

**Subject:** URL shortener & Microsoft Cloud  
**From:** "Rabuck, Laura G" <Laura.Rabuck@VA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Rabuck, Laura G  
**Date:** Wed, 4 Nov 2020 03:17:25 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1989 bytes) , [text/html](#) (4 kB)

Hello there,

I'm wrestling with URL shorteners for internal gov links, specifically those within the Microsoft Cloud.

VA SharePoint sites are migrating to SharePoint Online within the Microsoft Cloud and those links aren't accepted by the usa.gov shortener. For example a VA SharePoint URL like <https://dvagov.sharepoint.com/sites/VHAPugResearch...> isn't accepted because the URL isn't a valid .gov/.mil/etc URL. On the other hand dvagov.sharepoint.com **\*is\*** a legit government domain within the Microsoft cloud. It's a new wrinkle and I'm wondering what to recommend to colleagues.

If usa.gov is out and the internal VA.gov shortener is dead, are there other gov supported ones out there?

Thank you for your consideration.

**Laura Rabuck** (she/her)  
Digital Team – Program Manager  
[Seattle Epidemiologic Research & Information Center \(ERIC\)](#) | [Cooperative Studies Program \(CSP\)](#)  
VA Puget Sound Health Care System

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This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

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**Subject:** Re: URL shortener & Microsoft Cloud  
**From:** "Morgan, Steven" <steven.morgan@NCPC.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Morgan, Steven  
**Date:** Wed, 4 Nov 2020 12:35:28 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3173 bytes) , [text/html](#) (6 kB)

You could always create your own URL shortener system.

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Rabuck, Laura G  
**Sent:** Tuesday, November 3, 2020 10:17 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] URL shortener & Microsoft Cloud

Hello there,

I'm wrestling with URL shorteners for internal gov links, specifically those within the Microsoft Cloud.

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---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

**Subject:** [OPM developer contact](#)  
**From:** "Steadman, Kim (NIH/OD) [E]" <kim.steadman@NIH.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Steadman, Kim (NIH/OD) [E]  
**Date:** Thu, 5 Nov 2020 15:50:02 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (6 kB) , [text/html](#) (5 kB) , [image001.jpg](#) (6 kB)

Hello!

We've been experiencing issues with the OPM operating status API. We've tried contacting the [Developer Center](#) multiple times without any response. Does anyone have a direct contact to an OPM developer who can assist us?

Thanks!

### Kim Steadman

☎ 301.827.5732

✉ [Kim.Steadman@nih.gov](mailto:Kim.Steadman@nih.gov)

Systems Solutions & Information Branch (SSIMB)

HR Systems, Analytics & Information Division (HR SAID)

[Office of Human Resources](#) (OHR)

[National Institutes of Health](#) (NIH)



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**Subject:** [How USAGov Cracked a Cybercrime Using Free Web Analytics Tools](#)  
**From:** Nancy Tyler <nancy.tyler@GSA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Nancy Tyler <nancy.tyler@GSA.GOV>  
**Date:** Thu, 5 Nov 2020 16:35:30 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1801 bytes) , [text/html](#) (6 kB)

Hi Content Managers!

Today on the [USAGov blog](#), find out how we used free web analytics tools to discover scammers who were creating fake versions of [USA.gov](#). These swindlers were trying to trick people into sharing their personal information and buying access to phony government grants. See how we got them stopped.

We're always discovering new ways to use data and technology to connect people with their government. We'd love for you to learn along with us, and [subscribe to the blog](#).

Thanks,

Nancy

--

Nancy Tyler  
Senior Editor  
USAGov--*Your Guide to Government Information and Services*



FAS Technology Transformation Services - TTS Solutions  
U.S. General Services Administration

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**Subject:** Invitation: Web Managers Community Huddle @ Tue Nov 17, 2020 3pm - 3:45pm (EST) (content-managers-l@listserv.gsa.gov)  
**From:** Ammie Farrajfeijoo <ammie.farrajfeijoo@GSA.GOV>  
**Reply To:** ammie.farrajfeijoo@gsa.gov  
**Date:** Mon, 9 Nov 2020 14:51:22 +0000  
**Content-Type:** multipart/mixed  
**Parts/Attachments:** [text/plain](#) (3695 bytes) , [text/html](#) (12 kB) , [text/calendar](#) (12 kB) , [invite.ics](#) (12 kB)

You have been invited to the following event.

### Web Managers Community Huddle

**When** Tue Nov 17, 2020 3pm – 3:45pm Eastern Time - New York [more details »](#)  
**Calendar** content-managers-l@listserv.gsa.gov  
**Who** (Guest list has been hidden at organizer's request)

Join me for the latest Web Managers Community Huddle. This will be an informational meeting for open and organic information exchange.

The topic for this huddle will be **21st Century IDEA reporting** with guest hosts **Rachel Flagg, Tori Garten, and Christen Geiler.**

By mid-December, all federal executive branch agencies must submit their second annual report on progress implementing [21st Century IDEA](#). See, for example, GSA's 2019 report on its progress in implementing 21st Century IDEA at [gsa.gov/digitalstrategy](http://gsa.gov/digitalstrategy).

Coordinate your reporting efforts with your [agency CIO](#) and [Federal Web Council rep.](#)

You will need to accept this invite to join the huddle. Please also let me know if you need any accommodations to fully participate in this meeting.

