

	POLICY	POL 7003 00	
		INSTITUTIONAL	
Social Media		Effective Date	03/26/15

1.0 Policy

Lawrence Livermore National Security, LLC (LLNS) supports the use of social media to enhance communication, collaboration, education, public outreach, and information exchange in support of the mission of Lawrence Livermore National Laboratory (LLNL). This policy sets forth the requirements for use of social media by LLNS employees and LLNL contractors with respect to LLNL-related communication.

“Social media” is a very broad term encompassing a wide spectrum of interactive online tools that can be used to share information, news, profiles, opinions, images, videos, and other content. Examples include Facebook, Twitter, YouTube, LinkedIn, Google+, Flickr, Wikipedia, Tumblr, Reddit, Instagram, and Pinterest, to name just a few. Even websites that might not otherwise be thought of as social media often still have social media elements – e.g., comment boards on a news site or hotel reviews on a travel site. Social media is evolving rapidly and new sites and tools are appearing all the time, so the definition of “social media” will evolve over time as well. For purposes of this policy, the definition will be interpreted broadly and will not be limited to the specific examples listed above. However, as used in this policy, social media refers only to sites and tools that are accessible by people outside of LLNL, and not to internal intranet sites, Sharepoints, wikis, or other tools that are accessible only by LLNS employees or contractors.

1.1 Use of LLNS Systems

Social media may be used for both work and limited personal purposes using LLNS information technology systems. Personal use of social media using LLNS systems is subject to the Personnel Policies Manual provisions governing Incidental Use of Unclassified Information Technology Resources.

1.2 Official LLNL Social Media Channels

The Public Affairs Office (PAO) is solely responsible for establishing and managing official LLNL social media accounts and all content posted with those accounts. Except as otherwise provided in [Section 1.4](#), Social Media Agents, this includes social media accounts that represent LLNL, as well as narrower social media accounts that focus on particular programs or organizations within LLNL. PAO maintains official LLNL accounts with Facebook, Twitter, LinkedIn, Google Plus, Flickr, and YouTube, and others may be established from time to time. For an updated list of LLNL social media accounts, email pao@llnl.gov.

Employees are encouraged to contribute to the LLNL social media accounts by liking, commenting, retweeting, and sharing posts. If your program or department has an idea for a post that you would like to see on an official LLNL social media account, please propose it to PAO for consideration by emailing pao@llnl.gov.

Except as provided in this policy, no employee may post any social media communication or content representing LLNL or its programs without advance permission from PAO. This does not prohibit employees from “liking,” “sharing,” or commenting on content posted on LLNL social media platforms, subject to other requirements in this policy. When commenting on LLNL social media sites, employees should make clear that they are speaking on their own behalf – not on behalf of LLNS or its programs – and they are responsible as authors of their posts.

Except as provided in [Section 1.4](#), Social Media Agents, no employee may create any social media account that purports to be an official LLNL or LLNS Social Media account.

1.3 Brand Ambassadors

Employees may opt-in to participate in the strategic effort to expand the reach of LLNL social media messages by participating as Brand Ambassadors. Brand Ambassadors are notified when new LLNL posts are published, and they are encouraged to “like,” “share,” and comment on the posts. In this role, employees speak on their own behalf – not on behalf of LLNS or its programs – and they are responsible as authors of their posts.

For more information about the Brand Ambassador Program, email pao@llnl.gov.

1.4 Social Media Agents

With prior approval from PAO, LLNS employees may represent LLNS programs in an official capacity on social media platforms, including through the establishment of additional official LLNL social media accounts.

All social media accounts require active and ongoing oversight to ensure proper management and effectiveness. Please take that into account when deciding whether to apply to be a Social Media Agent. PAO has discretion to monitor any official social media accounts established by approved Social Media Agents, and to take over administration of, or terminate, any such accounts that are not being managed in the manner represented to PAO or in accordance with applicable laws, regulations, or LLNS policies or that are not consistent with PAO’s overall LLNS-wide public affairs or social media objectives.

