Cash Register Operation SOP

Introduction

All SOPs are important to read and adhere to. Failing to adhere to this SOP in particular could bring severe consequences. This SOP outlines how to open, operate, and close the bookstore cash register. As this task involves handling money, it is extremely important that this SOP be followed. If at any time you are unable to resolve a problem in the bookstore regarding the cash register or credit card machine, immediately seek the assistance of a supervisor.

Procedure

Opening Procedure

1. Take the Keys from the drawer underneath the cash register
2. Insert Key into cash register
3. Turn the key to X1/Z1
4. Hit the CA/AT button (step back money drawer will open)
5. Rip the "X" Tape
6. Put the "X" tape in the White Envelope
   a. The White Envelopes are in the drawer underneath the cash register
7. Pullout money drawer from cash register
   a. Money should be in the money drawer in the safe
8. Count out all the money in drawer (there should be $100.00 in the drawer)
   a. If not count out a $100.00 and put in money drawer
9. Place White Envelope in the cash register under the money drawer
10. Place money drawer back into the cash register
11. Close Cash register drawer

Cash Sale Procedure

1. Greet Customer
2. Type in price of item (no decimals)
3. Hit the Sales Taxable button
4. Repeat Steps 2 and 3 for every item
5. Press the subtl (Subtotal key) when finished with purchases
6. Type in the amount of cash the customer gave you
7. Hit the CA/AT (drawer will open) and give them the change (if any)
8. Close Drawer

Credit Card Sale Procedure

1. Greet Customer
2. Type in price of item (no decimals)
3. Hit the Sales Taxable button
4. Repeat Steps 2 and 3 for every item

5. Press the subtl (Subtotal key) when finished with purchases
6. Hit the "CH" key (don't forget)
7. Swipe the credit/debit card through the machine
8. Type in the amount (from subtl)
9. When Prompted hit enter key to continue
10. Have customer sign the merchant receipt
11. Keep the merchant receipt
12. Give customer debit machine receipt and register receipt
13. Place merchant receipt under the money drawer
14. Close drawer
    a. To void a credit card sale
        i. Press void
        ii. Enter invoice number
        iii. Correct? To void press enter

Closing Procedures

1. Insert Key into cash register
2. Turn the Key to X1/Z1
3. Hit the CA/AT button (step back the drawer will open)
4. Rip the "X" tape (this will tell you all the sales up until this point)
    a. this number will be next to the TS on the bottom of the "X" tape
5. Count all the money in the drawer
6. Subtract any voids (if no voids skip this step)
7. Subtract $100.00 from the cash in the register (the remaining amount should equal the total cash sales)
8. Place the credit card receipts in The White Envelope
9. Go to the Credit card Machine
10. Reports: Press Report: select Detail + Enter
11. Press Function than batch: press clear for next transaction: to end review press cancel
12. Press Totals To see subtotals press enter repeatedly until terminal reads no more totals.
13. Settlement: Press settle Password (0000) + Enter Sales Correct? Press enter to accept or Clear to reject Refunds Correct? Press enter to Accept or Clear to Reject
14. Retrieve the White Envelope
    a. Prepare to fill out the front of the envelope
15. Put an X through the "Postage Income", "Tape Rental", and "Other" these will remain Blank
16. Write in "Taxable Sales" box
    a. This will be on "X" tape next to the letters TX TL
17. Write in any Non- Taxable sales
    a. this generally won't happen, so skip step if necessary)

18. Write in the "TAX" box
    a. This will be the number next to the letters TX
19. Write in the total under "Summary Tape" box
    a. This is [cash (CA) + credit card (CH) + TAX]
    b. Fill in the lines for Cash, MC/VISA, Amex, Discovery, and then total them on the bottom line (reference tape for this information)
20. Write in any Voids in the "Less Voids" box (no voids skip step)
    a. Subtract them from total
21. Write in the "Actual Receipts" box
    a. This is the actual amount that is being put in the receipt
    b. If there are any overages and shortages write in the "+/- box"
22. Recount and Recount the money again (skip step if everything is balanced)
    a. If the money isn't balancing out recount money
    b. If there is still a problem, turn machine off put money in the "safe" and tell Mike or Charlie
23. Insert key into cash register
24. Turn key to X1/Z1
25. Hit the Decimal KEY (.)
26. Hit the CA/AT BUTTON (back up the drawer will open fast)
27. Write the "Z" clearing number in the space on the front of the envelope
    a. this is the number at the top of the receipt (under the date)
28. Write your initials and write the date
29. Turn off the lights and close the door (You're done!)

Errors – Voids or if the register crashes!

1. Don't Panic!
2. If you didn't hit the "taxable sales" hit the CL (clear) key and you are okay
3. If you hit the "taxable sales," just finish out the transaction as normal and Keep the receipt for later
4. Re-ring the person's sale (If necessary)
5. Write void on the back of receipt along with a brief explanation of what happened
6. Put this receipt under the drawer in the cash register

Void on the Credit Card

1. Insert the key into the register
2. Turn the key to "Void"
3. Re-Do the sales in the order it appears on the receipt (1st purchase, 2nd purchase, etc)
4. Press the "CH" button
5. Staple all receipts together (the visitors receipt and void receipt)
6. Go to Credit Card Machine

7. Push Void Key
8. Invoice Number + enter Correct? To Void Press Enter

Desired Outcome

Following this SOP should result in quick sales, increasing visitor satisfaction. More concretely, it will result in a balanced close-out at the end of the day. It is highly desirable to have the cash in the drawer line up with the cash register's total.

YOUR RECEIPT

THANK YOU

06-22-04

Z # (D)

Z1 0001

DISCOUNT 1 Q

-1.50% 1

NET TOTAL (A)

*157.10 ST

TOTAL TAXABLE TX 1

*90.00 TX ST

*7.75 TX

*0.00 RF

*7.75

TOTAL TAX (B)

*7.75 TX TL

GROSS TOTAL (C)

*164.85 ST

INCLUDING TAX

1 Q

-1.50% 1

1 Q

*10.00 VD 1

TRANS # 1 NS (E)

→ 14 Q

*164.85 TL

CASH 12 Q

*143.99 CA

CHECK 1 Q

*10.86 CK

CHARGE 1 Q

*10.00 CH 1

Cash *143.99 CA TL

Check *10.86 CK TL

total 154.85 TL

000-0033

* 8-53

Daily Close-Out Envelope

(A) 157.10 NET TOTAL

(B) TOTAL TAX

(C) GROSS TOTAL

	Taxable Sales	Non-Taxable Sales	Sales Tax	Postage Income	Tape Rental	Other	Summary Tape	Actual Receipts	+/-
Tape Total	90.00	67.10	7.75				164.85		
Less Voids		DEPT 5		DEPT 10					
Adjusted Totals									

Cash & Checks ____

Visa/MC ____

Amex ____

Discover/Novus ____

Total ____

Clerk's Initials ____

Z-Clearing Number (D) 0001

Date ____

(E) customer count = 14 (transaction #)

Castle Williams Admissions Plan

NOTE: This is *not* a typical SOP. Standard SOP formatting will not be used.

PART A: STAGE ONE ADMISSION – to be used on all Fridays, as well as Saturdays and Sundays anticipated to have low visitation due to weather, etc. The Lead Seasonal Ranger in charge of scheduling at the time, with input from staff and supervisors, determines whether to enact Stage One or Stage Two admission as part of the Morning Briefing.

The Castle can be staffed with a minimum of five staff. At the start of the day, they are the following:

1. Gate
2. Courtyard A
3. Courtyard B
4. Tour Sweeper
5. Tour Lead

A sixth staffer may be added as Gate B if such staffing is available.

The existing Opening SOP for the Castle is followed from 9 AM until 10 AM. Following completion of the Opening SOP:

1. The Gate ranger sets up table by gate to Castle; on this table is a box with 75 admission tags, as well as a signboard with the following information listed:
    a. The Castle has a limited capacity. Please take an admission tag as you enter, and leave it behind when you leave.
    b. The Castle is open from 10:00 AM to 4:15 PM.
    c. The following sign is reversible, but begins on Side A:
        i. Side A: If there are no admission tags available, please form an orderly queue, and a Ranger or Volunteer will admit you when tags are available.
        ii. Side B: Due to high visitation, a time pass good for an hour-long visit is required to enter the Castle. Please visit the Gazebo (located on your left) for your time pass.
    d. The following sign is reversible, but begins on Side A:
        i. Side A: Interior and roof tours are offered every half hour on the hour and half hour. They are limited to 15 visitors per tour. Please inquire with a Ranger about free tickets.
        ii. Side B: Interior and roof tours are offered every half hour on the hour and half hour. They are limited to 15 visitors per tour. Please inquire at the Gazebo (located on your left) for a free ticket.
2. Starting at 10 AM, the Gate Ranger admits visitors on a first-come, first-served basis. Each visitor MUST take an admission tag, and MUST return it when they leave; the Gate ranger must enforce this.
3. If all the tags are taken, the Gate ranger must control a queue around the Castle.

   a. If the Gate ranger needs assistance controlling the line, they may call over the radio for Courtyard B to assist them.
   b. If the line becomes unmanageable or becomes more than ten visitors long, the Gate ranger may call for Stage Two admission. See Part C for this procedure.
4. Courtyard A manages roof tour tickets. These tickets are in the form of stickers (similar to the NHLD tour tickets). On the sheet, the tickets change colors every 15 stickers. Only visitors with that half-hourly chunk's tickets may join that tour.
   a. Visitors should be directed to assemble by the door to Staircase C (the central staircase) approximately five minutes before the tour begins.
5. Courtyard B hovers near the entrance to the Castle to assist Gate with ensuring that admission tags are returned.
6. The Castle closes at 4:15 PM, at which point the Gate ranger prevents all access to the Castle, and all other Rangers sweep the entire building.
   a. Tour Lead takes the third floor and the roof.
   b. Tour Sweep takes the second floor.
   c. Courtyard A takes the courtyard and open ground-floor casemates.
   d. Courtyard B assists as necessary.
   e. All other procedures are followed as per the existing Closing SOP.