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Join ZoomGov Meeting

**(b) (6)**

Meeting ID: **(b) (6)**

Passcode: **(b) (6)**

One tap mobile

**(b) (6)**

US (San Jose)

US (New York)

Dial by your location

**(b) (6)** (San Jose)

**(b) (6)** (New York)

**(b) (6)** Toll-free

Meeting ID: **(b) (6)**

Passcode: (b) (6)

Live Captioning

(b) (6)

Going (content-managers-l@listserv.gsa.gov)? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this courtesy email at the account content-managers-l@listserv.gsa.gov because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at <https://calendar.google.com/calendar/> and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. [Learn More](#).

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**Subject:** Amount of structured vs. unstructured or semi-structured data in government  
**From:** Sarah Crane <sarah.crane@GSA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Sarah Crane <sarah.crane@GSA.GOV>  
**Date:** Mon, 9 Nov 2020 11:09:55 -0600  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1481 bytes) , [text/html](#) (2789 bytes)

Hi!  
We're looking for some research that estimates what percentage of government data is structured (vs. unstructured or semi-structured). I haven't had much luck with general Google searches, and am wondering if anyone in this community is aware of research in that vein.

Thanks in advance!  
Sarah

Sarah Crane  
[10x](#)  
**(b) (6)** ransformation Service, GSA  
mobile

*What problem are you trying to solve? [Submit](#) an idea to 10x!*

---

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

**Subject:** [Checking IN](#)  
**From:** "Martin, Beth (FAA)" <Beth.Martin@FAA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Martin, Beth (FAA)  
**Date:** Mon, 9 Nov 2020 17:52:19 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (5 kB) , [text/html](#) (5 kB) , [image003.jpg](#) (5 kB)

Greetings, colleagues!

Many times we check UP on a project status or check WITH someone about it. All good things to do especially in these days of remote working. Let's check IN.

Have you reached a milestone? How have you developed professionally as a result of that project so far? How do you think that subsequent milestones can contribute to your future professional development? Please share!

- Beth

**Beth A. Martin**

Cell: (b) (6)  
Office: (202) 267-4750  
[beth.martin@faa.gov](mailto:beth.martin@faa.gov)

User Experience Lead & FAC-COR II  
Federal Aviation Administration  
Office of Communications (AOC)



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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l

**Subject:** Use of Unsplash  
**From:** "Walker, Stephen M." <Stephen.Walker4@VA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Walker, Stephen M.  
**Date:** Tue, 10 Nov 2020 12:28:26 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1450 bytes) , [text/html](#) (4 kB)

I am attempting to find out which agencies are using Unsplash.com either as a consumer or contributor or both. VA blocks access due to 3rd-party's incorrect categorization of the service as "Cloud Storage and Backup." We have attempted several times to get the service to recategorize, but they will not.

Steve

// SIGNED //

Stephen M. Walker  
Web Communication Lead

**IT Strategic Communication (ITSC)**  
Office of Information and Technology (OIT)  
Department of Veterans Affairs  
<https://www.oit.va.gov>

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**Subject:** [Re: Use of Unsplash](#)  
**From:** "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Larrimore, Laura  
**Date:** Tue, 10 Nov 2020 13:17:12 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3290 bytes) , [text/html](#) (9 kB)

Hello,  
I believe main commerce (commerce.gov) uses it and approved it for use by sub-agencies (we are a sub-agency, but we have another stock photo contract, so we don't use Unsplash at our agency.)

Hope that helps!

~Laura

Laura Larrimore  
Senior Digital Strategist  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Walker, Stephen M.

**Sent:** Tuesday, November 10, 2020 7:28 AM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** [CONTENT-MANAGERS-L] Use of Unsplash

I am attempting to find out which agencies are using Unsplash.com either as a consumer or contributor or both. VA blocks access due to 3rd-party's incorrect categorization of the service as "Cloud Storage and Backup." We have attempted several times to get the service to recategorize, but they will not.

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// SIGNED //

Stephen M. Walker  
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Tue Nov 10 11:11 AM: NO SUBJECT: [CONTENT-MANAGERS-L] Use of Unsplash

7/27/2021

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content-managers-l

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manage the content of government websites.

7/27/2021

**Subject:** [Re: Use of Unsplash](#)  
**From:** "Springer, Michelle" <mspringer@LOC.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Springer, Michelle  
**Date:** Tue, 10 Nov 2020 13:28:45 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2903 bytes) , [text/html](#) (9 kB)



The Library of Congress has an Unsplash account: <https://unsplash.com/@libraryofcongress/>

Michelle

**Michelle Springer**

Project Manager, Digital Initiatives

Office of the Chief Information Officer

Library of Congress

101 Independence Ave. SE | Washington, DC 20540-1610

o: 202/707-7494 | e: mspringer@loc.gov

---

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**Sent:** Tuesday, November 10, 2020 7:28 AM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** [CONTENT-MANAGERS-L] Use of Unsplash

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Web Communication Lead

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7/27/2021

**Subject:** [Re: \[EXTERNAL\] \[CONTENT-MANAGERS-L\] Use of Unsplash](#)  
**From:** "Horvath, Scott R" <shorvath@USGS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Horvath, Scott R  
**Date:** Tue, 10 Nov 2020 13:45:49 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3860 bytes) , [text/html](#) (7 kB)

There's a USGS Unsplash page, but we do not have an account or manage that page. In an effort to boost interest in Unsplash, the Unsplash team had created a page to pull in various images, marked as public domain, to the page. Originally, they had included our trademarked USGS Identifier. I had to tell them they were illegally using our trademark and they quickly remove it and replaced it with a USGS-related image. They also modified the intro for that account because it read as if it was managed by us. While I do wish the intro was more specific, I'm not opposed to people getting images from that site that are USGS images. They're in the public domain and USGS does get credit.