To request approval to represent a LLNS program as a Social Media Agent, email the following to pao@llnl.gov:

- Social media platform(s) to be utilized and proposed name of account
- Name of program, and name of the program or (P)AD-level approver
- Name of employee(s) who will be responsible for managing the account and determining and approving the content to be posted
- Communication objective and strategy, including an explanation as to why a separate social media presence is required for the program, as opposed to utilizing existing official social media accounts
- Description of target audience
- Description of the type of anticipated postings (e.g., scientific articles, news, announcements, links to other sites, photos, videos, etc.), including a few examples of proposed posts
- Plan for managing, updating and monitoring the social media site(s) on an ongoing basis (e.g., frequency of postings, process for developing and approving posts, whether public comments will be enabled, how and when comments will be monitored for questions, misinformation or other content that may require a response, criteria for liking, sharing, reposting or commenting on third party pages and posts)
- Description of any proposed metrics for measuring the success of the social media activity

PAO has discretion and final authority to grant Social Media Agent status on a case-by-case basis, taking into account the LLNL-wide social media and public affairs objectives, the number of other Social Media Agents, the merits of the proposed objectives and plans, and other criteria deemed relevant by PAO.

1.5 Information Management

Any information, comments, photos or other content that discloses LLNS or LLNL information must comply with all applicable laws, regulations, and LLNS policies governing privileged information, scientific or technical information, third party proprietary information, public statements, news releases, taking and use of photos and videos on-site at LLNL, classification review, export control, operations security, and other requirements and procedures set forth in the [LLNS Information Management Policy](#). This does not apply to general comments, "liking," "sharing," retweeting, etc. of content that already has appeared on an official LLNL social media platform, so long as no new or additional LLNS or LLNL information is disclosed, and subject to DOE's existing "no comment" policy regarding classified information that is published in the public domain.

To enable more timely postings, Social Media Agents may request an exception to the minimum review requirements set forth in the Information Management Policy for social media communication to be posted on official LLNL social media sites. Such exceptions must be approved by PAO, the Office of Classification and Export Control, and the Technical Information Department. If granted, required training will be scheduled with the employee, and the employee will be given a badge they must wear while taking photos or videos onsite to identify their role.

1.6 Employee Personal Social Media Usage

Employees' personal use of social media sites is subject to the following:

- Personal use of social media using LLNS technology systems or mobile devices is subject to the Personnel Policies Manual provisions regarding Incidental Use of Unclassified Information Technology Resources
- Personal use of social media during working hours must not interfere with performance of the employee's LLNS job duties
- Personal cameras or other recording devices (including those on personal phones, tablets, or computers) may not be used on-site without appropriate permission pursuant to the CIO policy regarding Usage of Unclassified Computers and Electronic Devices
- Without proper authorization, employees are not permitted to represent LLNS or LLNL or make any public statements on behalf of LLNS or LLNL or any LLNL programs in any context, including through social media channels
- Even when posting on social media sites using personal resources or during non-working hours, employees are still subject to all applicable laws, regulations, and policies regarding protection and disclosure of LLNS information
- Employees who discuss matters related to LLNS or LLNL on social media sites must make clear that they are speaking for themselves and not on behalf of LLNS, LLNL, or any of their programs
- Personal social media accounts may not be used to conduct official LLNS business
- Comments and other social media posts made by employees reflect on them and may reflect on LLNS. Postings that are vulgar, obscene, abusive, discriminatory, threatening, or harassing may violate LLNS policies
- Employees should always be mindful that social media posts are public and permanent, despite attempts to delete them, and that any personal or LLNS information that is shared can potentially be

used by social profilers, hackers, “phishers,” and other bad actors against the employees, their families and LLNS.

- Employees using social media are responsible for complying with the social media platform terms of service and with copyright, defamation and other applicable laws relating to any comments or other content that they post. LLNS is not responsible for the content of employee social media posts.