PART B: STAGE TWO ADMISSION; 10-4:15 – to be used from the day's start on Saturdays and Sundays when normal visitation is anticipated. The Lead Seasonal Ranger in charge of scheduling at the time, with input from staff and supervisors, determines whether to enact Stage One or Stage Two admission as part of the Morning Briefing.

The Castle can be staffed with a minimum of five staff. At the start of the day, they are the following:

1. Gate
2. Courtyard A
3. Gazebo
4. Tour Sweeper
5. Tour Lead

A sixth staffer may be added as Gate B or Courtyard B, at Gate's discretion, if such staffing is available.

1. The Gate ranger sets up table by gate to Castle; on this table is a box with 75 admission tags, as well as a signboard with the following information listed:
   a. The Castle has a limited capacity. Please take an admission tag as you enter, and leave it behind when you leave.
   b. The Castle is open from 10:00 AM to 4:15 PM.
   c. The following sign is reversible, but begins on Side B:

        i. Side A: If there are no admission tags available, please form an orderly queue, and a Ranger or Volunteer will admit you when tags are available.
        ii. Side B: Due to high visitation, a time pass good for an hour-long visit is required to enter the Castle. Please visit the Gazebo (located on your left) for your time pass.
    d. The following sign is reversible, but begins on Side B:
        i. Side A: Interior and roof tours are offered every half hour on the hour and half hour. They are limited to 15 visitors per tour. Please inquire with a Ranger about free tickets.
        ii. Side B: Interior and roof tours are offered every half hour on the hour and half hour. They are limited to 15 visitors per tour. Please inquire at the Gazebo (located on your left) for a free ticket.

2. Starting at 10 AM, the Gate ranger monitors the Castle's entrance. Visitors will be allowed to enter the Castle and take an admission tag without a time pass if the following conditions are met:
    a. The group entering is smaller than 5 in number
    b. Gazebo has not informed Gate of a shortage of time passes
    c. More than 15 admission tags remain undistributed
    d. Gate believes this to be appropriate, because is visitation is slow at this time
2. In any other case, all traffic is redirected to the Gazebo to pick up a time pass.
3. Gazebo distributes time passes at a table in the NPS Gazebo, and they take the form of stickers. They are marked with the times they are good for, in hourly increments. There are 60 of each time pass. This means there are time passes for the following times:
    a. 10:00 AM – 11:30 AM
    b. 11:30 AM – 12:30 PM
    c. 12:30 PM – 1:30 PM
    d. 1:30 PM – 2:30 PM
    e. 2:30 PM – 3:30 PM
    f. 3:30 – PM to 4:15 PM
4. Gazebo may distribute any time pass that is still valid, either presently or in the future. This means that at 1:00 PM, they may distribute time passes for 12:30 PM – 1:30 PM or any later time. A time pass which is "partially expired" is only good until the end of its stated time slot; a 12:30 PM – 1:30 PM pass distributed at 1:00 PM is therefore only good for 30 minutes.
5. If Gazebo has distributed more than 40 of a time pass for any given time slot, Gazebo will radio to Gate to inform of this both as soon as it happens, and, if applicable, shortly before that time slot begins. Gazebo will radio again if they have distributed all of a certain slot's time passes.
    a. Once receiving a call about a time pass shortage, Gate may no longer admit

6. Once a visitor arrives with their time pass, Gate gives them an admission tag in order to monitor the total number of visitors in the Castle at any given time. These visitors are required to return their time passes upon leaving the Castle.
7. If all admission tags have been distributed but visitors with valid time passes are attempting to gain entrance to the Castle, this means visitors with expired time passes are still inside the Castle. Gate will make a radio call to Courtyard A, who will sweep the Castle for expired time passes and escort these visitors out of the Castle. Only after these visitors have left may more visitors be allowed inside.
8. Gazebo manages roof tickets. Gazebo should make it clear upon distributing time passes that roof tour tickets are only available through him/her. These tickets are in the form of stickers (similar to the NHLD tour tickets). On the sheet, the tickets change colors every 15 stickers. Only visitors with that half-hourly chunk's tickets may join that tour.
    a. In the event that roof tour tickets are available but time passes are not, a visitor may request exclusively a roof tour ticket. Gazebo should radio to Gate to inform them that a visitor will be entering the Castle for a roof tour only, and needs to be escorted out after the tour.
    b. Visitors should be directed to assemble by the door to Staircase C (the central staircase) approximately five minutes before the tour begins.
9. Courtyard B hovers near the entrance to the Castle to assist Gate with ensuring that admission tags are returned.
10. The Castle closes at 4:15 PM, at which point the Gate ranger prevents all access to the Castle, and all other Rangers sweep the entire building.
    a. Tour Lead takes the third floor and the roof.
    b. Tour Sweep takes the second floor.
    c. Courtyard A takes the courtyard and open ground-floor casemates.
    d. Gazebo puts away the Gazebo materials, and assists as necessary in the Castle.
    e. All other procedures are followed as per the existing Closing SOP.

PART C: STAGE TWO ADMISSION; MID-DAY OPS CHANGE - to be used when Gate makes the call to switch to Stage Two Admission (see Part A 3-b)

1. This scenario only occurs when the Castle was opened according to Stage One Admission procedures, but Gate makes the call to switch to Stage Two Admission procedures, as outlined in Part A 3-b.
2. Staffing changes to the following, identical to Part B staffing:
    a. Gate
    b. Courtyard A
    c. Gazebo
    d. Tour Sweeper
    e. Tour Lead
3. This means Courtyard B leaves the Castle to set up the Gazebo, taking the roof tour tickets from Courtyard A at this time.

4. Gate reverses both reversible signs on the signboard to Side B.
5. All currently queued visitors for entrance into the Castle are allowed to enter as admission tags become available, **but no new visitors shall be allowed to join the queue, and will be redirected to the Gazebo for acquire a time pass.**
6. Gazebo will **not** distribute time passes for the current hour, to allow number of visitors in the Castle to fall. This means if the call to switch to Stage Two is made at 12:15, no time passes will be distributed until the 1:00 PM – 2:00 PM time slot.
7. All other operations occur as outlined in Part B.
8. **NOTE: Once the call is made to switch to Stage Two Admission, this change is permanent and cannot be reversed for the rest of the day.**

PART D: ORIENTATION TOURS – this part is experimental in nature and may be changed if necessary as we acquire a better understanding of how the Castle operates

1. 15 tickets, in the form of stickers, are carried by the ranger giving an orientation tour.
2. These tickets provide access to the Castle as part of the orientation tour, and should be distributed on a first-come, first-served basis.
3. After all 15 tickets have been distributed, additional visitors on the tour can only be admitted if (under Stage One Admission) there admission tags available or (under Stage Two Admission) they already have a time pass.
4. **Visitors beyond the initial 15 to the tour should be made aware as they arrive that they are not guaranteed admission to the Castle.**

Introduction

Visitor use statistics are among the most important quantitative data that a Park can collect. These numbers ensure the continued funding of the Park, allow for more hiring, provide insight into what's working and what isn't, and allow greater understanding of the public experience of the site. Inconsistent, inaccurate, or otherwise poor reporting habits can have adverse effects on the Park as a whole.

This SOP will detail the process of collecting, digitizing, reporting, and analyzing visitor use statistics.

Procedure

Prepare record sheets

1. Data are collected by way of the *Governors Island National Monument Statistics Record Sheet*, kept in log books at Castle Williams, the Park Bookstore, and the Battery Maritime Building
2. Contacts that are made in Castle Williams or to visitors in line to the Castle are to be recorded in the log book in the Castle, contacts made at the BMB should be recorded there, and all other contacts should be reported to the Bookstore log book, either in person or via radio transmission
    a. Note that this is simply a best practice, not a hard and fast rule. If a ranger greeted visitors at Soissons Dock and forgot to report this until they are at their station at Castle Williams, it is acceptable to note the dock greet in the Castle Williams logbook
3. Understanding the record sheet
    a. The sheet is divided into several sections: Roves, Daily Programs, Drop-in Programs, Waystations, Living History/Weapons Demos, and Junior Ranger Book Tally, on the front, with Castle Williams Roves, Castle Williams Roof Tours, and Castle William Drop-in Programs on the back. There is also space for additional records and notes
    b. For each record made, the recorder must determine where it should be placed on the sheet and how to fill in each field. This is very simple: informal contacts ("roves") should be placed under the "Roves" table. Daily Programs refers to tours or other programs that occur each day. Drop-in programs refer to any other programs. All programs occurring at Castle Williams should be recorded on the back of the sheet.