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Walker, Stephen M. <0000017ab44132c6-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Tuesday, November 10, 2020 7:28 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] Use of Unsplash

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content managers l

Subject: Re: [EXTERNAL] [CONTENT-MANAGERS-L] Use of Unsplash  
 From: (b) (6), (b) (7)(C) (OIG)" (b) (6), (b) (7)(C)r@VA.GOV>  
 Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C) (OIG)  
 Date: Tue, 10 Nov 2020 14:48:58 +0000  
 Content-Type: multipart/alternative  
 Parts/Attachments: text/plain (5 kB) , text/html (11 kB)

I know a few of us at the VA OIG used it and similar sites (<https://pixabay.com>, e.g.) mostly for use on our intranet until the VA blocked it.

(b) (6), (b) (7)(C)

Web Developer  
 VA Office of Inspector General

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**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Horvath, Scott R  
**Sent:** Tuesday, November 10, 2020 5:46 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] [CONTENT-MANAGERS-L] Use of Unsplash

There's a USGS Unsplash page, but we do not have an account or manage that page. In an effort to boost interest in Unsplash, the Unsplash team had created a page to pull in various images, marked as public domain, to the page. Originally, they had included our trademarked USGS Identifier. I had to tell them they were illegally using our trademark and they quickly remove it and replaced it with a USGS-related image. They also modified the intro for that account because it read as if it was managed by us. While I do wish the intro was more specific, I'm not opposed to people getting images from that site that are USGS images. They're in the public domain and USGS does get credit.

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**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> on behalf of Walker, Stephen M. <[0000017ab44132c6-dmarc-request@LISTSERV.GSA.GOV](mailto:0000017ab44132c6-dmarc-request@LISTSERV.GSA.GOV)>  
**Sent:** Tuesday, November 10, 2020 7:28 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV) <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>  
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] Use of Unsplash

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Steve

// SIGNED //

Stephen M. Walker  
 Web Communication Lead

## **IT Strategic Communication (ITSC)**

Office of Information and Technology (OIT)

Department of Veterans Affairs

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**Subject:** Re: Use of Unsplash  
**From:** James Jones <jjones@FEC.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, James Jones <jjones@FEC.GOV>  
**Date:** Tue, 10 Nov 2020 16:10:51 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (2706 bytes) , text/html (6 kB)

I'm always leery of sites like Unsplash as they seem too good to be true. Free photos? Great but how are they making their money? Or am I just too cynical?

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Date:** Tuesday, November 10, 2020 at 7:32 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Subject:** [CONTENT-MANAGERS-L] Use of Unsplash

I am attempting to find out which agencies are using Unsplash.com either as a consumer or contributor or both. VA blocks access due to 3rd-party's incorrect categorization of the service as "Cloud Storage and Backup." We have attempted several times to get the service to recategorize, but they will not.

Steve

// SIGNED //

Stephen M. Walker  
Web Communication Lead

**IT Strategic Communication (ITSC)**  
Office of Information and Technology (OIT)  
Department of Veterans Affairs  
<https://www.oit.va.gov>

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**Subject:** Re: Use of Unsplash  
**From:** "Weichbrodt, Caleigh" <Caleigh.Weichbrodt@SSS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Weichbrodt, Caleigh  
**Date:** Tue, 10 Nov 2020 16:26:40 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (4 kB) , [text/html](#) (10 kB)

I'm not sure who is using my likeness in these email chains, but I would like to report it. The last email that came through was from "**On Behalf Of** [owner-content-managers-l\\*caleigh\\*-weichbrodt\\*\\*SSS\\*-GOV@listserv.gsa.gov](mailto:owner-content-managers-l*caleigh*-weichbrodt**SSS*-GOV@listserv.gsa.gov)" and I have seen this several times before.

**Caleigh Weichbrodt**  
Public Affairs Specialist  
PIA I Selective Service System HQ  
Phone: (703)-605-4000 x 5072

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** owner-content-managers-l\*caleigh\*-weichbrodt\*\*SSS\*-GOV@listserv.gsa.gov  
**Sent:** Tuesday, November 10, 2020 11:11 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [WARNING Possible Forged Email]Re: [CONTENT-MANAGERS-L] Use of Unsplash

I'm always leery of sites like Unsplash as they seem too good to be true. Free photos? Great but how are they making their money? Or am I just too cynical?

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>  
**Date:** Tuesday, November 10, 2020 at 7:32 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV) <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>  
**Subject:** [CONTENT-MANAGERS-L] Use of Unsplash

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// SIGNED //

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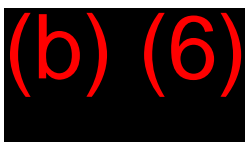


Subject: Re: Use of Unsplash  
From: (b) (6) @LOTTERY.STATE.TX.US  
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)  
Date: Tue, 10 Nov 2020 16:29:40 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (4 kB) , text/html (12 kB)

They're a great service as well as Pixabay. I've used both.

