to be posted, please contact Frank Quimby or Larry Gillick.



**From:** [April Slayton](#)  
**To:** [Herbert Frost](#)  
**Subject:** Fwd: Social media guidance for inauguration + future  
**Date:** Saturday, January 21, 2017 9:27:56 AM

---

Bert - before I send this, (b) (5)

What do you think?

Sent from my iPad

Begin forwarded message:

**From:** "Smigiel, Amber" <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Date:** January 21, 2017 at 11:13:15 AM EST  
**To:** "Slayton, April" <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>  
**Subject:** Fwd: Social media guidance for inauguration + future

----- Forwarded message -----

**From:** Matulka, Rebecca <[rebecca\\_matulka@ios.doi.gov](mailto:rebecca_matulka@ios.doi.gov)>  
**Date:** Thu, Jan 19, 2017 at 5:04 PM  
**Subject:** Re: Social media guidance for inauguration + future  
**To:** Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>, Danielle Brigida <[danielle\\_brigida@fws.gov](mailto:danielle_brigida@fws.gov)>, Amy Krause <[alkrause@blm.gov](mailto:alkrause@blm.gov)>, "Robinson, Blossom" <[blossom.robinson@boem.gov](mailto:blossom.robinson@boem.gov)>, Scott Horvath <[shorvath@usgs.gov](mailto:shorvath@usgs.gov)>, "Merony, Kristin" <[kristin\\_merony@ios.doi.gov](mailto:kristin_merony@ios.doi.gov)>, Scott M Layman <[slayman@usgs.gov](mailto:slayman@usgs.gov)>, "Morris, George" <[george.morris@bia.gov](mailto:george.morris@bia.gov)>, "Peterson, Jodie F" <[jodie.peterson@onrr.gov](mailto:jodie.peterson@onrr.gov)>, Stephen Major <[smajor@usbr.gov](mailto:smajor@usbr.gov)>, Sarah McBride <[smcbride@usbr.gov](mailto:smcbride@usbr.gov)>, Robyn Broyles <[robyn.broyles@bia.gov](mailto:robyn.broyles@bia.gov)>, Emily Quinn <[emquinn@usbr.gov](mailto:emquinn@usbr.gov)>, Christopher Holmes <[cholmes@osmre.gov](mailto:cholmes@osmre.gov)>  
**Cc:** "Gillick, Larry" <[larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov)>, Frank J Quimby <[Frank\\_Quimby@ios.doi.gov](mailto:Frank_Quimby@ios.doi.gov)>

Hi all,

One quick correction as someone let me know I had a grammatical error in the first sentence of the guidance.

**The Department should continue to not share content from accounts run by political parties or partisan political groups.** It would be appropriate to share content from @WhiteHouse, official @POTUS, @FLOTUS and @VP.

A partisan political group is defined by the Hatch Act as any committee, club or other organization which is affiliated with a political party or candidate for public office in a partisan election, or organized for a partisan purpose, or which engaged in partisan political activity. The word "partisan" when used as an adjective means related to a political party. (5 CFR 734.101) To determine if an account is indeed run by a partisan entity will have to be determined on a case by case basis. However, if a website is soliciting donations for a

partisan political party, candidate or organization, the group or organization who runs the website is engaged in partisan political activity and would thus be deemed a partisan political group and DOI should not share content from its social media accounts.

Since we are in a post-election period, the Office of Special Counsel does not find that displaying the "Make America Great Again" slogan in the office would be prohibited political activity. Therefore, Interior may share content from an otherwise acceptable social media account even if that account contains the "Make America Great Again" slogan.

Also, making sure everyone saw this OMB guidance on Policies for Federal Agency Public Websites and Digital Services: <https://www.whitehouse.gov/sites/default/files/omb/memoranda/2017/m-17-06.pdf>. Of particular note for social media is Section 11 on Ensure Information Quality and Accuracy.

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Let me know if you have any questions!

Rebecca

--

Rebecca Matulka  
Deputy Director of Digital  
Interior Department  
202.208.5337

--

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Amber Smigiel  
Public Affairs Specialist, Social Media  
Office of Communications  
National Park Service  
Office: 202-208-5839  
Cell: 202-297-2659  
[www.nps.gov](http://www.nps.gov)



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**From:** [Herbert Frost](#)  
**To:** [April Slayton](#)  
**Subject:** Re: Social media guidance for inauguration + future  
**Date:** Saturday, January 21, 2017 9:29:33 AM

---

I think that is fine. We don't want to create a larger issue by over reacting.

Bert Frost  
Acting Deputy Director, Operations  
National Park Service

202-208-3818

On Jan 21, 2017, at 11:27 AM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

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**From:** [John, Mathew](#)  
**To:** [Michael Reynolds](#); [Herbert Frost](#); [April Slayton](#); [Thomas Crosson](#); [Tim Cash](#); [Amber Smigiel](#)  
**Subject:** Photos  
**Date:** Saturday, January 21, 2017 9:33:34 AM

---

All:

Here are four (low resolution) photos.

Thanks,  
Mathew

Mathew John | Audiovisual Production Specialist  
National Park Service | Office Of Communications

1849 C Street NW | Office 3326 | Washington, D.C.20240  
[Office] 202. 208.4996 | [Fax] 202.219.0910

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**From:** [April Slayton](#)  
**To:** [John, Mathew](#)  
**Cc:** [Michael Reynolds](#); [Herbert Frost](#); [Thomas Crosson](#); [Tim Cash](#); [Amber Smigiel](#)  
**Subject:** Re: Photos  
**Date:** Saturday, January 21, 2017 10:09:25 AM

---

Mathew - do these photos have time stamp info?