Record data

1. Each sheet *must be dated when it is started*, and when one sheet fills for the day, whomever records the next entry must start a new one. There should be an ample supply in every log book at all times

2. Records should be made on a *consistent and frequent basis*; if possible every half hour, and certainly immediately following every formal program
3. Any particular notes of interest, or records that do not fit well anywhere else, should be noted freehand in the Notes and Other Records section on the back of the sheet
4. **A very important note:** location names *must* be standardized, and *only one location may be listed per entry*. If a ranger is walking between Colonel's Row and Castle Williams and radios a record to the bookstore as "I roved to 8 people walking between Colonel's Row and Castle Williams," this data becomes more difficult to categorize. Rangers should be encouraged to either choose a single location where the majority of the contacts took place, or to record two separate entries. Additionally, reporting unusual locations—say, "Andes Road" or "leaving 107" should be simplified to a "General Rove." The current list (2012) of reportable locations is a follows, although the Collateral Duty Statistics Coordinator may change it in the future:

    a. Fort Jay
    b. Castle Williams
    c. Colonel's Row
    d. Nolan Park
    e. Soissons Dock
    f. Dock 101/Brooklyn Dock
    g. Dock 102
    h. Picnic Point
    i. Harbor Map
    j. Bookstore
    k. BMB
    l. General

5. **Another important note:** the current mechanism for recording statistics for non-public access days is to simply report visitation numbers to the Collateral Duty Statistics Coordinator either verbally or via email, and for the coordinator to directly input these numbers onto the Excel spreadsheet for each month (see below). No record sheet is used.

Digitize data

1. At the beginning of every new workweek (as of 2011, usually a Wednesday), the compiler should assemble all three logbooks so that he or she might enter the contents into an Excel spreadsheet
2. The template for this spreadsheet can be found in the Statistics folder on the AllUsers drive or in the Visitor Use Statistics SOP folder
3. While entering the data is relatively straightforward, sometimes categorizing a record made by a ranger is not
    a. An entry marked "Fort Jay Rove" is simply added to the Fort Jay column on the spreadsheet. An entry marked "Living History Rove Nolan Park Kids" int Additional Notes and Records section may be more difficult to classify; the compiler's judgment must be used. The important factor here is logical consistency over the course of the season—if the previously mentioned entry

is classified as a Kid's Program, similar informal programs given to children should *always* be logged as such

4. At the end of each month, the microtables below the main spreadsheet table must be filled out. These mostly involve copying data from the above larger table, but some of them involve reclassifying data—the Ed Programs table, for instance. Supervisory input should be sought for this, as modes of categorization change from year to year

Report data

1. At the end of every month, all data must be submitted to WASO. Use a web browser to navigate to the following URL: http://www2.nrintra.nps.gov/mpur/
2. When asked to log in, use the Username **SAHI** and the Password **SAHI**. Select GOIS as your National Park, and then select Input Data
3. Under "Number of Interpretive Tours", enter the total number of tours given, including special tours, VIP tours, special programs, weapons demonstrations, anything—but ONLY formal interpretation. Don't include roves, etc. Under "Number of Visitors on Interpretive Tours", enter the total number of visitors for all formal interpretation. Under "Number of Visitors Entering the House", enter the total number of people on the ferry every day added to the number of people on your weekday District Tours (because the Trust does not include those people in its reports). Click submit. This concludes the process.

Desired Outcome

By following this SOP, the Collateral Duty Statistics Coordinator will keep a thorough and accurate account of the work done by the Interpretive Division. This will allow the division to justify its expenditures, operational decisions, staffing, and programmatic offerings.

Additional Notes

This SOP details only the minimum duties of the Collateral Duty Statistics Coordinator, but if the person assigned this collateral duty is particularly knowledgeable and/or enthusiastic, he or she is encouraged to interpret the data and generate a short report each month discussing patterns and changes. This is purely in-house and need not be written to any specific format, but your insight as the only ranger who sees the numbers every day makes you extremely valuable in terms of improving the efficacy of the site.

Group Tour Reservation SOP

Introduction

Reservations are required for all groups of ten or more on tours that occur outside of public access days. Following this SOP will ensure that a) groups are aware of the requirements of the tour, b) no tours are overbooked, c) all staff is aware of reservations and can plan accordingly.

This SOP will describe the process for communicating with tour groups, entering a group's reservation into the filing system, ensuring supervisors can plan for large group reservations, and ensuring physical tickets are available for the group at the Battery Maritime Building.

Procedure

1. Receive call or return call from interested group leader.
    a. Use "Group Reservation Information" Form (front sleeve of group tour binder) to fill out contact info, time and date preferences, and group size and special needs.
        i. Acceptable group size = 10-30.
            1. 30 spaces for group reservations, 50 for general public per tour)
        ii. Reservations must be made at least one week in advance.
2. Determine whether interest is for walking tour or bus tour (group must provide the bus).
    a. Walking tours available Wednesday, Thursday at 10 A.M. or 1:15 P.M.
    b. Bus tours available based on staff availability at 3 P.M. Wednesday, Thursday.
3. Emphasize ALL of the following before setting a date:
    a. For all Tours (Walking or Bus):
        i. Ask if there are any special needs.
        ii. Limited facilities on island – restrooms, snack, and water.
        iii. Tours geared towards adult audiences.
            1. Students require 1:10 ratio adult supervision.
                a. For student groups, remind leader that if chaperones cannot control group, tour ends and returns to wait for next ferry.
        iv. Tours will be guided during allotted time – no opportunity for independent exploration. Must stay with group at all times and return on ferry following tour.
        v. Tour will occur if raining, unless severe. No guarantee for makeup date. Tours are subject to cancellation if ferry service not operational.
        vi. Bus tours begin after group arrives on 3 P.M. ferry and lasts approximately 75 minutes (3-4:15) with time for bookstore. Disembark on 5 P.M. ferry.
        vii. Ferries leave promptly at 10:00, 1:15, and 3:00.
    b. For Walking Tours:

   a. 1.5 miles walking, 1.5 hours. Time for bookstore afterwards. Disembark on ferry two hours after arrival—ensure group is capable of this.
   b. Possibility that groups will be split up. Cannot guarantee private tour. Reservation simply reserves space on tour.
4. Set a date, checking to see that there are no more than 40 tickets reserved in total for that time on that date.
   a. Set back-up date in case of schedule conflicts.
5. If someone other than the coordinator of group reservations has first contact with group leader, give "Group Reservation Information" Form to coordinator or file in Group Reservation Binder.
6. Coordinator contacts group leader.
   a. Set final date and time based on availability of staff.
   b. Remind leader that entire group must arrive at least 15-20 minutes before departure.
   c. Go over everything from Step 3 again.
7. Coordinator fills out Governors Island Group Tours form (AllUsers à Seasonals à Group Reservations).
   a. Fax or e-mail contract to group leader.
   b. Leader must read, sign, and return contract.
      i. Check fax machine inbox for returned group tour contracts.
      ii. Contact group leader at least 48 hours before scheduled tour if contract has not been signed and returned.
8. Upon receiving signed contract, file in Group Reservation Binder.
9. Every Sunday - put together 80 tickets for each tour time for each day (4 packs of 80 tickets).
   a. Check Group Reservation Binder for tours scheduled for the following Wednesday and Thursday.
      i. Pull and label reserved tickets from the pack of 80 tickets that corresponds to the reservation date and time.
   b. Fill out Reserved Tickets Cover Sheet for the week (AllUsers à Seasonals à Group Reservations).
      i. Include group names, points of contact names, phone numbers, and number of tickets reserved for each group.
   c. Place tickets and cover sheets in the Wednesday/Thursday tickets folders.
      i. At the end of the day, place ticket folders at the NPS desk in the Battery Maritime Building.
   d. FOR BUS TOURS:
      i. Fill out a public access vehicle list form (AllUsers à Seasonals à Group Reservations).
         1. Include date, time of bus departure on an off island, purpose of visit, NPS approval, point of contact name and phone number.
         2. E-mail to gidesk@mikestapleton.com.

Desired Outcome

Following this SOP will ensure high visitor satisfaction as groups will have a smooth and painless experience booking and participating in a tour, and will ensure all staff is able to prepare for group reservations.

Additional Notes

It is *very important* that the Collateral Duty Reservations Manager create tickets on a weekly basis. Running out of tickets at the BMB leaves us with no way of identifying tour members and impairs our ability to track the number of visitors on a program.

Cleaning 107 SOP

Introduction

This SOP details what is necessary to ensure a tidy office space. This SOP should be conducted each day, with the rangers scheduled to clean 107 taking the lead.

