

National Aeronautics and Space Administration



# Social Media in the Enterprise: Lessons Learned from NASA Spacebook

Office of the Chief Information Officer

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# Overview

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- What is Spacebook, and why did we do it?
- What are the governance, risk, and compliance challenges surrounding social media?



# What did we set out to do?

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- **Redesign Goddard's Intranet site to:**
  - Better meet Goddard's business goals
  - Improve communication
  - Make it easier to publish & find Information
  - Integrate our content & provide a consistent experience
  - Reduce sustaining operations costs
- **Use Social Media to help us be more competitive & innovative**
  - Encourage collaboration and information sharing & energize the community
  - Take better advantage of the information & resources we already have



# Social Networks

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- **Social Networks aren't new**
  - People rely heavily on other people to find information & learn how to do their work
- **Networks:**
  - Expand our knowledge and increase our circle of influence
  - Are personal relationships that help keep us informed, develop opinions, make decisions, and accomplish work goals.
  - Provide an “enduring infrastructure” for knowledge, learning, and innovation



# Benefits of Social Media

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- Provide tools for building teams and strengthening networks
  - Encourage collaboration and information sharing
- Facilitate:
  - Communication, Engagement, Transparency, Trust
- Take advantage of the information and resources we already have
  - Harness collective intelligence
  - How many times do we pay consultants to tell us what we already know?



# Spacebook Features

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- Enhanced Intranet designed around:
  - User profiles
  - Forums
  - Groups
  - Social Bookmarks
- Each employee has his/her own home page
  - Can publish their own status
  - Share files
  - Connect with others and be able to follow others' activity
  - Join communities of interest
- Participation is voluntary

## My Headlines





Maintain news feeds

### Goddard CIO Blog

- [How Extraordinary Golf Leads to Extraordinary Leadership](#)
- [ITIL We Meet Again](#)
- [More Things My Mother Taught Me About Being a CIO](#)

## Updates

Yesterday

-  [Heather Rene Diehl](#) replied to Emma's message board post. 1:29 PM  
**RE: OFFER: DVD-RAM Cartridges**  
I would be interested in those. I need to make some DVD backups of document libraries. Next time I see you, I can take them off of your hands. Thanks!
-  [Barbara Rozental Fillip](#) replied to Emma's message board post in Emma. 11:14 AM  
**How to leave a group?**  
It's getting difficult to figure out where to reply. I was looking for a search tool that would allow me to find out if someone had already posted something similar. Can't find one. Once you've joined...
-  [Barbara Rozental Fillip](#) replied to [Heather Rene Diehl's](#) message board post in [Heather Rene Diehl](#). 10:59 AM  
**RE: Twitter & NASA**  
Hi Heather, Thanks for the post. It's helped me think about how to impose boundaries to what I might post on Spacebook. There's a realm of professional interests that is broader than the realm of...
-  [Paula S Pruessner](#) replied to Emma's message board post in Emma. 9:22 AM  
**RE: wishlist: Group Invitation Message Space**  
Without too much digging around in facebook, it seems like you can add a personal message to anything you invite people to... I'll send you an example (an event, not a group - but I assume it'd look...

May 26

## Spacebook Announcements



### Welcome! Spacebook Beta Info

Please join the [Spacebook Users Group](#). That's the place to ask questions, get answers, report bugs, and more. Also, please be aware that during the beta testing period of Spacebook, there will be regular updates made to the application. Downtime is scheduled daily 8-9 PM EST.

[Submit an announcement.](#)

[Moderate Announcements](#) | [Manage Active Announcements](#) | [View All Announcements](#)

## People

Search People's profiles

 in [All Centers](#)  

[Browse by name](#) | [participation](#) | [recent activity](#)

## Groups

Search group names and descriptions

[Browse by name](#) | [most members](#) | [recently added](#)

## Collaboration Opportunities

### Looking for Spacebook testers


Help test Spacebook! Join the [Spacebook users group](#) and provide your feedback about what works and what you'd like to see work better.