<https://pixabay.com/>

<https://unsplash.com/>



Web Administrator V  
Texas Lottery Commission  
(b) (6) @lottery.state.tx.us  
<https://www.tl lottery.org>  
<https://www.txbingo.org>

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** James Jones  
**Sent:** Tuesday, November 10, 2020 10:11 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Use of Unsplash

**CAUTION:** This email originated outside the Texas Lottery's email system.  
DO NOT click links or open attachments unless you expect them from the sender and know the content is safe.

I'm always leery of sites like Unsplash as they seem too good to be true. Free photos? Great but how are they making their money? Or am I just too cynical?

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**Date:** Tuesday, November 10, 2020 at 7:32 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV) <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>  
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## Web Communication Lead

### **IT Strategic Communication (ITSC)**

Office of Information and Technology (OIT)

Department of Veterans Affairs

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**Subject:** [Re: Use of Unsplash](#)  
**From:** (b) (6) @ANNAPOLIS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) @ANNAPOLIS.GOV>  
**Date:** Tue, 10 Nov 2020 11:56:05 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (5 kB) , [text/html](#) (15 kB)

Do they require any attribution? A couple of years ago, we used an image (a rather simple and tasteless, too, but fitting the narratives) from a free source. A few weeks later we were fined by the image owner's attorney. We began digging deeper and saw a long convoluted text (fine print, too). Somewhere in the very end they requested an attribution to the image. If it wouldn't be so time consuming to read and if the site we downloaded the image from would not make the "free" assertion so loosely, we would have noticed the request and given the attribution... anyway, ever since we stopped using the "free" stuff. Reading their long disclaimers is not free, it's our time. But, if it would be VERY TRANSPARENT with no attribution requested EVER, we'd reevaluate.



(b) (6)  
**Web Developer, MIT**

160 Duke of Gloucester St.  
 Annapolis MD, 21401  
 tel (b) (6)

[website](#) | [map](#) | [email](#)



On Tue, Nov 10, 2020 at 11:14 AM James Jones <[000007c1b38200d2-dmarc-request@listserv.gsa.gov](mailto:000007c1b38200d2-dmarc-request@listserv.gsa.gov)> wrote:

I'm always leery of sites like Unsplash as they seem too good to be true. Free photos? Great but how are they making their money? Or am I just too cynical?

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**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>  
**Date:** Tuesday, November 10, 2020 at 7:32 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV) <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>  
**Subject:** [CONTENT-MANAGERS-L] Use of Unsplash

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Web Communication Lead

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The message should have NO SUBJECT, and the only text in the message should read: set content-

**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Use of Unsplash  
**From:** "Walker, Stephen M." <Stephen.Walker4@VA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Walker, Stephen M.  
**Date:** Tue, 10 Nov 2020 17:53:06 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (10 kB) , [text/html](#) (25 kB)

Attribution is not required, but encouraged and appreciated. I am a contributor (@stphnwlkr) outside of work and always appreciate when credit is given, but recognize under the terms, it is not required.

Steve

// SIGNED //

Stephen M. Walker  
 Web Communication Lead

**IT Strategic Communication (ITSC)**  
 Office of Information and Technology (OIT)  
 Department of Veterans Affairs  
<https://www.oit.va.gov>

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)  
**Sent:** Tuesday, November 10, 2020 11:56 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Use of Unsplash

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 (b) (6)  
**Web Developer, MIT**

160 Duke of Gloucester St.  
 Annapolis MD, 21401  
 tel (b) (6)

[website](#) | [map](#) | [email](#)



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**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>  
**Date:** Tuesday, November 10, 2020 at 7:32 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV) <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>  
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7/27/2021

manage the content of government websites.

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**Subject:** [Upcoming Webinar on Accessibility and Multilingual Websites](#)  
**From:** Laura Godfrey - QQBB <laura.godfrey@GSA.GOV>  
Content Managers List <CONTENT-MANAGERS-  
**Reply To:** L@LISTSERV.GSA.GOV>, Laura Godfrey - QQBB  
<laura.godfrey@GSA.GOV>  
**Date:** Tue, 10 Nov 2020 15:53:31 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1797 bytes) , [text/html](#) (3131 bytes)

Hello colleagues!

The Multilingual Community of Practice opens FY2021 with a fabulous webinar: "Practical Tips for Accessible Content and Multilingual Websites". Our colleagues at the Library of Congress will give us some background on accessibility as well as practical tips to build the best possible content accessible to everyone!

**Date:** December 3, 2020

**Time:** 2:00 pm (EDT)

[Register now](#), you won't want to miss this!

To those of you who are veterans: Thank you for your service and Happy Veterans Day!

Apologies in advance if you receive this more than once through different listservs.

Laura Godfrey  
[vote.gov](#)/and Manager, [Multilingual CoP](#)  
TTS, U.S. General Services Administration  
202.536.8968  
<https://twitter.com/votegov>

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**Subject:** [Upcoming Webinar on Accessibility and Multilingual Websites](#)  
**From:** Laura Godfrey - QQBB <laura.godfrey@GSA.GOV>  
Content Managers List <CONTENT-MANAGERS-  
**Reply To:** L@LISTSERV.GSA.GOV>, Laura Godfrey - QQBB  
<laura.godfrey@GSA.GOV>  
**Date:** Tue, 10 Nov 2020 15:57:35 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1796 bytes) , [text/html](#) (3325 bytes)

Hello colleagues!