Sent from my iPhone

> On Jan 21, 2017, at 11:33 AM, John, Mathew <mathew\_john@nps.gov> wrote:

>

> All:

>

> Here are four (low resolution) photos.

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> Mathew

>

>

> \*Mathew John \*\*| \*Audiovisual Production Specialist

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> <NAMA\_Events\_Inauguration\_MJ-002.jpg>

> <NAMA\_Events\_Inauguration\_MJ-005.jpg>

> <NAMA\_Events\_Inauguration\_MJ-026.jpg>

> <NAMA\_Events\_Inauguration\_MJ-029.jpg>

**From:** [John, Mathew](#)  
**To:** [April Slayton](#)  
**Cc:** [Michael Reynolds](#); [Herbert Frost](#); [Thomas Crosson](#); [Tim Cash](#); [Amber Smigiel](#)  
**Subject:** Re: Photos  
**Date:** Saturday, January 21, 2017 10:10:05 AM

---

April - they have the date, however they don't have the time. Would you like me to add them?

Mathew

Mathew John | Audiovisual Production Specialist  
National Park Service | Office Of Communications

1849 C Street NW | Office 3326 | Washington, D.C.20240  
[Office] 202. 208.4996 | [Fax] 202.219.0910

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**Subject:** Re: Photos  
**Date:** Saturday, January 21, 2017 10:10:32 AM

---

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**Subject:** Re: Photos  
**Date:** Saturday, January 21, 2017 10:15:00 AM

---

April:

I'm sorry, but the clock on the camera is not set on the correct time. So the time is not accurate.

Mathew

Mathew John | [Audiovisual Production Specialist](#)  
National Park Service | [Office Of Communications](#)

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**Cc:** [Michael Reynolds](#); [Herbert Frost](#); [Thomas Crosson](#); [Tim Cash](#); [Amber Smigiel](#)  
**Subject:** Re: Photos  
**Date:** Saturday, January 21, 2017 10:30:01 AM

---

Ok, this may make the photos useless for our purposes. Tom, can you please share them with Megan with that caveat? I hope Tami's photos have accurate time stamp info.

Sent from my iPad

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> <NAMA\_Events\_Inauguration\_MJ-026.jpg>

> <NAMA\_Events\_Inauguration\_MJ-029.jpg>



**From:** [John, Mathew](#)  
**To:** [April Slayton](#)  
**Cc:** [Michael Reynolds](#); [Herbert Frost](#); [Thomas Crosson](#); [Tim Cash](#); [Amber Smigiel](#)  
**Subject:** Re: Photos  
**Date:** Saturday, January 21, 2017 10:40:37 AM

---

The clock is off by an hour...I will add the time stamp for each photo I sent you.

Mathew John | Audiovisual Production Specialist  
National Park Service | Office Of Communications

1849 C Street NW | Office 3326 | Washington, D.C.20240  
[Office] 202. 208.4996 | [Fax] 202.219.0910

[Facebook](#) | [YouTube](#) | [Twitter](#) | [NPS](#)

On Sat, Jan 21, 2017 at 12:29 PM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

Ok, this may make the photos useless for our purposes. Tom, can you please share them with Megan with that caveat? I hope Tami's photos have accurate time stamp info.

Sent from my iPad

On Jan 21, 2017, at 12:14 PM, John, Mathew <[mathew\\_john@nps.gov](mailto:mathew_john@nps.gov)> wrote:

April:

I'm sorry, but the clock on the camera is not set on the correct time. So the time is not accurate.

Mathew

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[Facebook](#) | [YouTube](#) | [Twitter](#) | [NPS](#)

On Sat, Jan 21, 2017 at 12:10 PM, John, Mathew <[mathew\\_john@nps.gov](mailto:mathew_john@nps.gov)> wrote:

Sorry, these don't have the dates. I can add dates and times. Let me know.

Mathew John | Audiovisual Production Specialist  
National Park Service | Office Of Communications

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| [Facebook](#) | [YouTube](#) | [Twitter](#) | [NPS](#)

On Sat, Jan 21, 2017 at 12:09 PM, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

Mathew - do these photos have time stamp info?

Sent from my iPhone

> On Jan 21, 2017, at 11:33 AM, John, Mathew  
> <[mathew\\_john@nps.gov](mailto:mathew_john@nps.gov)> wrote:

>

> All:

>

> Here are four (low resolution) photos.

>

> Thanks,

> Mathew

>

>

> \*Mathew John \*\*| \*Audiovisual Production Specialist

> National Park Service | Office Of Communications

>

> 1849 C Street NW | Office 3326 | Washington, D.C.20240

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>

>

> Facebook <<http://www.facebook.com/nationalparkservice>> | YouTube

> <<http://www.youtube.com/nationalparkservice>> | Twitter

> <<http://www.twitter.com/NatlParkService>> | NPS

> <<http://www.nps.gov/index.htm>>

> <NAMA\_Events\_Inauguration\_MJ-002.jpg>

> <NAMA\_Events\_Inauguration\_MJ-005.jpg>

> <NAMA\_Events\_Inauguration\_MJ-026.jpg>

> <NAMA\_Events\_Inauguration\_MJ-029.jpg>

**From:** [John, Mathew](#)  
**To:** [April Slayton](#)  
**Cc:** [Michael Reynolds](#); [Herbert Frost](#); [Thomas Crosson](#); [Tim Cash](#); [Amber Smigiel](#)  
**Subject:** Re: Photos  
**Date:** Saturday, January 21, 2017 10:53:58 AM

---

Here are the updated photos (added time stamps). There are two different cropped versions at 12:05pm.

