Other Considerations

- Linking Policy / Copyright
- Endorsements / Advertising
- Cookies
- Records Retention
- FOIA / Privacy

GSA Blog Policy (CIO 2161)
Section 508 Compliance
Blog Policy

- CIO 2162
- November 18, 2008
- Purpose: “Order establishes GSA policy on creating and maintaining blogs on GSA websites”
- Contains “Blog Use Policy” to be posted on each blog
508 Compliance

For 3rd Party sites, consider an alternative format.

Challenge is figuring out how to make some information compliant.

Provided to the general public.

Information and data that is comparable to that with disabilities access to and use of websites.

Requires federal websites to provide individuals with disabilities access to and use of websites.


Must be 508 compliant.

YouTube and transcript on GSA.gov.
Watch out for information being collected or posted by your clients.

Be sure to avoid collecting or transmitting any personally identifiable information.

Even if it is hosted on a 3rd party site (e.g., Facebook, MySpace, YouTube), remember that it can be an agency record.

FOIA and privacy laws do apply.
Records Retention

- As with everything else, the rules apply
- Issue is when copies need to be stored
- Definition of Record from 44 USC 3301
- and where
Cookies can help with ease of use, user customization, and analytic tools for the agency.

No persistent cookies (OMB M-00-13), but there is a waiver provision.

Policy may change.
Endorsements / Advertising

- Linking policy is important
- Sponsored links
  - Something is sponsored (e.g., YouTube)
- Issue may arise when it appears
- Not allowed
Fair Use or other exemptions may apply.
Copyright can cause an issue.
Example in Blog Order
Have one

Linking Policy / Copyright
Questions / Discussion