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Laura Godfrey  
[vote.gov](#)/and Manager, [Multilingual CoP](#)  
TTS, U.S. General Services Administration  
202.536.8968  
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digest

**Subject:** [Re: Use of Unsplash](#)  
**From:** James Jones <jjones@FEC.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, James Jones <jjones@FEC.GOV>  
**Date:** Thu, 12 Nov 2020 13:22:13 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (6 kB) , [text/html](#) (19 kB)

(b) (6) brings up a good point. At my agency, only our procurement team have the authority to accept commercial ToS and approve a site for use. Even if I wanted to use a site like Unsplash, I'd first have to get it blessed by my procurement team even if it doesn't involve funds.

Why? Because— and please correct me if I'm wrong here— my limited understanding of copyright law is that there's no such thing as an irrevocable right. Someone always owns the work, and that person is always within their rights to revoke any such agreement. While it would be difficult for anyone to collect rights fees should they revoke our right, they could easily require us to remove the works for future use without payment. Will they revoke them? Who knows, but my fear is always that you get what you pay for.

---

**From:** (b) (6) @annapolis.gov>  
**Date:** Tuesday, November 10, 2020 at 11:56 AM  
**To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, James Jones <jjones@fec.gov>  
**Subject:** Re: [CONTENT-MANAGERS-L] Use of Unsplash

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 tel (b) (6)

[website](#) | [map](#) | [email](#)



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This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

For help with this listserv, to manage your settings, or to view list archives, visit:  
<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it

**Subject:** [Web editorial/content style guides](#)  
**From:** "Drayton, Nicole" <ndrayton@FTC.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Drayton, Nicole  
**Date:** Thu, 12 Nov 2020 18:53:06 +0000  
**Content-Type:** multipart/related  
[text/plain](#) (1725 bytes) , [text/html](#) (11 kB) , [image001.png](#) (11 kB) , [image002.jpg](#) (11 kB) , [image003.png](#) (11 kB) , [image004.jpg](#) (11 kB) , [image005.jpg](#) (11 kB) , [image006.jpg](#) (11 kB) , [image007.jpg](#) (11 kB) , [image008.jpg](#) (11 kB)

Good afternoon,

Looking for examples of web editorial/content style guides. I found this resource but wanted to make sure I wasn't missing any: <https://digital.gov/resources/style-guides-by-government-agencies/>

Thanks!

Nicole M. Drayton  
Public Affairs Specialist | Social Media Manager  
U.S. Federal Trade Commission  
Office of Public Affairs

O: 5  
C: (b) (6)

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---

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-1 digest

\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff

**Subject:** Re: Web editorial/content style guides  
**From:** Katherine Spivey - ZC <katherine.spivey@GSA.GOV>  
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Katherine Spivey - ZC  
**Reply To:** <katherine.spivey@GSA.GOV>  
**Date:** Thu, 12 Nov 2020 14:16:26 -0500  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (2913 bytes) , [text/html](#) (8 kB) , [image005.jpg](#) (8 kB) , [image006.jpg](#) (8 kB) , [image007.jpg](#) (8 kB) , [image008.jpg](#) (8 kB)

Not comprehensive, but here's one list:  
<https://www.plainlanguage.gov/resources/guides/>

Katherine Spivey  
Senior Communications Specialist  
Office of Strategic Communications

GSA's Plain Language Office  
[katherine.spivey@gsa.gov](mailto:katherine.spivey@gsa.gov)

Co-Chair, Plain Language Action and Information Network (PLAIN)  
[plainlanguage.gov](http://plainlanguage.gov)

On Thu, Nov 12, 2020 at 2:13 PM Drayton, Nicole <[0000045056bf3ce9-dmarc-request@listserv.gsa.gov](mailto:0000045056bf3ce9-dmarc-request@listserv.gsa.gov)> wrote:

Good afternoon,

Looking for examples of web editorial/content style guides. I found this resource but wanted to make sure I wasn't missing any: <https://digital.gov/resources/style-guides-by-government-agencies/>

Thanks!

Nicole M. Drayton

Public Affairs Specialist | Social Media Manager

U.S. Federal Trade Commission

Office of Public Affairs

O: (202) 326-2565

C: (b) (6)

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---

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---

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For help with this listserv, to manage your settings, or to view list archives, visit:

**Subject:** Re: Web editorial/content style guides  
**From:** "Walker, Stephen M." <Stephen.Walker4@VA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Walker, Stephen M.  
**Date:** Thu, 12 Nov 2020 19:40:36 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (5 kB) , text/html (19 kB) , image001.png (19 kB) , image002.jpg (19 kB) , image003.png (19 kB) , image004.jpg (19 kB) , image009.jpg (19 kB) , image010.jpg (19 kB) , image011.jpg (19 kB) , image012.jpg (19 kB)

You might want to look at the [content style section](#) of design.va.gov

Steve

// SIGNED //

Stephen M. Walker  
Web Communication Lead

**IT Strategic Communication (ITSC)**  
Office of Information and Technology (OIT)  
Department of Veterans Affairs  
<https://www.oit.va.gov>

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Drayton, Nicole  
**Sent:** Thursday, November 12, 2020 1:53 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] Web editorial/content style guides

Good afternoon,

Looking for examples of web editorial/content style guides. I found this resource but wanted to make sure I wasn't missing any: <https://digital.gov/resources/style-guides-by-government-agencies/>

Thanks!