Mathew John | [Audiovisual Production Specialist](#)  
National Park Service | [Office Of Communications](#)

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> YouTube



- > <<http://www.youtube.com/nationalparkservice>> | Twitter
- > <<http://www.twitter.com/NatlParkService>> | NPS
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- > <NAMA\_Events\_Inauguration\_MJ-005.jpg>
- > <NAMA\_Events\_Inauguration\_MJ-026.jpg>
- > <NAMA\_Events\_Inauguration\_MJ-029.jpg>



















**From:** [Twitter](#)  
**To:** [denise\\_ryan@nps.gov](mailto:denise_ryan@nps.gov)  
**Subject:** Suggestions based on Mike Barber and Full Van Fun  
**Date:** Saturday, January 21, 2017 11:17:05 AM



**Denise Ryan,**  
You might also be interested in these accounts.



Suggestions based on [Mike Barber](#)



**Beth Crispin** @ryamiyam  
*I vote every single election.*  
Followed by [Not Your Mascots](#) and [15 others](#).



**Sabrina P. Durling** @RealSabalicious  
*Sports freak, likable foodie, beer enthusiast & just an overall strong...*  
Followed by [Mike Barber](#).



**2TravelDads** @2TravelDads  
*#Gaydads w/ 2 sons, #traveling #parenting #bloggers - follow on...*  
Followed by [Eymard Bangcoro](#) and [30 others](#).



Suggestions based on [Full Van Fun](#)



**Nature Tech Family** @naturetechfam  
*We bring wild adventure & #survival tech to the modern family w/nature...*  
Followed by [Jrrangersarah](#) and [77 others](#).



**Fun Family Vacations** @FunFamVacations  
*#Familytravel & #Lifestyle blog. Sharing our adventures, #traveltips &...*



Followed by [Monica Ortega](#) and 2 others.



**The Passport Kids** @passport\_kids

*Family Travel - Our family adventures travelling the world and exploring...*

Followed by [NPSamericansamoa](#) and 8 others.



Like these suggestions?

[Find more accounts to follow](#)

Forgot your Twitter password? [Get instructions on how to reset it.](#)

You can also [unsubscribe from these emails](#) or change your [notification settings](#). Need [help](#)?

If you received this message in error and did not sign up for Twitter, click [not my account](#).

Twitter, Inc. 1355 Market St., Suite 900 San Francisco, CA 94103

From: [Domino's Pizza](#)  
To: [alexa\\_viets@nps.gov](mailto:alexa_viets@nps.gov)  
Subject: Weekends taste great when you order Domino's  
Date: Saturday, January 21, 2017 1:24:28 PM



[ORDER ONLINE](#) | [MENU](#) | [COUPONS](#)



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WHAT'S BETTER THAN EATING DOMINO'S?

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WHEN YOU ORDER**





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Promo Code: 9174

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Promo Code: 9204

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Any delivery charge is not a tip paid to your driver. Please reward your driver for awesomeness. Drivers carry less than \$20. You must ask for this limited time offer. Delivery charge and tax may apply. Prices, participation, delivery area and charges may vary. Prices and coupons may vary in Alaska and Hawaii. Store hours may vary. Returned checks, along with the state's maximum allowable returned check fee, may be electronically presented to your bank. ©2017 Domino's IP Holder LLC. Domino's®, Domino's Pizza® and the modular logo are registered trademarks of Domino's IP Holder LLC.

Domino's email coupons are linked directly to your nearest Domino's store. If you have moved or would like to receive email coupons from a different store, please visit our [Email & Text Offers page](#). Simply enter the new street address and the same email address you used to subscribe to Domino's emails, then click 'SIGN ME UP.'

If you feel you have received this message in error or would like to unsubscribe, please [click here](#).

Outside the U.S. and would like to unsubscribe? Please [click here](#).

Domino's Pizza LLC  
30 Frank Lloyd Wright Dr.  
Ann Arbor, MI 48106

Questions? Contact Domino's [Customer Service](#).

From: [April Slayton](#)  
To: [Michael Reynolds](#); [Herbert Frost](#); [Maureen Foster](#)  
Subject: Fwd: Inauguration social media incident  
Date: Saturday, January 21, 2017 4:43:58 PM  
Attachments: [image3.PNG](#)

---

FYI only, This is the summary that was provided to IT security today

Sent from my iPhone

Begin forwarded message:

**From:** Tim Cash <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>  
**To:** Shaun Cavanaugh <[shaun\\_cavanaugh@nps.gov](mailto:shaun_cavanaugh@nps.gov)>  
**Cc:** "shane\_compton@nps.gov" <[shane\\_compton@nps.gov](mailto:shane_compton@nps.gov)>, April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>, Amber Smigiel <[amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)>  
**Subject:** Inauguration social media incident

Shaun,

Thank you for replying to my unexpected text this morning. I'm sorry to have bothered you on a weekend, but as we discussed, this situation has risen to a point that I felt it appropriate to contact you directly and immediately.

