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## Chapter 3. Roles and Responsibilities

#### 1. Roles and Responsibilities

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| Introduction | This topic provides information relative to the roles and responsibilities for VBA’s social media program. |

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| Change Date | Revised August 2016 |

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| a. Role of the VBA Benefits Assistance Service | The Director of the Benefits Assistance Service (BAS) will be responsible for administering the policy and procedures relative to VBA’s social media program through the VBA Web Communications Office.  This responsibility includes:   * oversight responsibility for VBA’s social media program * ensuring compliance with the policy and procedures related to the program, and * ensuring VBA stays abreast of current and future social media technologies. |

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| b. Role of VBA Web Communications | The VBA Web Communications Office is responsible for social media on behalf of the administration.  They ensure that all social media Points of Contact (POC) who have a need to post, maintain or provide official VBA content have access to approved social media sites. |

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| c. Role of the Regional Offices and Other Facilities | Public Affairs Officers (PAOs) and outreach coordinators located at regional offices and other VBA facilities are encouraged to be proactive in capturing and providing information about VA sponsored events they are hosting or participating in.  The PAOs may also be requested by the VBA Web Communications Office to provide content pertaining to an event using the VBA social media mailbox located at [vbasocialmedia.vbaco@va.gov](mailto:vbasocialmedia.vbaco@va.gov). |

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| d. Role of the Social Media Points of Contact (POC) | Each line of business shall invest a minimum of one primary social media POC and one alternate to provide content to the VBA Web Communications Office for VBA’s Facebook, Twitter, Google+, Instagram, and Pinterest pages.  Any changes to existing POCs should be sent to the VBA social media mailbox at [vbasocialmedia.vbaco@va.gov](mailto:vbasocialmedia.vbaco@va.gov). |

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| e. Responsibilities of the Social Media Points of Contact | It is extremely important that POCs are:   * subject-matter experts pertaining to their respective benefits * able to write well and in a conversational manner * able to refrain from using “VA Speak” in content submitted for posting * able to respond in a diplomatic tone to comments made on our social networking sites, and * available at all times to provide content |

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| f. Content Requirements for Social Media | Content provided by the POCs must reflect VA’s mission, goals, and objectives and be:   * current, accurate, factual, spell-checked and grammatically correct * written in a conversational manner * “Post ready” and in the correct format for the respective social networking site, and * sent through proper concurrence for approval.   ***Important:*** All content provided must also be available on a VA site (Internet or Intranet) which will be considered the official source for this information. |

#### 2. Appendix A. Submission Guidelines for Social Media/Web

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| Change Date | Revised August 2016 |

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| a. Facebook and Google+ Submissions | VBA’s Facebook and Google+ pages are available for use to advertise regional office events, special projects and other information that would be of use to the Veteran community.  For event advertisements, posts can be submitted to the VBA Web Communications Office as early as 30 days in advance, but should be received at least seven days prior to the event.  The information required is:   * type of event * date, time and location of event, and * point of contact.   Special projects and information regarding successful outreach events that are not time sensitive can be submitted at any time. These items will be posted as quickly as possible, but may not be posted immediately due to other priorities. If photographs are provided with the material, a signed release, [VA Form 10-3203](http://vaww4.va.gov/vaforms/medical/pdf/vha-10-3203-fill.pdf), *Consent for Use or Picture and/or Voice* must accompany the photos.  Submissions can be sent to the VBA social media mailbox at [vbasocialmedia.vbaco@va.gov](mailto:vbasocialmedia.vbaco@va.gov). |

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| b. Twitter Submissions | VBA’s Twitter account is available for use to advertise outreach events in real-time. Requests to have the event tweeted must be submitted at least 48 hours in advance of the event. The information needed, at a minimum, is:   * type of event * date, time and location of event, and * point of contact.   Submissions can be sent to the VBA social media mailbox at [vbasocialmedia.vbaco@va.gov](mailto:vbasocialmedia.vbaco@va.gov). |

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| c. Pinterest and Instagram Submissions | The VBA Web Communications Office will post photos and video from outreach events across the country on the VBA Pinterest and Instagram pages. Release forms ([VA Form 10-3203](http://vaww4.va.gov/vaforms/medical/pdf/vha-10-3203-fill.pdf), *Consent for Use of Picture and/or Voice* ) are required for all Pinterest and Instagram submissions, and captions must be provided for each photo submitted.  Submissions can be sent to the VBA social media mailbox at [vbasocialmedia.vbaco@va.gov](mailto:vbasocialmedia.vbaco@va.gov). |

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