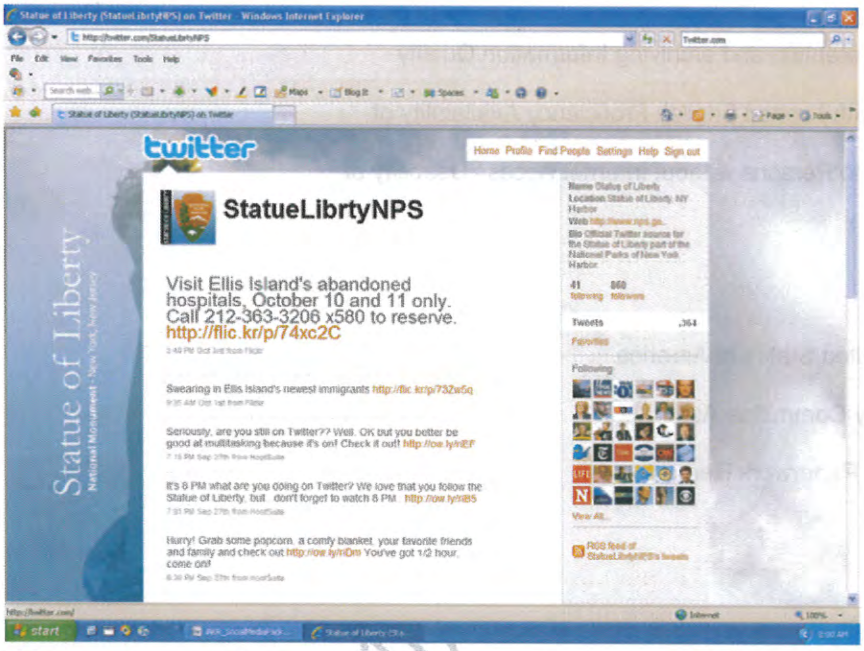
Procedure

1. Tidy office table
    a. Table should be cleaned and emptied at the end of each day.
    b. Binders should be placed on shelf and neatly organized.
    c. Miscellaneous papers should be placed in binders or folders.
    d. Library books should be placed next to binders or returned to shelf.
    e. Items left on table will be recycled
2. Make sure recycled materials (bottles and paper) are separated from trash and placed in the appropriate blue bin.
3. All radios must be turned off and placed in chargers for the next day.
    a. Radios with problems need to be tagged with the problem description and the person reporting it.
4. Log off and shut down all computers.
5. Close all windows that you open. When it is humid, windows may get stuck so please attempt to close the windows by 4:15 so we have time to un-stick them.
6. Put all squirt bottles in the refrigerator.
7. Cleaning the Conference Room
    a. Wipe down the conference room with a damp paper towel or windex to remove food and drink rings on the table
    b. Empty the trash can in the back – don't forget to separate the recyclable material from the trash.
    c. Rinse out the coffee pot and throw away the coffee grinds.
    d. Remove all research materials from the conference room table, including the coffee maker room.
    e. Push all the chairs in around the tables.
    f. Log-off and shut down all computers.
8. Microwave area
    a. Please **immediately** clean-up any messes that may arise from using the microwave or that spills onto the counter.
    b. If you use a plastic cup for water, please throw it away.
    c. Check the area for interp. materials that have accidentally been left behind.
9. Photocopy area
    a. Please keep the area looking tidy by stacking paper into piles.
    b. Any copies that are made and not tended to may be recycled, so please remember to keep an eye on your things.
    c. Immediately report any paper jams you cannot handle by the touch screen directions. Check to make sure paper trays are at least half full (a common reason for jamming is a few sheets left in the paper trays). Also report when consumables have run out and stopped the machine. Do not use tools to remove paper as this can damage the inner workings of the machine and leave the division without a copy machine.

Desired Outcome

Keeping a tidy office will reduce pest problems, ensure files stay organize, and increase office efficiency. Management expects the seasonal staff to maintain a clean workspace.

Social Media Handbook



National Park Service -NPNH

October 2009

Working Draft

SECTION 1: Social Media and Social Networking

Overview of Social Media Technologies

The National Park Service, National Parks of New York Harbor (NPNH) Social Media Handbook provides guidance to parks and programs in the use of social media including multimedia sharing websites, blogs and microblogs, social networking websites, document sharing repositories and third party widgets. The handbook describes many types of technologies but does not provide an endorsement for their usage. Terms of Agreement, accessibility, and appropriate uses vary from site to site and participation requires a careful review for best practices.

Social media sites currently endorsed by NPS-NPNH are listed separately in the handbook appendix.

Social media sites and technologies are fluid and constantly changing. This handbook provides guidance in the interim while National and Departmental policies and guidelines are developed and dispersed. The handbook remains a work in progress and will be updated as appropriate. Questions related to usage or the NPS-NPNH Social Media Handbook should be directed to the NPNH Web Manager.

1.) Multimedia Sharing Websites

Multimedia sharing websites are an avenue to distribute and share multimedia produced by the government to a broader and more diverse audience in order to further the mission and goals. Numerous multimedia sharing websites such as YouTube, Vimeo, Blip.tv, Flickr, Ustream and iTunes allow users to upload and share photos, video or audio content.

- **Examples of Government Use of Media Sharing Websites**
    - Library of Congress – Flickr http://www.flickr.com/photos/library_of_congress/
    - GSA – YouTube http://www.youtube.com/USGovernment
    - White House – iTunes http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewArtist?id=299652047

2.) Blogging (which includes Microblogging)

A web log or "blog" is a web site where a blogger makes regular entries in a journal or diary fashion. A typical blog focuses on a specific topic and may combine text, images, and links to other blogs, web pages, and other media related to the topic.

Blogs create two-way communication between the blog author(s) and visitors by enabling the exchange of comments based upon the content of the blog.

There are as many benefits as there are risks to maintaining a public blog on a government web site, the top risk being the potential for legal liabilities. Although blogs are informal, as official government communications, they must be treated as such if they appear on a government web site. Their content must be controlled to ensure that it is in keeping with the mission and reputation of the authoring agency.

Blogging and microblogging in essence are the same except that microblogs are much shorter posts (usually under 140 characters) and are generally posted through third party sites such as Twitter and Laconica.

Blog Approval and Management

All official NPS-NPNH blogs on public web sites must be approved by the NPNH Web Manager and/or Park Superintendent/Public Affairs Office prior to creation and implementation. In addition, a record must be maintained by the park or program that provides the following information: the purpose of the blog; proposed blog web address (URL); which employees have access, and point of contact information.

If issues addressed in the blogs are potentially sensitive in nature, coordination must be through the NPNH Public Affairs Office, Park Superintendent or Park Public Affairs Office before posting.

Blog topics must avoid areas of potential litigation and the appearance of being an official channel for comments used as part of a rulemaking process.

Creation and approval of new blogs will require the following from parks and programs:

- examine the need for the blog and justify why a standard web page would not be sufficient;
- have a process in place that governs who can post a blog;
- identify the NPS author on the blog;
- establish a procedure for reviewing/approving blog entries;
- establish a process for archiving the information on the blog and retaining blog content according to its records disposition schedule;
- establish a policy regarding editing/disqualifying submissions if the public is allowed to place comments on the blog;
- establish a policy regarding replies to comments or questions if the public is allowed to submit blog comments;
- include privacy, FOIA, and disclaimer notices on the site, as appropriate

Blog Content

Any material posted to the web that is managed, maintained, hosted, or sponsored by the NPS-NPNH is an official government publication and must comply with all applicable Federal laws and policies and the DOI Web Standards.

As an official publication of a U.S. Government organization, blogs must be accurate, fair, unbiased, and reflect positively on the National Park Service. All blogs must support the NPS mission and blogging activities must not interfere with the agency's primary mission.

Blogs are intended for the informal exchange of information and ideas and not as a conduit to receive official comments on NPS proposed rule-making. They play no official role in the organizational decision-making. Citizens wishing to leave comments regarding Federal Register notices must do so via the process described in the notice.

Blogs must be predictable, reliable, and dependable. Once a blog is started, it must be regularly updated. On occasion, blogs may be established to support a specific project or study. When the project of study is completed, the last blog entry will clearly indicate the date blog entries ended.

Blog content provided by NPS-N employees must meet the accepted NPS standards for information quality. Links from blogs must comply with Departmental linking policies in the DOI Web Standards, (3.4 Linking Policies and Linking to Non-Federal Web sites).

Comments received through two-way blogs must be reviewed by the NPS before those comments are posted. Each park or program must have clear and defensible standards for blog comments. Standards, at a minimum, should reflect the items listed below in the Blog Comment Policy.

Blog Comment Policy

All blog sites that allow visitors to post comments should contain the following policy or a link to it on a Blog Use Policy page:

This blog will be moderated. All comments will be reviewed before posting. Only comments that comply with this Blog Use Policy will be approved for posting.