Nicole M. Drayton  
Public Affairs Specialist | Social Media Manager  
U.S. Federal Trade Commission  
Office of Public Affairs

O:  
C: (b) (6)

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[FTC.gov](https://www.ftc.gov) | [Newsroom](#)



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<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>



**Subject:** [What's Next for USWDS](#)  
**From:** DigitalGov University <digitalgovu@GSA.GOV>  
Content Managers List <CONTENT-MANAGERS-  
**Reply To:** L@LISTSERV.GSA.GOV>, DigitalGov University  
<digitalgovu@GSA.GOV>  
**Date:** Mon, 16 Nov 2020 09:15:00 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1441 bytes) , [text/html](#) (2371 bytes)

Join U.S. Web Design System Product Lead, Dan Williams, to hear about what's next for the design system as we come to the end of 2020. The design system team also will discuss what we've learned this year and how we're thinking about the future of the design system.

[Register to join us!](#)

*Help us spread the word about USWDS! Invite a colleague, friend or someone on your team to attend this month's call.*

--

**DigitalGov Events**  
[digitalgovu@gsa.gov](mailto:digitalgovu@gsa.gov)  
<https://digital.gov/events/>

---

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<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to [listserv@listserv.gsa.gov](mailto:listserv@listserv.gsa.gov)

The message should have NO SUBJECT. and the only text in the message should read: set content-managers-l

**Subject:** [Re: Web editorial/content style guides](#)  
**From:** Laura Godfrey - QQBB <laura.godfrey@GSA.GOV>  
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Laura Godfrey - QQBB  
**Reply To:** <laura.godfrey@GSA.GOV>  
**Date:** Mon, 16 Nov 2020 09:46:52 -0500  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (6 kB) , [text/html](#) (14 kB) , [image009.jpg](#) (14 kB) ,  
[image010.jpg](#) (14 kB) , [image011.jpg](#) (14 kB) , [image012.jpg](#) (14 kB)

Hi Nicole,

In case this is helpful, the Multilingual CoP has published a list of [Bilingual Glossaries, Dictionaries, and Style Guides](#) on Digital.gov.

Thanks,  
Laura

On Thu, Nov 12, 2020 at 2:46 PM Walker, Stephen M. <[0000017ab44132c6-dmarc-request@listserv.gsa.gov](mailto:0000017ab44132c6-dmarc-request@listserv.gsa.gov)> wrote:

You might want to look at the [content style section](#) of [design.va.gov](#)

Steve

// SIGNED //

Stephen M. Walker

Web Communication Lead

**IT Strategic Communication (ITSC)**

Office of Information and Technology (OIT)

Department of Veterans Affairs

<https://www.oit.va.gov>

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Drayton, Nicole  
**Sent:** Thursday, November 12, 2020 1:53 PM

Sent: Thursday, November 12, 2020 1:00 PM

To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

Subject: [EXTERNAL] [CONTENT-MANAGERS-L] Web editorial/content style guides

Good afternoon,

Looking for examples of web editorial/content style guides. I found this resource but wanted to make sure I wasn't missing any: <https://digital.gov/resources/style-guides-by-government-agencies/>

Thanks!

Nicole M. Drayton

Public Affairs Specialist | Social Media Manager

U.S. Federal Trade Commission

Office of Public Affairs

O: (202) 326-2565

C: (b) (6)

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---

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

**Subject:** Are you taking snapshots of your websites in preparation for the administration change?  
**From:** "Darlington, Lin" <Darlington.Lin@EPA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Darlington, Lin  
**Date:** Mon, 16 Nov 2020 16:25:25 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2240 bytes) , [text/html](#) (5 kB)

Hello Federal Web Content Managers:

EPA has a requirement to take snapshots of all our web properties before each inauguration and make them publicly available to help address any requests for information about changes made by the incoming administration. We have a solution for our primary Drupal-based website ([www.epa.gov](http://www.epa.gov)), but EPA has many other domains and subdomains built on a variety of different technologies. Does anyone know of any website snapshot solutions that work across domains and subdomains built on different platforms?

Thanks,

**Lin**

[Lin Darlington](#), Director  
[Web Content Services Division](#),  
Office of Information Management  
Office of Mission Support  
U.S. Environmental Protection Agency  
Desk: 202-566-0696 || Cell: (b) (6)  
[www.epa.gov](http://www.epa.gov)

"Never underestimate the power of a small group of committed people to change the world. In fact, it is the only thing that ever has." ~ Margaret Mead

---

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<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to [listserv@listserv.gsa.gov](mailto:listserv@listserv.gsa.gov)

The message should have NO SUBJECT. and the only text in the message should read: set content-managers-l

**Subject:** Re: Are you taking snapshots of your websites in preparation for the administration change?  
**From:** (b) (6) @ANNAPOLIS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) @ANNAPOLIS.GOV>  
**Date:** Mon, 16 Nov 2020 11:35:44 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (4091 bytes) , text/html (10 kB)

Some of the possible solutions are: archiving the old pages, creating a new version of the existing page (with all the previous versions saved), unpublishing (keeping them in a draft shape) old pages.