[Submit an announcement.](#)

[Moderate Announcements](#) | [Manage Active Announcements](#) | [View All](#)



Activity Details

 [30 Forum Posts](#)

 [Edit Profile](#)

## Emma Antunes

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### About [\(view full CV\)](#)

I'm the web manager for Goddard, and the project manager for InsideGoddard and Spacebook.

**Projects:** [Spacebook](#) [AWRS](#)  
**Interests:**  
**Associations** [DC SAGE](#) [DC Web Women](#) [ACT/IAC](#)  
 & [Voyagers](#)  
**Certifications:**

### Connections

You have 12 connections.

-  [Frederic JOSHUA Krage](#)
-  [Heather Rene Diehl](#)
-  [Herbert W Schilling](#)
-  [Michael A Parvis](#)
-  [Kristi S Brown](#)
-  [Barbara Rozental Fillip](#)

### My Status

What are you working on?

[Post](#)

**Emma K Antunes** talking to the KM team about spacebook

Posted on 5/26/09 2:54 PM.

 [Comment](#)  [Delete](#)

**Emma K Antunes** heading home for the weekend!

Posted on 5/22/09 6:21 PM.

 [Comment](#)  [Delete](#)

**Emma K Antunes** Bug Hunting and finishing up loose ends for Spacebook

Posted on 5/22/09 10:36 AM.

 [Comment](#)  [Delete](#)

**Emma K Antunes** Doing QA testing for Spacebook.

Posted on 5/21/09 5:50 PM.

 [Comment](#)  [Delete](#)

**Emma K Antunes** spacebook ORR was postponed until next week.

Posted on 5/20/09 4:00 PM.



## Spacebook Users Group

A place for people to ask questions, post bug reports and make suggestions for improvement. Admin notices about Spacebook will also be posted here.

This group is open to anyone who uses Spacebook and wants to help make it better.

[Edit Group Information](#)



[Add Moderator](#)

[Categories](#) » [Spacebook Beta Participants](#)  | [start a topic](#)

Showing 1 - 20 of 23 results.

Items per Page  Page  of 2

[First](#) [Previous](#) [Next](#) [Last](#)

Topic	Activity	Unread	Posts	
 <a href="#">Bug Reports</a>	<b>22 hours ago</b>	<b>1</b>	<a href="#">50</a>	<a href="#">Lock Thread</a>
 <a href="#">Spacebook updates 5/21</a>	6 days ago	0	<a href="#">1</a>	<a href="#">Lock Thread</a>
<a href="#">wishlist: Group Invitation Message Space</a>	<b>1 day ago</b>	<b>1</b>	<a href="#">3</a>	<a href="#">Lock Thread</a>
<a href="#">Group Files - How do I upload?</a>	<b>5 days ago</b>	<b>1</b>	<a href="#">6</a>	<a href="#">Lock Thread</a>
<a href="#">Suggestion: Invite NASASphere participants to Spacebook</a>	6 days ago	0	<a href="#">2</a>	<a href="#">Lock Thread</a>
<a href="#">Wishlist: Opening external links</a>	6 days ago	0	<a href="#">4</a>	<a href="#">Lock Thread</a>
<a href="#">Good Things about</a>	7 days			<a href="#">Lock</a>

[Invite People to Join](#)

**Moderator:** [Gregory L Martin](#)  
[Emma K Antunes](#)

[View Members](#)

Explore by [date](#) | [rating](#) | [tag](#)

- [FrontPage](#)

## My Files

There are currently no files saved.



talking to the KM team about spacebook

Posted on 5/26/09 2:54 PM.

[Emma K Antunes](#)

[Faris L Mondey](#)  
[Faris L Mondey](#)

I am working on the MySites implementation here at JSC. This concept is very similar to SpaceBook. I like what Emma had done with all of this. It looks like it is very easy to use and is intuitive. Well done.

Posted on 5/26/09 2:39 PM.



Mobile Librarian shift in Building 33.

Posted on 5/26/09 12:13 PM.