- Certain postings will not be allowed, such as those containing: ☞ The use of vulgar, offensive, threatening or harassing language; ☞ Threats against the government, its employees, or other citizens; ☞ The violation of the privacy of another individual; and ☞ Promotions of commercial products or services.
- Public blog comments should be limited to comments related to the posted topic. We will not post comments that are clearly off-topic.
- The blog is not open to comments promoting or opposing any person who is campaigning for election to a political office or promoting or opposing any ballot proposition.
- Communications made through the blog's e-mail and messaging system will in no way constitute a legal or official notice or comment to the U.S. Department of the Interior (or Bureau) or any official or employee of the U.S. Department of the Interior (or Bureau) for any purpose.
-
- References in blog entries to commercial entities, products, services, or other nongovernmental organizations or individuals are provided solely for the information of individuals using this blog. These references are not intended to reflect the opinion of U.S. Department of the Interior (or Bureau), the United States, or its officers or employees concerning the significance, priority, or importance to be given the referenced entity, product, service, or organization. Such references are not an official or personal endorsement of any product, person, or service, and may not be quoted or reproduced for the purpose of stating or implying U.S. Department of the Interior (or Bureau) endorsement or approval of any product, person, or service.
- This Blog Use Policy is subject to amendment or modification at any time to ensure that its continued use is consistent with its intended purpose as a limited forum.
- Reporters are asked to send questions through their normal channels (the appropriate DOI Bureau/Office Public Affairs or Communications Office) and to refrain from submitting questions here as comments. Reporter questions will not be posted.
- Given the need to manage federal resources, moderating and posting of comments will occur during normal business hours Monday through Friday. Comments submitted after hours or on weekends will be reviewed for posting the next business day.
- To protect your own privacy and the privacy of others, please do not include phone numbers or email addresses in the body of your comment. Background information such as IP address of the submitting computer may be captured as part of general operations but will not be linked to specific comments.

- **Examples of Government Use of Blogs and Microblogs**
  - Dipnotes – State Department Blog: http://blogs.state.gov/
  - TSA Blog: http://www.tsa.gov/blog/
  - White House Twitter Feed: http://www.twitter.com/whitehouse

3.) Social Networking

Social networks are tools used to connect people with similar interests and/or activities. Interagency and intergovernmental social networking sites can promote cooperation across government. Internal social networking sites can establish connections across traditionally stove-piped and geographically dispersed organizations. Public social networking sites can be used to further promote government information and services. By setting up a group in Facebook, for example, government can provide information resources and staff interaction with members of the public who are interested in a facet of an agency's work and mission. Doing so expands the government's outreach capabilities and ability to interact. Facebook, MySpace, Ning, and LinkedIn are examples of social networking websites.

Examples of Government Use

- o Facebook – White House: http://www.facebook.com/whitehouse
- o Facebook – State Department: http://www.facebook.com/pages/Washington-DC/USDepartment-of-State/15877306073
- o MySpace - White House: http://www.myspace.com/whitehouse

4.) Social Bookmarking

Social bookmarking tools like Digg, Reddit, or Delicious allow users to share links to interesting information with larger audiences. These websites typically allow users to organize their bookmarks using tags and share them either with the public, a specified group or privately. Adding a simple widget on DOI or bureau content pages that allows visitors to share the content of the page via social bookmarking tools, social networking tools or email is a simple way that DOI and bureaus can drive traffic to websites and allow visitors to quickly and easily share our information with their networks.

Examples of Government Use

- o DHS – Share This Page: http://www.dhs.gov/index.shtm
- o State Department – Bookmark: http://www.state.gov/
- o USA.gov – Share: http://www.usa.gov/

5.) Third Party Widgets

A **web widget** is a portable chunk of code that can be executed within any separate HTML-based web page, generally to allow content from one site to be presented dynamically within another. Widgets often take the form of on-screen tools (clocks, event countdowns, auction-tickers, stock market tickers, flight arrival information, daily weather etc).

SECTION 2: Federal Policies Applicable to the Use of Social Media

Section 508 (Accessibility)

Section 508 of the Rehabilitation Act of 1973, (as amended), requires that electronic and information technologies purchased, maintained, or used by the Federal Government meet certain accessibility standards. These standards make online information and services available to the 54 million Americans who have disabilities, many of whom cannot access information that does not comply with Section 508 standards. Agencies are required by the Federal Acquisition Regulations to modify acquisition planning procedures to ensure that the 508 standards are properly considered, and to include the standards in required documents. OMB reminds agencies to disseminate information to the public on a timely and equitable basis and to meet Section 508 requirements in OMB Memorandum M-06-02. Agencies employing non-Federal Web 2.0 services are required to ensure that persons with disabilities have equal access to those services as defined in the Accessibility Standards. However, equivalent access to the information disseminated on those services must be displayed on the agency's website with a clear link back to accessible content.

All content displayed on NPS-NPNH websites must adhere to 508 standards regardless of whether or not the content is created and hosted by NPS-NPNH. Content created and hosted by a third party and displayed on NPS-NPNH websites via a widget is subject to 508 compliance standards.

Resources: Section 508 of the Rehabilitation Act ,OMB Memo M-06-02

Records Management, Retention and Archiving

When using electronic media, whether it is a blog, website, wiki, email, or any other type of electronic communications, the regulations that govern proper management and archival of records still apply. The National Archives and Records Administration offers resources and guidance to agencies to ensure proper records management.

Resources: OMB Circular A-130, "Management of Federal Information Resources," section 8a4, Implications of Recent Web Technologies for NARA Web Guidance

Information Quality

The public places a high degree of trust in government content and considers it an authoritative source. Under the Information Quality Act and associated guidelines, agencies are required to maximize the quality, objectivity, utility, and integrity of information and services provided to the public. With regard to social media information dissemination products agencies must reasonably ensure quality information and service consistent with the level of importance of the information. Reasonable steps include: 1) clearly identifying the benefits and limitations inherent in the information dissemination product (e.g., possibility of errors, degree of reliability, and validity), and 2) taking reasonable steps to remove the limitations inherent in the product or information produced. Agency management must ensure that the agency position is reflected in all communications rather than one person's opinion.

NPS-NPNH sites should post a disclaimer when posting content on third party websites that explains National Park Service is only responsible for the quality of the information posted by the official NPS account and not for the quality of the information posted by other users.

Resource: Information Quality Act, Pub. L. No. 106-554

Availability to Persons with Limited English Proficiency
Executive Order 13166 requires that agencies provide appropriate access to persons with limited English proficiency. The scope of this requirement encompasses all "federally conducted programs and activities." Anything an agency does, including using social media technologies to communicate and collaborate with citizens, falls under the reach of the mandate. Under this Executive Order, agencies must determine how much information they need to provide in other languages based on an assessment of customer needs. The requirements for social media implementations are no different than those of other electronic formats.

DOI and the bureaus are responsible for satisfying all policy requirements related to content they provide to a third party site; however, they cannot control and are not responsible for other content on that site. If the third party site fails to satisfy the requirements of Executive Order 13166 or any other law or regulation discussed here and presents an obstacle for the site user to the DOI or bureau content, that content must be offered on the DOI or bureau primary web site in a fully compliant manner.

Resources: Commonly Asked Questions and Answers Regarding Executive Order 13166, Executive Order 13166

Availability of Information and Access to Persons without Internet Access
Agencies are required to provide the public who do not have internet connectivity with timely and equitable access to information such as hard copies of reports and forms. For the most part, using social media technologies as an exclusive channel for information distribution would prevent users without internet access from receiving such information. In addition, some social media services require high-speed internet access and high bandwidth to be utilized effectively, which may not be available in rural areas or may not be affordable. In general, this requirement is no different for social media implementations than it is for other electronic service offerings. Programs must simply make alternative, non-electronic forms of information dissemination available upon request.

Resources: OMB Circular A-130 section 8 (See a 5(d)) and Appendix IV

Usability of Data
Many social media technologies allow users to take data from one website and combine it with data from another, commonly referred to as "mashups." Agency public websites are required, to the extent practicable and necessary to achieve intended purposes, to provide all data in an open, industry standard format that permits users to aggregate, disaggregate, or otherwise manipulate and analyze the data to meet their needs. Agencies need to ensure that these open industry standard formats are followed to maximize the utility of their data.

Resource: OMB Memo M-05-04 and "*Provide Appropriate Access to Data*" (WebContent.gov)

Copyright Law
Images, text, video and audio files used in blogs or on third party social media websites must comply with copyright law of the United States of America and related laws contained in Title 17 of the United States Code and other Federal policies and directives. Content in any format produced by DOI employees in the performance of official duties is considered part of the public domain.

Resources: Copyright.gov, U.S. Trademark Law

Privacy
Federal public websites are required to conduct privacy impact assessments if they collect personally identifiable information. They are required to post a "Privacy Act Statement" that describes the agency's legal authority for collecting personal data and how the data will be used, and post privacy policies on

each website in a standardized machine readable format such as Platform for Privacy Preferences Project, or P3P.

Two-way blogs must protect the privacy of citizens who contribute comments to the blog. Bureaus are encouraged to allow the actual public-facing comments to be anonymous to promote a freer exchange of ideas.

Bureaus and Offices are permitted to collect IP addresses, browser information, and similar data as part of their regular server logs and web site visitation analyses provided they use such information only in aggregate and cannot link it to specific blog content over time.

Although some social computing websites are exempt from the prior requirements since they are not federal websites, DOI is always bound to protect personally identifiable information on internal websites or pages on external social media websites. The Privacy Act of 1974 (as amended) may also apply to the activities undertaken on social media platforms, and individuals should consult with the DOI Privacy Office and Solicitor's office to ensure they comply with all privacy protection requirements.