A (long) synopsis of the situation:

- Around 4:40 pm ET yesterday (January 20), I was contacted by multiple trusted sources sharing concern about a couple of retweets from the national NPS Twitter account (@natparkservice, <https://www.twitter.com/NatParkService>) that had been recently posted (screen capture attached)
- During those conversations, I received a call from AD for Communications April Slayton saying that external media sources were picking up the retweets, and that DOI was aware
- I immediately contacted our Social Media Specialist Amber Smigiel to investigate and ask that she stop tweeting. Amber indicated that she had not posted the retweets. Multiple individuals have access to the account credentials (Twitter only provides one set of creds per account), so Amber started checking with other posters to verify who posted the retweets
- Around 5:10 pm ET, DOI sent a directive to all bureaus to immediately stop tweeting until further notice. (This directive was lifted today.)
- After reviewing the account, I asked Amber to change the password and not share it until the situation was resolved
- Twitter's account dashboard includes a list of IPs and OS used for recent account access (screen capture attached). We traced the IP to an ISP in the San Bruno, CA, area (screen capture attached), and checked all possible contacts in that area. All leads have so far failed
- We also locked down access to all other national social media accounts. Today, guidance was sent to parks and programs suggesting that they immediately change their passwords and review who has access to their accounts
- Although this initially appeared to be an accidental cross-posting from a personal account (this has happened on multiple occasions in the past with other NPS social media accounts), we are now concerned that the account may have been compromised but have no way to verify. After consulting with April, we determined it best to share this information with you for investigation as a potential security incident
- Tangentially related, a PWR park reported today that they believe that their account has been compromised. I'm waiting now for more information from the region/park and will report it as well if need.

Thank you for reviewing this information. Obviously, this has become a very sensitive issue, especially since the President has gotten directly involved and contacted Acting Director Mike Reynolds concerned about one of the images that was retweeted.

Thank you very much for personally shepherding this, Shaun. As we discussed, I've cc'd both Shane and April for awareness as well as Amber so she can track this conversation.

Please let us know what we need to do and if you need any additional information. You have my cell, call anytime day or night.

Very sincerely,  
Tim

--

Tim Cash  
Chief of Digital Strategy  
Office of Communications  
National Park Service  
(202) 436-6206  
[www.nps.gov](http://www.nps.gov)

**NationalParkService**

@NatIParkService

America's Best Idea. #FindYourPark  
#NPS100 RT/follow/likes#endorsement

- 417 locations
- nps.gov
- View on Periscope
- Joined April 2009
- Born on August 25

Tweet to NationalParkService

266 Followers you know



692 Photos and videos



Tweets Tweets & replies Media

NationalParkService Retweeted  
**Binyamin Appelbaum** @BCAppelbaum · 5h  
Compare the crowds: 2009 inauguration at left, 2017 inauguration at right.  
#inauguration



1.4K 34K 34K

NationalParkService Retweeted  
**Anne Trumble** @annetrumble · 1h  
Civil rights, climate change, and health care scrubbed clean from White House website. Not a trace.



Who to follow - Refresh - View all

- Liz Allen** @LizMarieAllen Follow
- Jason Lloyd** @JasonLloydSA Follow
- jenfriedman13** @jenfriedma... Follow

Find friends

New York Trends - Change

- #YoureHired**  
Good luck, President Trump. Manufacturers are ready to get to work.  
Promoted by Nat Assoc of Mfg
- Delaware**  
18.9K Tweets
- Jaden Smith**  
9,072 Tweets
- Jackie Kennedy**  
19.4K Tweets
- Pro Bowl**  
2,293 Tweets
- Joint Base Andrews**  
10.9K Tweets
- Hillary and Bill Clinton**  
10.5K Tweets
- #Bellator170**  
4,447 Tweets
- #TheFlash**  
@THR is Tweeting about this



## Login history

If you see any suspicious activity from an app, go to the [Apps tab](#) to revoke its access. In some cases the IP location may differ from your physical location. [Learn more](#)

| APP                 | DATE & TIME             | IP LOCATION              |
|---------------------|-------------------------|--------------------------|
| Twitter for Android | Jan 20, 2017<br>5:22 PM | (b) (6)<br>United States |
| Twitter for iPhone  | Jan 20, 2017<br>5:21 PM | (b) (6)<br>United States |
| Twitter.com         | Jan 20, 2017<br>5:21 PM | (b) (6)<br>United States |
| Twitter for Android | Jan 20, 2017<br>5:20 PM | (b) (6)<br>United States |
| Twitter.com         | Jan 20, 2017<br>5:15 PM | (b) (6)<br>United States |
| Twitter.com         | Jan 20, 2017<br>5:13 PM | (b) (6)<br>United States |
| Twitter for iPhone  | Jan 20, 2017<br>5:00 PM | (b) (6)<br>United States |
| iOS                 | Jan 20, 2017<br>4:16 PM | (b) (6)<br>United States |
| Sprout Social       | Jan 20, 2017<br>4:12 PM | (b) (6)<br>United States |
| Twitter for iPad    | Jan 20, 2017<br>3:53 PM | (b) (6)<br>United States |
| Twitter for Android | Jan 20, 2017<br>3:30 PM | (b) (6)<br>United States |

IP (b) (6)  
Decimal

Hostname: 248.lightspeed.sntcca.sbcglobal.r

ASN: 7018

ISP: AT&T U-verse

Organization: AT&T U-verse

Services: None detected

Type: [Broadband](#)

Assignment: [Static IP](#)

Blacklist: [Blacklist Check](#)

## Geolocation Information

Continent: North America

Country: United States 

State/Region: California

City: San Bruno

Latitude: 37.6228 (37° 37' 22.08" N)

Longitude: -122.4364 (122° 26' 11.04"  
W)

Postal Code: 94066

**From:** [Donna Stevens \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Donna Stevens (@DUWoman) liked one of your Tweets!  
**Date:** Saturday, January 21, 2017 5:52:34 PM



Donna Stevens  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

That's all folks! Thank you again. Be kind to one another. We are all riding on the same small blue marble through the universe together.

