



## EAC Twitter Procedures

**Note:** EAC's official use of Twitter will continue to evolve. We will continue to learn from the variety of approaches to issues that our Twitter account will address.

**Note:** Official online activities are subject to government-wide ethics regulations as well as other federal statutes, policies and regulations. In addition, existing policies and guidance for privacy, cookies and writing style apply to social media tools as well.

## Twitter Rules

EAC only takes responsibility for information it posts from its official Twitter account. EAC does not guarantee or warrant that any information cited, retweeted, posted or duplicated in any way is accurate, and disclaims any liability resulting from reliance on any such information. Further, any comments submitted in response to EAC information that has been redistributed may not be attributed to EAC or its agents and may not be cited as an EAC statement or position. EAC expressly disclaims any responsibility for its materials that are redistributed for copyright infringement or other intellectual property protections. By disseminating information originating from EAC, the third party assumes all liability for ensuring proper citation and attribution.

EAC reserves the right to report to Twitter or other appropriate authorities' materials that contain threats or other material in violation of Twitter's terms of service or policies; or EAC's social media policy.

EAC does not endorse, support or otherwise promote any private or commercial entity or the information, products or services contained on those Web sites that may be reached through links on our Web site or included in comments. EAC disclaims responsibility for personally identifiable information that is provided voluntarily and without solicitation.

Twitter is not for conducting official business with the EAC. For more information, see EAC's [Social Media Comment Policy](#) and the EAC [Blog Procedures](#).

## What and Why?

Twitter is an easy-to-use platform that allows EAC to engage the public in a quickly digestible format. It's free except for staff time. EAC uses Twitter because:

- When followers "retweet," or repeat an EAC tweet, the information we provide has the potential to spread far beyond our own followers.
- Twitter is easy to use on mobile devices.
- It's another channel beyond eac.gov where people gather, so we can reach a broader audience.
- In addition to manual tweets, Twitter can be used to send automated content to an audience that might not subscribe to EAC mailing lists or the RSS feed.
- We can reach a specific audience or cover a narrow topic, like a voting system advisory alert.
- It gives us a chance to respond to discussions about EAC or our mission.

- It gives us another opportunity to provide the public with credible and timely information about election administration.

## Following other accounts

- EAC follows government accounts that are relevant to the subject of election administration. Even though some of these officials may be elected to office themselves, EAC's following of the official government agency account does not constitute political activity under the Hatch Act.
- EAC follows accounts that deal with election administration issues. We base our selection on the content and value provided.
- EAC reviews the accounts we follow from time to time. If they prove to be no longer valuable, we will stop following.
- EAC will not follow explicitly partisan or political campaign accounts that would constitute political activity under the Hatch Act.

## Retweeting

- EAC only retweets (repost someone else's tweet) posts that are generated by government entities. This includes federal, state and local governments.
- EAC only retweets posts that are relevant to election administration.

## References

### Ethics:

- [http://www.usoge.gov/ethics\\_docs/publications/reference\\_publications/rfsoc.pdf](http://www.usoge.gov/ethics_docs/publications/reference_publications/rfsoc.pdf)
- Federal conflict of interest statutes at Title 18 of the United States Code  
[http://www.usoge.gov/laws\\_regs/statutes.aspx](http://www.usoge.gov/laws_regs/statutes.aspx)
- Hatch Act as implemented by 5 C.F.R. Part 734 <http://www.osc.gov/hatchact.htm>

### Policy:

- **Privacy** – [http://www.eac.gov/privacy\\_policy.aspx](http://www.eac.gov/privacy_policy.aspx)

### Guidance:

- **Social Media Comment Procedures** – [http://www.eac.gov/open/eac\\_social\\_media\\_comment\\_policy.aspx](http://www.eac.gov/open/eac_social_media_comment_policy.aspx)
- **EAC Blog Procedures** – [http://www.eac.gov/about\\_the\\_eac/about\\_this\\_blog.aspx](http://www.eac.gov/about_the_eac/about_this_blog.aspx)
- **Social Media, Web-Based Interactive Technologies, and the Paperwork Reduction Act** - OMB's memorandum on how and when to apply PRA to social media:  
[http://www.whitehouse.gov/omb/assets/inforeg/SocialMediaGuidance\\_04072010.pdf](http://www.whitehouse.gov/omb/assets/inforeg/SocialMediaGuidance_04072010.pdf)