Federal Advisory Committee Act

Since many social computing technologies excel at enabling information sharing across the internet, government programs may use them to share ideas regarding current and future plans, to gather opinions about a wide variety of issues and to strengthen the relationship between citizens and their government. Depending on circumstances (such as targeting specific experts for an online discussion of proposed policy), some of these efforts, depending on how they are structured, may meet the functional definition of a virtual or electronic advisory group and therefore fall under the purview of the Federal Advisory Committee Act (FACA). Just because an advisory committee meeting is held in virtual space instead of office space, it is not exempt from the government's rules on such activities.

Any advisory group, with limited exceptions, that is established or utilized by a federal agency and has at least one member who is not a federal employee, must comply with the FACA. In general, when G=government agencies seek input and suggestions from the public on various issues, FACA likely would not apply. However, if the government manages and controls the group in any way, such as selecting members, setting an agenda, or consolidating results generated by the group of participants, the group would fall within the bounds of FACA. To find out if a group comes under the FACA, any individual may contact the sponsoring agency's Committee Management Officer, or the GSA Committee Management Secretariat. Resource: FACA

Information Collection & Paperwork Reduction Act

Agencies are required, when practicable, to use electronic forms and filing to conduct official business with the public, and social computing technologies can be used in many cases to meet this need. Federal public websites must ensure that information collected from the public minimizes burden and maximizes public utility. The Paperwork Reduction Act (PRA) covers the collection of data from the public. The PRA requires OMB approval of all surveys given to ten (10) or more participants. This includes any sort of survey where identical questions are given to ten or more participants, regardless of the format. The exception to the survey rule is an anonymous submission form where users can provide open-ended comments or suggestions without any sort of government guidance on the content. Direct questions about the applicability of the PRA to the DOI or Bureau privacy officers or the Office of the Solicitor.

Resources: Paperwork Reduction Act

FOIA

Content posted via third party social media websites or on public government web servers becomes part of the public domain upon posting. Therefore, content is not exempt from FOIA requests.

Security

Any DOI-sponsored social media service or application not hosted on a DOI-controlled server must be evaluated according to DOI security categorization instructions to assess the ramifications of a potential security breach of that service. Non-DOI servers hosting DOI social media services may be required to attain certification and authentication to verify that content is adequately protected. Bureaus should strive to host all services and applications on ". (dot)gov" domains.

In order to protect IT resources, applications must not allow the insertion of malicious code through attachments of any kind. Therefore, blog content submitted by individuals other than the blog author must be limited to text. Two-way blogs must incorporate a character limit for comment forms to prevent text-dumping, and other security safeguards must be active to prevent activities that might threaten bureau IT resources. Responders to blogs are not allowed to attach files of any kind to their comments.

Ethics

All government-wide and Department of Interior (DOI) standards and codes of ethical behavior for government employees apply to employees use of social networking and social media tools for both official and personal use including:

- Appropriate Use of the Internet
- Limited Use of Government Equipment for Personal Purposes
- Standards of Ethical Behavior for Employees of the Executive Branch
- Official and Non-Official Expression

Disclaimer

DOI and the bureaus are responsible for satisfying all policy requirements related to content that they provide to a third party site; however, they cannot control and are not responsible for other content on that site. If the third party site fails to satisfy the requirements of Executive Order 13166 or any other law or regulation discussed here and presents an obstacle for the site user to the DOI or bureau content, that content must be offered on the DOI or bureau primary web site in a fully compliant manner.

SECTION 3: List of National Park Service – NPNH Endorsed Sites

Current as of 9/2/2009:

Twitter (Released 9/2/2009) Twitter Rules of the Road (Appendix 1) Decision Tree (Appendix 1)

Appendix 1

National Park Service Rules of the Road - **Twitter** NPNH

Rules of the Road:

These are the official guidelines for the use of Twitter by the National Park Service, NPNH. If you are a park or program employee using Twitter, these guidelines are for you. It is expected that all who participate in Twitter on behalf of NPS-NPNH will be trained to understand and follow these guidelines. Failure to do so could put both yours and other's future participation at risk. These guidelines will continually evolve as new technologies and social networking tools emerge, so check back once in awhile to make sure you are up to date.

- **Policy.** *The National Park Service – NPNH Social Media Handbook* addresses specific guidelines for the appropriate use of Social Media Technologies. Consult the handbook before getting started.
- **Participation.** Twitter users (Tweeters) in NPNH will meet regularly to discuss any issues and solutions.
- **Hours of engagement.** Tweeters will be engaged only during work hours unless approved by their supervisor.
- **Computer access.** Until DOI allows access to Twitter, NPS-NPNH will utilize Hootsuite.com or other methods that do not violate IT security protocols. If in doubt, consult with your IT staff before you attempt to connect to an unauthorized site using government equipment.
- **Frequency.** Frequency of engagement should be frequent enough to keep fans/visitors/audience engaged. You do not like getting spam email, right? Avoid going overboard with "Tweeting" to the point that we "turn off" and lose our followers.
- **Accounts.** Do not create new accounts on Twitter without consulting the NPNH Pubic Affairs Office or your park Superintendent/Public Affairs Officer. There are accountability issues in place (see handbook) as well as a process. Each park/program is allowed one official account.
- **Accessibility.** If the content is not 508 compliant on the site, make sure there is a prominent link back to the accessible version on your park/program website (see handbook for more information).
- **Decision tree.** Tweeters will use the decision tree flowchart to assess appropriate submissions and actions.
- **Got questions? Ask.** , If tweeters have questions, consult with either a supervisor, other administrators, division chiefs and/or the Public Affairs Office before proceeding. If you are about to publish something that makes you even the slightest bit uncomfortable, do not shrug it off and hit 'send.' Take the time to review the decision tree flowchart and then fix it. Ultimately, the decision about what you publish is yours—as is the responsibility. Ask when in doubt.
- **Accountability.** For accountability, tweeters will initial every.post on every site used. i.e. "The Statue of Liberty crown tours are book through November 12, 2009" (ja). It is possible to receive email through Twitter. Maintain proper

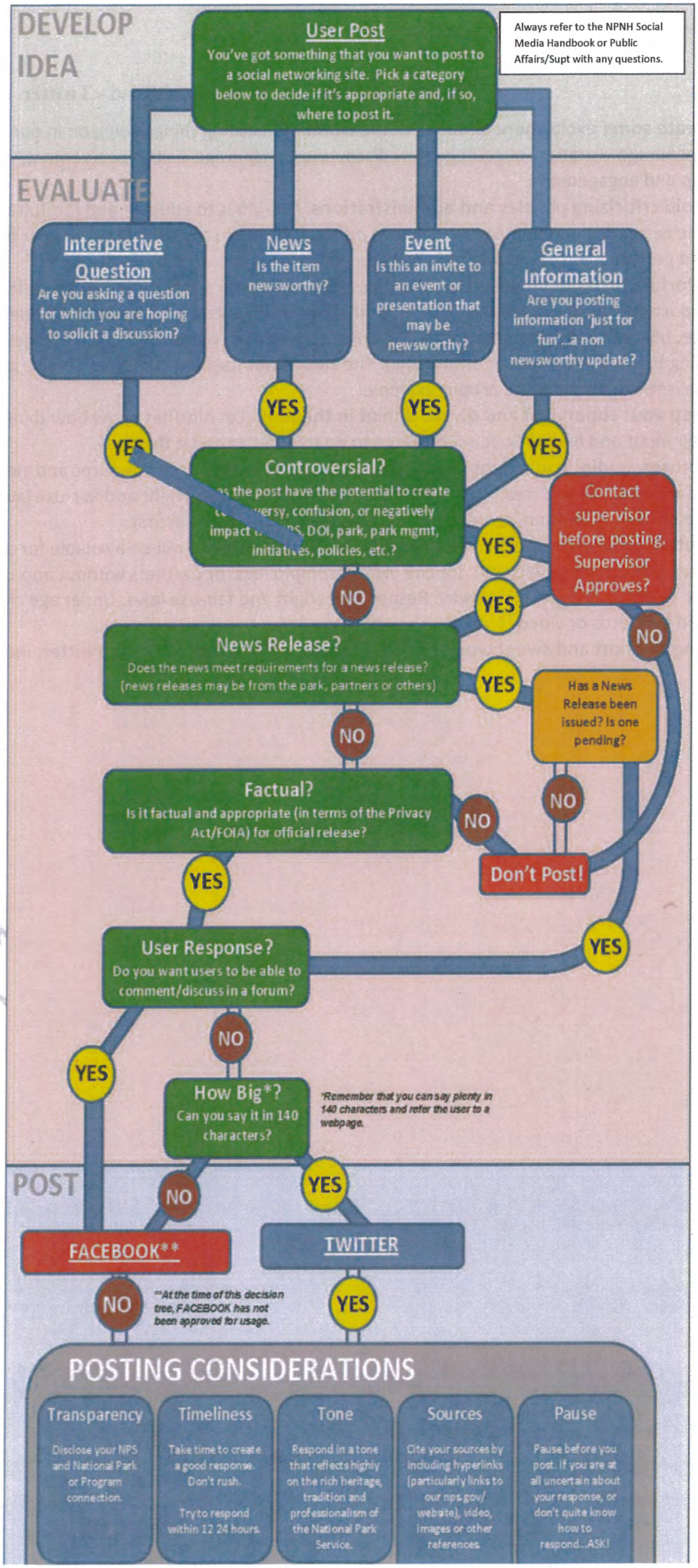
records and use only the official email address attached to the Twitter account for correspondence, i.e. DENA_Tweet@nps.gov.