[Settings](#) | [Help](#) | [Opt-out](#) | [Download app](#)

Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

**From:** [Donna Stevens \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** Donna Stevens (@DUWoman) replied to your Tweet!  
**Date:** Saturday, January 21, 2017 5:56:00 PM



## Donna Stevens replied to your Tweet.

Reply



**Denise Ryan** @NPSDeniseRyan

Jan 20

That's all folks! Thank you again. Be kind to one another. We are all riding on the same small blue marble through the universe together.



**Donna Stevens**  
@DUWoman

Jan 21

[@NPSDeniseRyan](#) Thank you for your service!! It was a pleasure to meet you...on Twitter!



[View conversation](#)

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Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103



**From:** [Slayton, April](#)  
**To:** [Michael Reynolds](#); [Herbert Frost](#)  
**Subject:** Fwd: Interesting development  
**Date:** Saturday, January 21, 2017 7:00:15 PM

---

FYI - this is an interesting development. We are letting IT security know. In case I didn't send word earlier (I'm losing track of what I have shared), the Seattle Unit of Klondike reported Friday that someone had changed the password to their Twitter account without authorization. I asked Tim Cash to explore sooner, and it looks like the account that made that change was located in the same area in California as the account that used the IP address to post to the NPS national twitter account.

This does not mean we were hacked, but we are sharing the information with IT security because it is an interesting development that could help us piece together what happened on Friday.

I will keep you posted as well get updates on this.

Thanks,

April

--

April Slayton  
Assistant Director for Communications  
National Park Service  
Visit us at [www.nps.gov](http://www.nps.gov)

----- Forwarded message -----

**From:** **Tim Cash** <[tim\\_cash@nps.gov](mailto:tim_cash@nps.gov)>  
**Date:** Sat, Jan 21, 2017 at 7:54 PM  
**Subject:** Interesting development  
**To:** April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>, Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>, [amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)

I emailed Charles Beale at KLSE today to see if I could speak with someone sooner than later about their Twitter password getting changed, and he had his social media person Julie call me. She got an automated email from Twitter Thursday night asking if she had changed the email address associated with the account, and it included an IP address from "Santa Cruz or Clara, CA". The IP that posted our retweets was from the San Bruno area. All three are within an hour of each other, and as ISPs go, that may not be a coincidence.

Julie is sending me that auto email on Monday. April, I'm going to reach out to Twitter as well to see if they can help us put a finer point on this. We may not be able to track anyone down, but we may get to the point of confidently saying whether or not this was a breach. Either way, I'm glad that we advised everyone to change their passwords today.

I still worry about this being an internal breach because it seems too coincidental. Hopefully not.

--

Tim Cash  
Chief of Digital Strategy

Office of Communications  
National Park Service  
(202) 436-6206  
[www.nps.gov](http://www.nps.gov)

**From:** [OpenTable](#)  
**To:** [denise\\_ryan@nps.gov](mailto:denise_ryan@nps.gov)  
**Subject:** Get a \$20 OpenTable gift card  
**Date:** Saturday, January 21, 2017 7:44:08 PM



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**From:** [Michael Reynolds](#)  
**To:** [Slayton, April](#)  
**Cc:** [Herbert Frost](#)  
**Subject:** Re: Interesting development  
**Date:** Saturday, January 21, 2017 8:13:05 PM

---

Will help to know...

Sent from my iPhone-sorry for typos.

On Jan 21, 2017, at 9:00 PM, Slayton, April <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

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Assistant Director for Communications  
National Park Service  
Visit us at [www.nps.gov](http://www.nps.gov)

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**Date:** Sat, Jan 21, 2017 at 7:54 PM  
**Subject:** Interesting development  
**To:** April Slayton <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)>, Thomas Crosson <[thomas\\_crosson@nps.gov](mailto:thomas_crosson@nps.gov)>, [amber\\_smigiel@nps.gov](mailto:amber_smigiel@nps.gov)

I emailed Charles Beale at KLSE today to see if I could speak with someone sooner than later about their Twitter password getting changed, and he had his social media person Julie call me. She got an automated email from Twitter Thursday night asking if she had changed the email address associated with the account, and it included an IP address from "Santa Cruz or Clara, CA". The IP that posted our retweets was from the San Bruno area. All three are within an hour of each other, and as ISPs go, that may not be a coincidence.

Julie is sending me that auto email on Monday. April, I'm going to reach out to Twitter as well to see if they can help us put a finer point on this. We may not be able to track anyone down, but we may get to the point of confidently saying

whether or not this was a breach. Either way, I'm glad that we advised everyone to change their passwords today.

I still worry about this being an internal breach because it seems too coincidental. Hopefully not.

--

Tim Cash  
Chief of Digital Strategy  
Office of Communications  
National Park Service  
(202) 436-6206  
[www.nps.gov](http://www.nps.gov)

**From:** [TimH \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** TimH (@t\_jh2009) liked one of your Tweets!  
**Date:** Sunday, January 22, 2017 10:35:16 AM



**TimH**  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

That's all folks! Thank you again. Be kind to one another. We are all riding on the same small blue marble through the universe together.