LLNS reserves the right to monitor, to the extent permitted by law, LLNS employee social media posts and to take appropriate action with respect to those that are not in compliance with this policy or with other applicable laws or regulations, or with policies relating to LLNS information.

1.7 Employment Information

This policy will not be interpreted or applied in a manner that could interfere with the rights of LLNS employees to discuss or share information related to their wages, hours, or other terms and conditions of employment. Employees have the right to engage in, or to refrain from engaging in, such activities as they choose.

1.8 Related Policies

- [Personnel Policies Manual, Section D](#), Regulations on Employee Conduct
- [Personnel Policies Manual, Section D, Subsection III](#), Incidental Personal Use of Unclassified Information Technology Resources
- [Personnel Policies Manual, Section D, Subsection V](#), Use of the Names of Lawrence Livermore National Security, LLC and the Laboratory
- [Personnel Policies Manual, Section D, Subsection IX](#), Privileged Information
- [POL-0410](#), Classification Review Policy
- [Export Control Policy](#)
- [Information Management Policy](#)
- [CIO Cyber Security Policy 2026](#), Usage of Unclassified Computers and Electronic Devices
- [DOE Classification Bulletin GEN-16](#), “No Comment” Policy on Classified Information in the Open Literature
- [User’s Guide to Designated Unclassified Subject Areas \(DUSAs\)](#)

2.0 Authority

This policy is issued under the authority of the Deputy Director as part of Lawrence Livermore National Laboratory’s (LLNL) commitment to ensure responsible stewardship of the public’s trust through timely and accurate communication via social media.

3.0 Applicability

This policy applies to all LLNS employees and contractors working on behalf of LLNL. It applies to all use of social media using LLNS or DOE/NNSA computers, networks, mobile devices, or other resources, and to all social media communication made on personal time and/or using personal resources to the extent that such communication relates to LLNL or LLNS. For example, this policy does not apply to an employee’s posting of family photos,

comments, or other personal content on a personal Facebook page, but it does apply to posts that disclose LLNS or LLNL information.

4.0 Roles and Responsibilities

Role	Responsibilities
LLNS Employees and Contractors	<ul style="list-style-type: none"> • Compliance with the Personnel Policies Manual and CIO Cyber Security Policy 2026 when using social media at work or with LLNS resources. • Compliance with the Information Management, Export Control, and Classification Review policies when disclosing LLNS or LLNL information on social media sites.
Social Media Agents	<ul style="list-style-type: none"> • Active and ongoing oversight and management of official social media accounts. • Compliance with the Information Management, Export Control and Classification Review policies when disclosing LLNS or LLNL information on social media sites.
Public Affairs Office	<ul style="list-style-type: none"> • Establishing and managing official LLNL social media accounts and all content posted with those accounts. • Reviewing and approving requests by employees to represent LLNS programs in an official capacity on social media platforms as Social Media Agents. • Reviewing and approving requests by employees for an exception to the minimum review requirements set forth in the Information Management Policy for social media communication to be posted on official LLNL social media sites. • Providing training for employees who have been granted an exception to the minimum review requirements set forth in the Information Management Policy for social media communication.
Office of Classification and Export Control	<ul style="list-style-type: none"> • Reviewing and approving requests by employees for an exception to the minimum review requirements set forth in the Information Management Policy for social media communication to be posted on official LLNL social media sites. • Providing training for employees who have been granted an exception to the minimum review requirements set forth in the Information Management Policy for social media communication.
Technical Information Department	<ul style="list-style-type: none"> • Reviewing and approving requests by employees for an exception to the minimum review requirements set forth in the Information Management Policy for social media communication to be posted on official LLNL social media sites. • Providing training for employees who have been granted an exception to the minimum review requirements set forth in the Information Management Policy for social media communication.

5.0 Requirement Source Documents

Requirement	Title
None.	

6.0 Change History

Date	Revision	Revision Description
See Watermark	00	Initial Issue

7.0 Contact Information

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