[Michael J Chesnes](#)



Trvina to get back into work mode after the lon



## Goddard Discussions

[See Other Centers](#)

### Management Annoucements

| [start topic](#)

Topic	Activity	Posts
<a href="#">Memorial Day Message from the Acting Administrator</a>	5 days ago	1
<a href="#">Landing of Atlantis/STS-125 POSTPONED Until May 23</a>	5 days ago	1
<a href="#">What are YOU doing on May 30?</a>	6 days ago	2
<a href="#">FY10 IRAD Call for Proposals</a>	7 days ago	1
<a href="#">Center Director To Hold All Hands on FY 2010 Budget on May 8</a>	19 days ago	1
<a href="#">H1N1 Influenza (Swine Flu) Update, May 1, 2009</a>	20 days ago	1
<a href="#">New Topic</a>	42 days ago	1

### Goddard General

| [start topic](#)

Topic	Activity	Posts
<a href="#">Gate schedule?</a>	16 days ago	2
<a href="#">Scheduling Events</a>	20 days ago	3

### New Employee Q&A

| [start topic](#)

Topic	Activity	Posts
<a href="#">Summer Intern - Invite Remote User Identity Must Be US Citizens</a>	20 days ago	1
<a href="#">Summer Intern Briefing - Wednesday April 29 2-4PM</a>	30 days ago	1
<a href="#">New QNA Topic edited</a>	42 days ago	1

### Equipment Exchange

| [start topic](#)

Topic	Activity	Posts
<a href="#">Welcome &amp; How to use this Forum</a>	5 days ago	1
<a href="#">OFFER: DVD-RAM Cartridges</a>	19 hours ago	2

## My Forums

### Web 2.0 and Social Media at NASA

| [start topic](#)

Topic	Activity	Posts
<a href="#">Twitter</a>	22 hours ago	3

### NASA Web Managers

| [start topic](#)

Topic	Activity	Posts
No topics are defined for this forum.		

### Spacebook Moderators

| [start topic](#)

Topic	Activity	Posts
No topics are defined for this forum.		

### Spacebook Users Group

| [all topics](#) | [start topic](#)

Topic	Activity	Posts
<a href="#">Bug Reports</a>	22 hours ago	50
<a href="#">Spacebook updates 5/21</a>	6 days ago	1
<a href="#">wishlist: Group Invitation Message Space</a>	1 day ago	3



# Impact of Social Media

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- Change → Fear, Uncertainty & Doubt
- Perceived Loss of Control
- Same concerns as when email came to Agencies 20 years ago!
  
- Mitigation:
  - Training & Education, information release strategy, misuse reporting, no anonymous publishing



# Change in Publishing Paradigm

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- Who
  - Anyone can publish! (Even those who aren't experts)
    - Shift in training needs; new community needs to learn rules/conventions around web publishing
- What
  - “Loose Lips Sink Ships”
    - Share responsibly: information categories still apply
- When
  - Expectation of timeliness & immediacy
    - Information release procedures need to be updated
    - The perfect is the enemy of the good
    - What is “official?”



# Employee Behavior

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- **Fears about Appropriate Use**
  - Employees might waste time, or act unprofessionally (harassment or discrimination)
  - Gen Y employees might not distinguish between the personal and professional
  - What constitutes professional use vs. personal use?
- **Transparency & Openness: Pros & Cons**
  - Con: Fear of making a mistake in a very public way
  - Pro: Harassment occurs more often in secret, where the abuser has power over the victim. In the open, that power is gone
- **Need for training on social media concepts**
  - How do I use this for work? What are the rules of behavior?



# Compliance

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- Privacy Act
  - Limit enterprise social networks to content from employee directories; don't ask for personal information
  - Allow opt-out (photos too)
- Records Retention
  - Set up a records schedule for enterprise social media
- Employment
  - “Friending” concept: Implied special relationship not appropriate for Enterprise – Change to “connections” or “contacts;” provide read-only access to all profiles



- Questions?