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Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

**From:** [TimH \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** TimH (@t\_jh2009) retweeted your Tweet!  
**Date:** Sunday, January 22, 2017 10:35:24 AM



**TimH**  
retweeted your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

That's all folks! Thank you again. Be kind to one another. We are all riding on the same small blue marble through the universe together.

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Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103



**From:** [Twitter](#)  
**To:** [denise\\_ryan@nps.gov](mailto:denise_ryan@nps.gov)  
**Subject:** Suggestions based on Capulin Volcano NM and Yellowstone Assoc  
**Date:** Sunday, January 22, 2017 12:49:56 PM



**Denise Ryan,**  
You might also be interested in these accounts.



Suggestions based on [Capulin Volcano NM](#)



**BearPawNPS** @BearPawNPS  
*Official Twitter source for Bear Paw Battlefield site of Nez Perce...*  
Followed by [George W. Carver NM](#) and 156 others.



Suggestions based on [Yellowstone Assoc](#)



**Yellowstone Forever** @ynpforever  
*The Yellowstone Park Foundation and Yellowstone Association have merged...*  
Followed by [Public Land Lover](#) and 78 others.



**Yellowstone Lodges** @YNPLodges  
*Experience #WinterInYellowstone - we are the the official concessioner...*  
Followed by [WildExcellenceFilms](#) and 18 others.



**Yellowstone Country** @ycountry  
*Home to Yellowstone National Park, laid-back Montana towns, and acres...*  
Followed by [WildExcellenceFilms](#) and 16 others.



Like these suggestions?

[Find more accounts to follow](#)

Forgot your Twitter password? [Get instructions on how to reset it.](#)

You can also [unsubscribe from these emails](#) or change your [notification settings](#). Need [help](#)?

If you received this message in error and did not sign up for Twitter, click [not my account](#).

Twitter, Inc. 1355 Market St., Suite 900 San Francisco, CA 94103

**From:** [Twitter](#)  
**To:** [Denise Ryan](#)  
**Subject:** TimH liked Denise Ryan's Tweet: Foggy in Gettysburg.  
**Date:** Sunday, January 22, 2017 1:16:20 PM



## Your Highlights

### LIKED BY

TimH and 2 others



**Denise Ryan**  
[@B1RDERGIRL](#)

Foggy in Gettysburg.



**CNN**   
[@CNN](#)

A new museum has opened in Spain. It's 45 feet underwater.  
[cnn.it/2k1qwbz](http://cnn.it/2k1qwbz)





Retweet icon 1.1K

Like icon 1.9K

**RETWEETED BY**

Junior Ranger Tigran



**Ojai Valley News**

@OVN

Ojai Valley School gets grant to continue conservation work on islands @JrRangerTigran @NEEFusa @ovsalum [ojaivalleynews.com/index.php?opti...](http://ojaivalleynews.com/index.php?opti...) via @OVN





**RETWEETED BY**

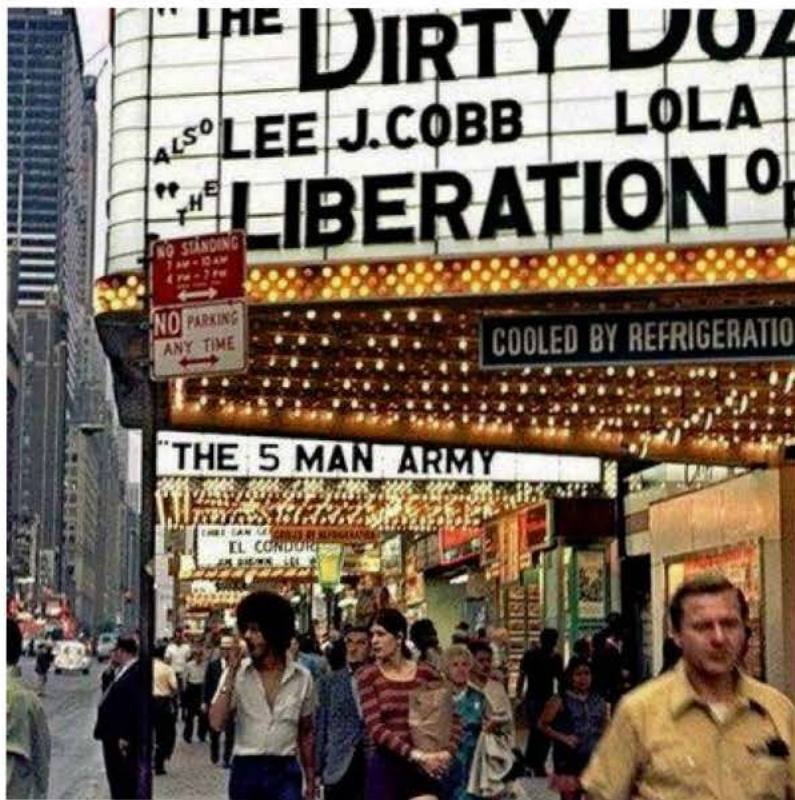
Bill



**History in Moments**

@historyinmoment

New York City 1971



46

120

LIKED BY

Rob Hilton and 2 others



**The Birdist**

@TheBirdist

hey there, handsome. [#heythere](#) [#handsome](#)

Black-throated Sparrow in Portal, AZ



5



48



**Brian O'Donnell**

@Brian\_ODonnell

I was in The Gambia in 1994 when Jammeh seized power in a coup. Glad to see him leaving.