- **Disclaimer.** All parks/programs using Twitter shall create a webpage titled Social Media with the universal icon for Twitter present along with disclaimers and script that activates when linked to Twitter (see Handbook).
- **Did you screw up?** If you make a mistake, admit it right away. Notify your supervisor and other administrators. Be upfront and quick with the decided correction. Notify other program offices as soon as possible that may be affected. If there will potentially be news media interest from your posting, notify the Public Affairs Officer (PAO) right away. And you can delete the tweet right away and post a correction, be sure you have it right the first time, be positive you have it right the second time! Mistakes happen and can be corrected quickly.
- **What would you want to know?** Post information that keeps the visitor engaged in the happenings of our parks and programs. Write information people will value. Social communication should help our customers, partners, and co-workers. It should be thought provoking and build a sense of community with information without creating controversy or an otherwise unintended consequence. Actively listen to what other tweeters have to say. Their tweets might provide ideas for you.
- **Write what you know**. Ensure you write and post about what you know not just a tip and NOT something that could be or start a rumor. Seek confirmation from the appropriate person(s) before proceeding. Do not post anything that might be announced by the PAO, a park partner or elsewhere within the park or NPS organization. Check with the PAO first on any potential media topics as well as any information that might be exempt from public disclosure under the Privacy Act and the Freedom of Information Act.
- **It's a conversation**. Talk to readers like you would talk to visitors in the field. Be professional and helpful – customer service matters! Do not be afraid to add a personal touch. Avoid park specific or NPS jargon and acronyms that the public does not understand. Again, consult the decision tree for guidance.

- **Add value through connections and education**. Social communication adds value to parks, programs and the NPS. It helps you, coworkers, our partners, and the public connect and reconnect with your park, program or another NPS site; it educates and above all it contributes directly or indirectly to the mission of the NPS.

- **Adhere to the principles of the ethics guide for Department of the Interior employees.** Tweeters need to be particularly careful of inadvertently making endorsements or political statements. NPS-NPNH social media posts must avoid endorsements and/or political commentary. The complete ethics guide is available at: http://www.doi.gov/ethics/docs/eg02unbooked.pdf. Discuss questions with the park's ethics counselor (Human Resource Officer).
- **Perception is reality**. In online social networks, the lines between public and private, personal and professional are blurred. By posting information as the official voice of NPS-NPNH, you create perceptions about the park, region, partners and the NPS. Do everyone proud.

- **Create some excitement**. Share with the world the exciting things going on in our NPNH parks and the NPS. Encourage visitation, encourage new discoveries, encourage visitor involvement, and encourage stewardship and engagement.
- **Avoid criticizing policies and administrations.** Our job is to educate and facilitate a connection between the resource and the public. We do not publically criticize the NPS, DOI, parks or programs, entities, and personnel on issues we personally do not agree with.
- **Colorful language.** As government employees, we sign an appointment affidavit that governs our official conduct and we are in the spotlight more than other organizations. Do not post questionable material (i.e. obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to another person or entity, etc.). The NPS prides itself on customer service and professionalism; we must set the proper example.
- **Keep your supervisor and division chief in the loop.** Let him/her know how things are going and respect their input and feedback. It is a privilege to do this. Let's keep it that way.
- **Pictures, audio, and videos.** Successful social media makes use of pictures and videos. Apply the same standards you use with text, to any photo or video. Respect copyright and fair-use laws, and credit the appropriate photographer and/or videographer. Always gain permission first.
- **Protect yourself and others.** Be mindful that what you write will be available for a long time. Protect yours and others privacy. Do not cite visitors, employees, or partners without approval. Never refer to a specific visitor in an identifiable way. Respect copyright and fair-use laws. Under age children may not be displayed in photos or video footage.
- **Length.** Short and sweet works. You are limited to 140 characters in Twitter, including your link.


DEVELOP IDEA
User Post
You've got something that you want to post to a social networking site. Pick a category below to decide if it's appropriate and, if so, where to post it.
Always refer to the NPNH Social Media Handbook or Public Affairs/Supt with any questions.
EVALUATE
Interpretive Question
Are you asking a question for which you are hoping to solicit a discussion?
News
Is the item newsworthy?
Event
Is this an invite to an event or presentation that may be newsworthy?
General Information
Are you posting information 'just for fun'...a non newsworthy update?
YES
YES
YES
YES
Controversial?
s the post have the potential to create
versy, confusion, or negatively
impact
PS, DOI, park, park mgmt,
initiatives, policies, etc.?
YES
YES
Contact supervisor before posting. Supervisor Approves?
NO
NO
News Release?
Does the news meet requirements for a news release? (news releases may be from the park, partners or others)
YES
Has a News Release been issued? Is one pending?
NO
NO
Factual?
Is it factual and appropriate (in terms of the Privacy Act/FOIA) for official release?
NO
Don't Post!
YES
YES
User Response?
Do you want users to be able to comment/discuss in a forum?
NO
YES
How Big*?
Can you say it in 140 characters?
*Remember that you can say plenty in 140 characters and refer the user to a webpage.
POST
NO
YES
FACEBOOK**
TWITTER
NO
**At the time of this decision tree, FACEBOOK has not been approved for usage.
YES
POSTING CONSIDERATIONS
Transparency
Disclose your NPS and National Park or Program connection.
Timeliness
Take time to create a good response. Don't rush.
Try to respond within 12 24 hours.
Tone
Respond in a tone that reflects highly on the rich heritage, tradition and professionalism of the National Park Service.
Sources
Cite your sources by including hyperlinks (particularly links to our nps.gov/ website), video, images or other references.
Pause
Pause before you post. If you are at all uncertain about your response, or don't quite know how to respond...ASK!

EMPLOYEE PAY PERIOD ACCT# 1766

			S	M	T	W	T	F	S		S	M	T	W	T	F	S
010	Regular Hours	1								2							
140	Sunday Premium	1								2							
130	Night Differential	1								2							
110	Overtime	1								2							
020	Annual Leave	1								2							
030	Sick Leave	1								2							
040	Comp Time Worked	1								2							
041	Comp Time Taken	1								2							
050	Holiday Not Worked	1								2							
051	Holiday Worked	1								2							
30C	Time Off Award	1								2							
060	Admin Leave	1								2							
	Other	1								2							

*Approved OT sheets and leave slips must accompany this worksheet

Remarks:

Completed by **(Timekeeper's Initials)** **Date:** **Supervisor's Certification:**____________________

(Signature Required)

EMPLOYEE PAY PERIOD ACCT# 1766

			S	M	T	W	T	F	S		S	M	T	W	T	F	S
010	Regular Hours	1								2							
140	Sunday Premium	1								2							
130	Night Differential	1								2							
110	Overtime	1								2							
020	Annual Leave	1								2							
030	Sick Leave	1								2							
040	Comp Time Worked	1								2							
041	Comp Time Taken	1								2							
050	Holiday Not Worked	1								2							
051	Holiday Worked	1								2							
30C	Time Off Award	1								2							
060	Admin Leave	1								2							
	Other	1								2							

*Approved OT sheets and leave slips must accompany this worksheet

Remarks:

Completed by **(Timekeeper's Initials)** **Date:** **Supervisor's Certification:**____________________

(Signature Required)

WALK-IN
MEDICAL CARE
1 Clinic Road, Grand Canyon, AZ 86023
(928) 638 – 2551

DEHYDRATION

KNOW THE EARLY SIGNS OF DEHYDRATION

1. INCREASED THIRST
2. DRY MOUTH AND STICKY SALIVA
3. REDUCED URINE OUTPUT WITH DARK YELLOW URINE.

SYMPTOMS OF **MODERATE DEHYDRATION** INCLUDE

1. EXTREME THIRST
2. DRY APPEARANCE INSIDE THE MOUTH AND THE EYES DON'T TEAR
3. DECREASED URINATION, OR HALF THE NORMAL NUMBER OF URINATIONS IN 24 HOURS (USUALLY 3 OR FEWER URINATIONS.) URINE IS DARK AMBER.
4. LIGHTHEADEDNESS THAT IS RELIVED BY LYING DOWN.

SEVERE DEHYDRATION IS LIFE-THREATENING.

SYMPTOMS THAT REQUIRE EMERGENCY CARE
(EVEN IF ONLY ONE OF THEM IS PRESENT)

1. ALTERED BEHAVIOR, SUCH AS SEVERE ANXIETY, CONFUSION, OR NOT BEING ABLE TO STAY AWAKE.
2. FAINTNESS THAT IS NOT RELIEVED BY LYING DOWN, OR LIGHTHEADEDNESS THAT CONTINUES AFTER STANDING FOR 2 MINUTES.
. WEAK, RAPID PULSE.
4. COLD, CLAMMY SKIN OR HOT, DRY SKIN.
5. LITTLE OR NO URINATION.
6. LOSS OF CONSCIOUSNESS.