(b) (6)  
**Web Developer, MIT**

160 Duke of Gloucester St.  
 Annapolis MD, 21401  
 tel (b) (6)

[website](#) | [map](#) | [email](#)



On Mon, Nov 16, 2020 at 11:31 AM Darlington, Lin <[0000073c10dc2130-dmarc-request@listserv.gsa.gov](mailto:0000073c10dc2130-dmarc-request@listserv.gsa.gov)> wrote:

Hello Federal Web Content Managers:

EPA has a requirement to take snapshots of all our web properties before each inauguration and make them publicly available to help address any requests for information about changes made by the incoming administration. We have a solution for our primary Drupal-based website ([www.epa.gov](http://www.epa.gov)), but EPA has many other domains and subdomains built on a variety of different technologies. Does anyone know of any website snapshot solutions that work across domains and subdomains built on different platforms?

Thanks,

**Lin**

[Lin Darlington](#), Director  
[Web Content Services Division](#),

Office of Information Management

Office of Mission Support

U.S. Environmental Protection Agency

Desk: 202-566-0696 || Cell: (b) (6)

[www.epa.gov](http://www.epa.gov)

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---

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---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites

**Subject:** Re: Are you taking snapshots of your websites in preparation for the administration change?  
**From:** "Macadaeg, Robert J - ODEP" <Macadaeg.Robert.J@DOL.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Macadaeg, Robert J - ODEP  
**Date:** Mon, 16 Nov 2020 16:57:11 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (10 kB) , [text/html](#) (28 kB)

Chrome has a nice screenshot function, but I wouldn't know how to automate it. Still, it might be useful to folks.

In Google Chrome running on Windows:

- Ctrl+Shift+I (Developer Tools)
- Ctrl+Shift+P (Run command)
- Scroll down to "Screenshot" (there are four options)

Robert J. Macadaeg  
 Business Development Specialist  
 Office of Disability Employment Policy  
 U.S. Department of Labor  
 202-693-4936

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)  
**Sent:** Monday, November 16, 2020 11:36 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

CAUTION - The sender of this message is external to the DOL network. Please use care when clicking on links and responding with sensitive information. Send suspicious email to [spam@dol.gov](mailto:spam@dol.gov).

Some of the possible solutions are: archiving the old pages, creating a new version of the existing page (with all the previous versions saved), unpublishing (keeping them in a draft shape) old pages.



(b) (6)  
**Web Developer, MIT**

160 Duke of Gloucester St.  
 Annapolis MD, 21401  
 tel (b) (6)

[website](#) | [map](#) | [email](#)



On Mon, Nov 16, 2020 at 11:31 AM Darlington, Lin <[0000073c10dc2130-dmarc-request@listserv.gsa.gov](mailto:0000073c10dc2130-dmarc-request@listserv.gsa.gov)> wrote:

Hello Federal Web Content Managers:

EPA has a requirement to take snapshots of all our web properties before each inauguration and make them publicly available to help address any requests for information about changes made by the incoming



administration. We have a solution for our primary Drupal-based website ([www.epa.gov](http://www.epa.gov)), but EPA has many other domains and subdomains built on a variety of different technologies. Does anyone know of any website snapshot solutions that work across domains and subdomains built on different platforms?

Thanks,

**Lin**

[Lin Darlington](#), Director  
[Web Content Services Division](#),  
Office of Information Management  
Office of Mission Support  
U.S. Environmental Protection Agency  
Desk: 202-566-0696 || Cell: (b) (6)  
[www.epa.gov](http://www.epa.gov)

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

**Subject:** Re: Are you taking snapshots of your websites in preparation for the administration change?  
**From:** "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Larry.Gillick@USDA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Larry.Gillick@USDA.GOV>  
**Date:** Mon, 16 Nov 2020 17:30:56 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (5 kB) , [text/html](#) (9 kB)

Have you tried wget?

<https://en.wikipedia.org/wiki/Wget>

Larry

---

Larry Gillick  
Chief, Web & Digital Strategy  
Farm Production and Conservation Business Center  
U.S. Department of Agriculture  
Phone: 202-720-4024

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Darlington, Lin  
**Sent:** Monday, November 16, 2020 11:25 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Hello Federal Web Content Managers:

EPA has a requirement to take snapshots of all our web properties before each inauguration and make them publicly available to help address any requests for information about changes made by the incoming administration. We have a solution for our primary Drupal-based website ([www.epa.gov](http://www.epa.gov)), but EPA has many other domains and subdomains built on a variety of different technologies. Does anyone know of any website snapshot solutions that work across domains and subdomains built on different platforms?

Thanks,

**Lin**

[Lin Darlington](#), Director  
[Web Content Services Division](#),  
Office of Information Management  
Office of Mission Support  
U.S. Environmental Protection Agency  
Desk: 202-566-0696 || Cell: 202-262-2906  
[www.epa.gov](http://www.epa.gov)

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

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This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

---

This message was sent to the Web Content Managers Forum, a community of government employees who

**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

**From:** (b) (6) @HAWAII.GOV>

**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)

**Date:** Mon, 16 Nov 2020 18:27:35 +0000

**Content-Type:** multipart/alternative

**Parts/Attachments:** text/plain (7 kB) , text/html (12 kB)

“snapshots of all our web properties”  
 “website snapshot solutions”

Is this possible? I don't understand. Is this a question of the physical inventory of content available or only how it's presented?

Are not these two things incomparable?