**Yahya Jammeh, who once vowed to rule Gambia for 1 billion years, flees into exile**

Yahya Jammeh, who once vowed to rule Gambia for 1 billion years, flees into exile after polit... [more](#)

[cbsnews.com](https://www.cbsnews.com)



1

See more on Twitter

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This email was generated for @NPSDeniseRyan.

Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103



**From:** [Slayton, April](#)  
**To:** [Michael Reynolds](#); [Herbert Frost](#); [Lena McDowall](#); [Beverly \(Grace\) Stephens](#); [Alexa Viets](#)  
**Subject:** Draft briefing memo on Twitter incident  
**Date:** Sunday, January 22, 2017 1:50:55 PM  
**Attachments:** [Briefing Statement - Twitter incident.docx](#)

---

Greetings all,

I pulled together a briefing memo on the Twitter incident that happened on Friday, assuming this may continue to be a subject of interest among the incoming staff. If you could please review this and let me know if you have any questions, I'd appreciate it.

Tomorrow, I'd like to share this with the incoming DOI Office of Communications staff and with Maureen Foster.

Thanks,

April

--

April Slayton

Assistant Director for Communications

National Park Service

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## DRAFT Briefing Statement FY 2017

**Bureau:** National Park Service  
**Issue:** Twitter retweets during inauguration  
**Program/Park:** WASO

### Key Points

- The National Park Service is actively investigating the situation to identify the individual who retweeted two tweets related to the inauguration from the NPS national Twitter account that were inappropriate for the NPS Twitter account.
- **Official NPS statement:** The two tweets posted on the National Park Service's social media account today were inappropriate and inconsistent with the agency's overall approach to engaging the public through social media. Moving forward, the agency will provide better guidance to all employees who post to official NPS social media accounts about best practices and appropriate content for posts and retweets. We apologize for these tweets and pledge to maintain the highest standards for our social media content moving forward.

### Background

- Around 4:40 pm ET on January 20, NPS Office of Communications (OCOMM) staff was contacted by multiple trusted sources sharing concern about two retweets from the national NPS Twitter account, @natlparkservice.
- External media sources reported on the retweets, and NPS engaged with DOI's Office of Communications (OCO).
- NPS OCOMM immediately engaged our social media team, confirming that no one with access to @natlparkservice in Washington posted the retweets.
- Multiple individuals have access to the @natlparkservice account credentials (Twitter only provides one set of creds per account). OCOMM began to check with others outside of Washington with access to the credentials in an attempt to identify the source of the retweets.
- Around 5:10 pm ET, DOI OCO sent a directive to all bureaus to immediately stop tweeting until further notice. NPS forwarded this information to all regional communications offices nationwide to disperse this message to parks with Twitter accounts (193 parks have registered Twitter accounts)
  - On Saturday, January 22, NPS received updated guidance from DOI OCO indicating that national, park and program social media posting could resume.
  - NPS then posted a tweet on its national account indicating that it would resume posting. "We regret the mistaken RTs from our account yesterday and look forward to continuing to share the beauty and history of our parks with you"
  - DOI subsequently asked to see the content of posts for the NPS national Twitter account before it is posted for the following 48 hours, and NPS is following through on that request.

- NPS OCOMM also changed the password for the national Twitter and Facebook accounts and restricted access to a single point of contact in Washington, DC. It will not be shared with any other staff until the current situation is resolved.
- NPS OCOMM also sent guidance on Saturday, January 21 to all NPS park and program social media contacts recommending that they immediately change their passwords and review the list of staff who have access to their accounts.
- Using Twitter's account dashboard, which includes a list of IPs and OS used for recent account access, we traced the IP address used for the two questionable posts to an ISP in the San Bruno, CA, area and checked all possible NPS social media points of contacts in that area. None indicated that they had been active on NPS Twitter accounts on January 20.
- Initially, NPS OCOMM suspected that this incident was an accidental cross-posting from a personal Twitter account (this has happened on multiple occasions in the past with other NPS social media accounts). However, after additional review NPS OCOMM was concerned that the account may have been compromised. Consequently, NPS OCOMM contacted NPS IT security staff and requested that they investigate this as a potential security incident.

#### **Current Status**

- **Investigation in process:** NPS OCOMM will work closely with IT security specialists to support an investigation of these posts.
- **Possibly related park Twitter intrusion:** The social media manager at Klondike Gold Rush National Historical Park, Seattle Unit received an automated email from Twitter Thursday night, asking if she had changed the email address associated with the account. It indicated that the password had been changed using an IP address from "Santa Cruz or Clara, CA". The IP that posted our retweets was from the San Bruno area, which is about an hour away from those locations. NPS OCOMM is concerned that this proximity and the related nature of these two incidents may not be a coincidence. NPS IT security has been provided this related information.
- **Updated social media guidance for parks and programs:** NPS OCOMM will immediately begin a review of social media guidance for parks and programs to ensure that appropriate information about appropriate tweet and retweet content is up to date and relevant.
- **Improving communications channels for social media contacts:** NPS OCOMM will immediately begin the process of developing a national list of social media primary POC's for all parks and programs with active social media presences to ensure that we can quickly communicate important information with the account managers in cases of security or content related issues.