RECOGNIZING A STROKE

Thank God for the sense to remember the "3" steps, STR . Read and Learn!

Sometimes symptoms of a stroke are difficult to identify. Unfortunately, the lack of awareness spells disaster. The stroke victim may suffer severe brain damage when people nearby fail to recognize the symptoms of a stroke.

Now doctors say a bystander can recognize a stroke by asking three simple questions:

S *Ask the individual to **SMILE**.

T *Ask the person to **TALK** . to **SPEAK A SIMPLE SENTENCE** (Coherently) (i.e. . . It is sunny out today)

R *Ask him or her to **RAISE BOTH ARMS**.

{NOTE: Another 'sign' of a stroke is this: Ask the person to 'stick' out their tongue... if the tongue is 'crooked', if it goes to one side or the other that is also an indication of a stroke}

If he or she has trouble with ANY ONE of these tasks, call 9-1-1 immediately and describe the symptoms to the dispatcher.

A cardiologist says if everyone who gets this e-mail sends it to 10 people; you can bet that at least one life will be saved.

Larry Hoelscher
Valent U.S.A. Corp.
El Campo, TX

1. If Pt. is unconscious, radio bookstore to call **FDNY cell 646-423-6026**.
2. **Call 911**. Ask for **Southern Manhattan Dispatch**. Tell them you are on G.I. and tell them the building you are near.
3. Call Ilyse.
4. Staff may have to meet the EMS responders to lead them to location.
5. Bookstore person remains in bookstore to monitor the radio.
6. If the pt. is aware of his/her "person, place, time and event" (aka alert times 4) they can refuse medical care, **Call Ilyse** and keep an eye on him/her.
7. If conscious but "altered" (not alert times 4),follow steps above.

<u>Questions to ask patient and/or family-</u> Make note of what the visitor is telling you about how he/she feels (Key words: chest pain/pressure, dizzy, short of breath, etc.)
SAMPLE

S- Signs and Symptoms- What you notice about the Pt. (visitor is pale, flushed, combative, breathing hard, etc.)
A – Allergies- Is the Pt. allergic to medications (which ones) insect stings, food
M – Medications- Is the Pt. taking meds.? Which ones. Do they take the meds as prescribed?
P – Past Med. History- Has the Pt. been in the hospital or Had an operation in the past year? Anything that would explain the current condition?
L - Last Oral Intake/Output -When did the Pt. last eat/drink? When did they last go to bathroom? (Particularly important in heat related issues).
E – Events leading to the problem -What was the Pt. doing before the problem (ex. walking in hot weather).

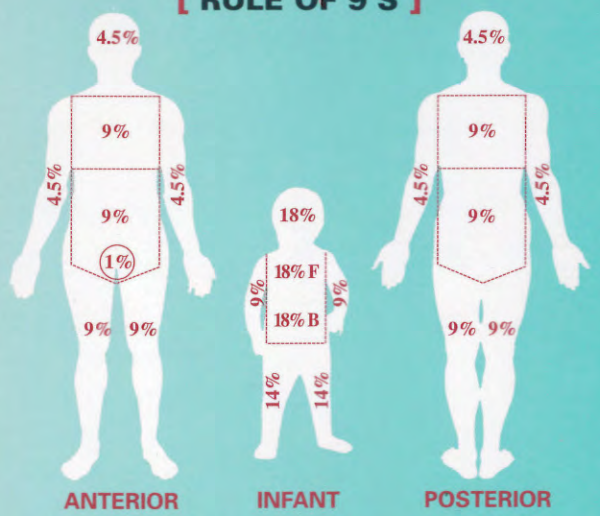
The Burn Center at Saint Barnabas

An affiliate of the Saint Barnabas Health Care System

EMERGENCY

GUIDELINES FOR CARE OF BURN PATIENTS

[RULE OF 9'S]



PALMAR METHOD
(Patient's palm)

AMERICAN BURN ASSOCIATION GUIDELINES FOR TRANSFER

- Partial thickness (2°) burns > 10% TBSA
- Full thickness (3°) burns in any *age* group
- Burns to the face, hands, feet, genitalia or major joints
- Electrical, Chemical or Inhalation burns
- Patients with pre-existing medical disorders compromising outcome
- Patients with burns and concomitant trauma. Follow regional medical control and triage protocols
- Patients requiring extensive social, emotional or long-term rehabilitation support
- Pediatric burns without qualified personnel or equipment

For 24-hour transportation or consultation, call

973.322.5920

For more information or CEU programs contact Saint Barnabas Burn Foundation at 973.322.8071

Stop the Burning Process:

- Remove clothing and jewelry. Flush all burns with water, NOT ice. Cover with a clean, dry sheet.
- Keep blisters intact. Do not apply dressings.
- Chemical Burns: irrigate profusely with running water for 20 minutes. Brush away dry powders first. Monitor for hypothermia while irrigating. Transport victim's clothing for analysis.

Airway Management:

- Administer 100% (humidified) oxygen by non-rebreather mask.
- Symptoms of smoke inhalation may have a delayed onset. If there is any suspicion or history of airway injury, check arterial blood gases and carboxyhemoglobin level.
- Consider endotracheal intubation. (Nasotracheal intubation is preferred.) Be sure the ET tube is secure and in good position.

Intravenous Fluid Resuscitation:

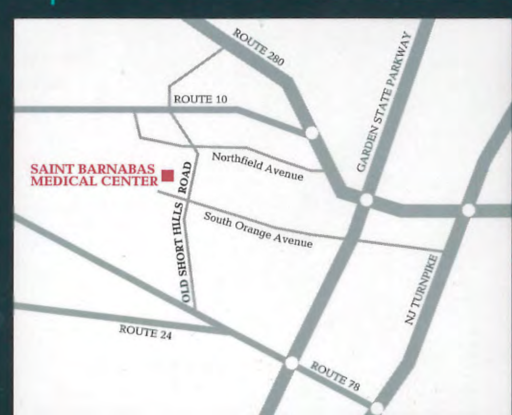
- Insert TWO large-bore I.V. lines. Secure with sutures if necessary.
- Infuse Lactated Ringer's solution (without dextrose).
- Administer **2-4 ml's x Kg x %TBSA**. Set I.V. rate to give 1/2 of the calculated needs in the first eight hours, *from time of injury*.
- Adjust I.V. rate in order to maintain urine output between 1/2 to 1 ml/Kg/hr.
- Insert Foley Catheter.

Assessment and Preparation:

- Take a complete history and physical.
- Evaluate and treat any associated injuries.
- Insert nasogastric tube to empty stomach, keeping patient NPO.
- Keep patient warm. Cover with dry blankets.
- Administer analgesia; I.V. morphine sulphate (**1mg/10Kg**).
- Infection prophylaxis: tetanus immunization. Defer antibiotics if for burns only.

Special Considerations:

- CIRCUMFERENTIAL BURNS: assess distal circulation, remove jewelry. Evaluate for escharotomies as necessary. Contact The Burn Center.
- HIGH VOLTAGE ELECTRICAL INJURIES: suspect myoglobinuria or hemoglobinuria. Keep urine output at 100ml/hr and urine alkaline. Place on cardiac monitor. Record EKG. Suspect Compartmental Syndrome, consider fasciotomies. Contact The Burn Center.
- FROSTBITE: do not use heat. Warm gradually to room temperature.
- TOXIC EPIDERMAL NECROLYSIS: TEN's is an exfoliative dermatitis with clinical manifestations similar to partial thickness burns. Early consultation and transfer to a burn facility increases patient survival.



SEPARATED PARTY QUESTIONNAIRE	CASE # SAR #	DATE PREPARED: TIME PREPARED:	US PARK RANGER:

REPORTING PARTY IDENTIFICATION

FIRST NAME:	STREET ADDRESS:
LAST NAME:	CITY:
RELATIONSHIP TO SUBJECT:	STATE/COUNTRY: ZIP:
HOME PHONE #:	CELL PHONE #

SEPARATED PARTY INFORMATION

FIRST NAME:	STREET ADDRESS:
MIDDLE NAME:	CITY:
LAST NAME:	STATE/COUNTRY: ZIP:
HOME PHONE #:	CELL PHONE #:
DATE OF BIRTH: AGE:	SEX: HEIGHT: WEIGHT:
HAIR COLOR: EYES:	HAIR STYLE / LENGTH:
COMPLEXION:	LANGUAGE:

DISTINGUISHING MARKS:

DISABILITIES/ ILLNESS/ INJURY:

MEDICATIONS & ALLERGIES:

MENTAL ATTITUDE:

CLOTHING/EQUIPMENT

TOP (TYPE & COLOR):	PANTS (TYPE & COLOR):

OUTER WEAR / JACKET / SWEATER (TYPE & COLOR):

HAT (TYPE & COLOR):	WHAT ARE THEY CARRYING:

POINT LAST SEEN

TIME LAST SEEN:	DATE LAST SEEN:

POINT LAST SEEN: