



NATIONAL RECONNAISSANCE OFFICE

14675 Lee Road
Chantilly, VA 20151-1715

22 May 2015

Mr. John Greenewald, Jr.
[REDACTED]

john@greenewald.com

REF: FOIA Case F15-0052; Request Control No. 732

Dear Mr. Greenewald:

This is in response to your request dated 27 February 2015, received in the National Reconnaissance Office (NRO) on 27 February 2015. Pursuant to the Freedom of Information Act, you are requesting "a copy of records, electronic or otherwise, pertaining to the current social media strategy utilized by your agency, which would include, but not be limited to, Facebook and Twitter."

Your request has been processed in accordance with the FOIA, 5 U.S.C. § 552, as amended. After a thorough search of our records and databases, we located one record responsive to your request totaling ten (10) pages. This record is being released to you in part.

Material withheld is denied pursuant to FOIA exemption (b)(3), which applies to information exempt from disclosure by statute. The relevant withholding statute is 10 U.S.C. § 424, which provides (except as required by the President or for information provided to Congress), that no provision of law shall be construed to require the disclosure of the organization or any function of the NRO; the number of persons employed by or assigned or detailed to the NRO; or the name or official title, occupational series, grade, or salary of any such person.

You have the right to appeal this determination by addressing your appeal to the NRO Appeal Authority, 14675 Lee Road, Chantilly, VA 20151-1715 within 60 days of the date of this letter. Should you decide to do so, please explain the basis of your appeal.

If you have any questions, please call the Requester Service Center at (703) 227-9326 and reference case number **F15-0052**.

Sincerely,

Patricia B. Cameresi
Chief, Information Review
and Release Group

Enclosure: NRO Social Media Startup (10 pgs)

This document is made available through the declassification efforts
and research of John Greenewald, Jr., creator of:

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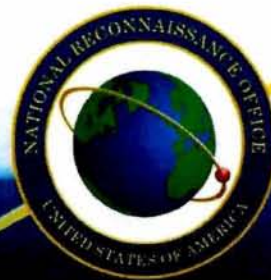


(U) NRO Social Media Startup

Decision Brief

UNCLASSIFIED//~~FOUO~~

Clinton West
BPO/OCPA
August 7, 2014



SUPRA ET ULTRA

UNCLASSIFIED//~~FOUO~~



(U) Purpose

- (U) Formally request DNRO's approval of NRO's social media presence, beginning with the anticipated launch of NRO's official Facebook page this month, with Twitter and YouTube to follow.





(U) Recommendation

- (U) DNRO approve the Office of Congressional and Public Affairs establishing and maintaining an official NRO presence on selected social media websites, including:

- Facebook



- Twitter



- YouTube



- Additional sites as determined



(U) Types of Posts

- (U) Possible unclassified topics that may be posted to Facebook and other social media sites include:
 - Recruiting
 - Historical Events and “This Day in History” Posts
 - Launches
 - Press releases
 - NRO Senior Leadership Announcements (Top-3)
 - Awards – Pioneer
 - Program Declassifications
 - Acquisition Research Center — Acquisition Center of Excellence
 - Director’s Innovation Initiative
 - Outreach / Community Events
 - Links for the above to and from NRO.gov



(U) Content Review Process

- (U) OPA identifies/develops content or receives content for consideration. Content not already publicly released will be reviewed as follows:
 1. An OPA Social Media Manager..... Reviews, then passes to D/OPA or DD/OPA.
 2. D/OPA or DD/OPA..... Approves or determines if additional review is needed by:
 - NRO Front Office
 - Relevant Ds and Os
 - OS&CI / ODIR–Security
 - OP&S / Domestic Imagery and other policy issues
 - OGC
 - CIO / IRRG and Privacy Program
 - CSNR
 3. OPA Social Media Managers post content only after D/OPA or DD/OPA approval and with additional review/approval as needed.



(U) Mitigation

- (U//~~FOUO~~) OPA will follow established requirements for transfer from classified to unclassified computer systems.
- (U) Text, graphics, and domestic imagery posted on NRO.gov and social media pages will be reviewed and approved for use.
- (U//~~FOUO~~) OPA will follow the same procedures with social media sites that are used if an issue is discovered with NRO.gov: (b)(3) 10 USC 424





(U) Key Points

- (U) NRO's official social media presence will:
 - Support NRO strategic communication goals and public awareness
 - Reinforce the NRO's unique role in the IC
 - Help align NRO with the President's January 21, 2009, Memorandum on Transparency and Open Government

- (U) OPA has worked extensively to mitigate risks:
 - Adopted best practices and guidelines from other agencies
 - Coordinated NRO Directive 110-6, Public Affairs Social Media Use, with extensive input from OGC, OCIO, OS&CI, and OP&S; all Ds and Os have concurred via Tier Action 2014-02780

- (U) OPA has developed an NRO Awareness campaign to:
 - Inform the workforce about the launch of Facebook
 - Educate them about interacting with NRO and IC websites
 - Provide guidance on using social media as a member of the IC



(U) Recommendation

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(U) Office of Public Affairs Role

➤ (U//~~FOUO~~) The Office of Public Affairs (OPA) will maintain primary responsibility and stewardship of the NRO social media sites.

▪ OPA will:

- Help align NRO with the President's memorandum on Transparency and Open Government
- Follow NRO Directive 110-6, Public Affairs Social Media Use, and applicable policies
- Establish social media sites using the [REDACTED] (s)(q) email address (b)(3) 10 USC 424
- Designate OPA Social Media Managers to manage sites and content
- Post only appropriate unclassified content
- Link between NRO social media sites and NRO.gov
- Access sites only from NRO workstations
- Report all known or suspected security events, incidents, or spills to OS&CI and follow OS&CI's direction
- Register sites on the DoD Site Registry (www.defense.gov)
- Provide social media recommendations to NRO personnel

▪ OPA may:

- Like, friend, or follow other U.S. government social media websites
- Share appropriate, relevant content from other web or social media sites, including those of IC and industry partners