**Contact Person:** Assistant Director for Communications April Slayton, [april\\_slayton@nps.gov](mailto:april_slayton@nps.gov), 202-208-4995

**Last Updated:** January 22, 2017

**From:** [Frost, Herbert](#)  
**To:** [Slayton, April](#)  
**Cc:** [Michael Reynolds](#); [Lena McDowall](#); [Beverly \(Grace\) Stephens](#); [Alexa Viets](#)  
**Subject:** Re: Draft briefing memo on Twitter incident  
**Date:** Sunday, January 22, 2017 2:12:26 PM

---

This looks good to me. I was thinking being that messages went all over the Service on Fri and Sat about this that we should gather the ADs tomorrow and let them know what happen and also get the RDs on the phone, just so everyone is in the loop. Better to hear it from us what happened than people making stuff up.

Bert

-----

Herbert C. Frost, Ph.D.  
Acting Deputy Director, Operations  
National Park Service

202-208-3818 - Office

On Sun, Jan 22, 2017 at 3:50 PM, Slayton, April <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

Greetings all,

I pulled together a briefing memo on the Twitter incident that happened on Friday, assuming this may continue to be a subject of interest among the incoming staff. If you could please review this and let me know if you have any questions, I'd appreciate it.

Tomorrow, I'd like to share this with the incoming DOI Office of Communications staff and with Maureen Foster.

Thanks,

April

--

April Slayton  
Assistant Director for Communications  
National Park Service  
Visit us at [www.nps.gov](http://www.nps.gov)



**From:** [Slayton, April](#)  
**To:** [Frost, Herbert](#)  
**Cc:** [Michael Reynolds](#); [Lena McDowall](#); [Beverly \(Grace\) Stephens](#); [Alexa Viets](#)  
**Subject:** Re: Draft briefing memo on Twitter incident  
**Date:** Sunday, January 22, 2017 2:18:04 PM

---

That's a great idea - I'd be happy to give an overview.  
It would also be an opportunity to tell that to expect a further request from OCOMM to provide a POC for each park/region/program's social media accounts with after hours contact information.

--

April Slayton  
Assistant Director for Communications  
National Park Service  
Visit us at [www.nps.gov](http://www.nps.gov)

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April

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April Slayton  
Assistant Director for Communications  
National Park Service  
Visit us at [www.nps.gov](http://www.nps.gov)

**From:** [CIParkFoundation \(via Twitter\)](#)  
**To:** [Denise Ryan](#)  
**Subject:** CIParkFoundation (@ci\_foundation) liked one of your Tweets!  
**Date:** Sunday, January 22, 2017 2:39:49 PM



**CIParkFoundation**  
liked your Tweet.

[View](#)



**Denise Ryan** @NPSDeniseR...

That's all folks! Thank you again. Be kind to one another. We are all riding on the same small blue marble through the universe together.

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Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

**From:** [Twitter](#)  
**To:** [Denise Ryan](#)  
**Subject:** Follow steamtownnhs, RoarLoud and CNN Breaking News on Twitter!  
**Date:** Sunday, January 22, 2017 3:37:01 PM

 Hey Denise Ryan,

Here are some people we think you might like to follow:



**steamtownnhs** @steamtownnhs

Followed by NationalParkService and Boston NHP.

[+ Follow](#)



**RoarLoud** @RoarLoud

Followed by R Scott Jones and TimH.

[+ Follow](#)



**CNN Breaking News**  @cnnbrk

[+ Follow](#)

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This email was generated for @NPSDeniseRyan.  
Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

**From:** [Reynolds, Michael](#)  
**To:** [Slayton, April](#)  
**Cc:** [Frost, Herbert](#); [Lena McDowall](#); [Beverly \(Grace\) Stephens](#); [Alexa Viets](#)  
**Subject:** Re: Draft briefing memo on Twitter incident  
**Date:** Sunday, January 22, 2017 3:50:57 PM

---

yes we need to do this and document everything that went down....twitter or not!

On Sun, Jan 22, 2017 at 4:17 PM, Slayton, April <[april\\_slayton@nps.gov](mailto:april_slayton@nps.gov)> wrote:

That's a great idea - I'd be happy to give an overview.

It would also be an opportunity to tell that to expect a further request from OCOMM to provide a POC for each park/region/program's social media accounts with after hours contact information.

--

April Slayton  
Assistant Director for Communications  
National Park Service  
Visit us at [www.nps.gov](http://www.nps.gov)

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202-208-3818 - Office

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Thanks,  
April

--

April Slayton  
Assistant Director for Communications



National Park Service  
Visit us at [www.nps.gov](http://www.nps.gov)

--

Michael Reynolds  
National Park Service  
Acting Director  
1849 C Street NW Ste. 3110  
Washington, DC 20240  
(202) 208 4621  
(202) 208 3818  
[michael\\_reynolds@nps.gov](mailto:michael_reynolds@nps.gov)



Centennial Goal: Connect with and  
create the next generation of park  
visitors, supporters, and advocates.

**From:** [Viets, Alexa](#)  
**To:** [michael\\_reynolds@nps.gov](mailto:michael_reynolds@nps.gov)  
**Subject:** Out of the Office Re: Draft briefing memo on Twitter incident  
**Date:** Sunday, January 22, 2017 3:51:04 PM

---

I will be out of the office until Monday, Jan 23rd. If you have an urgent matter, Alma Ripps ([alma\\_ripps@nps.gov](mailto:alma_ripps@nps.gov)) will be Acting Chief of Staff during this time.

Best,

Alexa Viets

--

Alexa Viets  
Chief of Staff (Acting)  
National Park Service  
202-208-4530