Thanks. Stay healthy.

(b) (6)  
 State of Hawaii, Dept. of Taxation, IT Analyst

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC  
**Sent:** Monday, November 16, 2020 7:31 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Have you tried wget?

<https://en.wikipedia.org/wiki/Wget>

Larry  
 ---  
 Larry Gillick  
 Chief, Web & Digital Strategy  
 Farm Production and Conservation Business Center  
 U.S. Department of Agriculture  
 Phone: 202-720-4024

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Darlington, Lin  
**Sent:** Monday, November 16, 2020 11:25 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Hello Federal Web Content Managers:

EPA has a requirement to take snapshots of all our web properties before each inauguration and make them publicly available to help address any requests for information about changes made by the incoming administration. We have a solution for our primary Drupal-based website ([www.epa.gov](http://www.epa.gov)), but EPA has many other domains and subdomains built on a variety of different technologies. Does anyone know of any website snapshot solutions that work across domains and subdomains built on different platforms?

Thanks,

**Lin**

[Lin Darlington](#), Director  
[Web Content Services Division](#),  
Office of Information Management  
Office of Mission Support  
U.S. Environmental Protection Agency  
Desk: 202-566-0696 || Cell: (b) (6)  
[www.epa.gov](http://www.epa.gov)

“Never underestimate the power of a small group of committed people to change the world. In fact, it is the only thing that ever has.” ~ Margaret Mead

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**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

**From:** "Darlington, Lin" <Darlington.Lin@EPA.GOV>

**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Darlington, Lin

**Date:** Mon, 16 Nov 2020 19:50:24 +0000

**Content-Type:** multipart/alternative

**Parts/Attachments:** [text/plain](#) (12 kB) , [text/html](#) (20 kB)

Brian:  
 Here is an example of the type of “snapshot” I’m talking about - <https://19january2017snapshot.epa.gov/>. This is a snapshot of the EPA website as it existed on January 19, 2017. We don’t update it and some of the links don’t work, but we keep in online for historical purposes. I’m asking if any other agencies are doing something similar.

All:  
 Thanks for the helpful information you have shared so far. Additional ideas are welcome.

Thanks,

**Lin**

Lin Darlington, Director  
 Web Content Services Division,  
 Office of Information Management,  
 Office of Mission Support,  
 U.S. Environmental Protection Agency  
 Desk: 202-566-0696 || Cell: (b) (6)  
 Office: 6143A || Mailcode: 28241  
[www.epa.gov](http://www.epa.gov)

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---

**From:** Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** (b) (6)

**Sent:** Monday, November 16, 2020 1:28 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

“snapshots of all our web properties”  
 “website snapshot solutions”

Is this possible? I don’t understand. Is this a question of the physical inventory of content available or only how it’s presented?

Are not these two things incomparable?

Thanks. Stay healthy.  
 (b) (6)  
 State of Hawaii, Dept. of Taxation, IT Analyst

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Gillick, Lawrence - FPAC-FRC, Washington DC

7/27/2021

Darlington, VA, DC, Washington, DC

**Sent:** Monday, November 16, 2020 7:31 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Have you tried wget?

<https://en.wikipedia.org/wiki/Wget>

Larry

---

Larry Gillick

Chief, Web & Digital Strategy

Farm Production and Conservation Business Center

U.S. Department of Agriculture

Phone: 202-720-4024

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Darlington, Lin

**Sent:** Monday, November 16, 2020 11:25 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

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---



**Subject:** Re: Are you taking snapshots of your websites in preparation for the administration change?  
**From:** "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Larrimore, Laura  
**Date:** Mon, 16 Nov 2020 20:57:54 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (7 kB) , [text/html](#) (14 kB)

I worked on DOC's transition last administration change, and what you describe seemed pretty par for the course. Each time there a major change we would take a web snapshot and place it in an archive.

I don't know if this link will work for those outside of Commerce, but here's all the instructions we put out last time for web and social during the transition: <https://connection.commerce.gov/reference-and-other-resources/doc-social-media-transition-resources>

At my sub agency, I'm planning to use that as a model for this go-round.  
~Laura

Laura Larrimore  
Senior Digital Strategist  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC  
**Sent:** Monday, November 16, 2020 12:31 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Have you tried wget?

<https://en.wikipedia.org/wiki/Wget>

Larry

---

Larry Gillick  
Chief, Web & Digital Strategy  
Farm Production and Conservation Business Center  
U.S. Department of Agriculture  
Phone: 202-720-4024

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Darlington, Lin  
**Sent:** Monday, November 16, 2020 11:25 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

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Thanks,

**Lin**

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[Web Content Services Division](#),  
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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

**Subject:** [Drupal Content Type visual library for VA - who did that?](#)  
**From:** Jeanine Keay <jeanine.keay@CIGIE.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Jeanine Keay <jeanine.keay@CIGIE.GOV>  
**Date:** Mon, 16 Nov 2020 22:31:13 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (14 kB) , [text/html](#) (6 kB) , [image002.png](#) (14 kB)

Hi everyone –

I'm looking for the wonderful person who shared a Drupal content type visual library – I believe it was in an airtable – for a site they built for VA. I keep talking about this and trying to describe it because I very much would like to make one for our organization and people here don't seem to be picking up what I'm putting down – I think they really need this visual example. If you created this beautiful artifact and are willing to share it again, would you please contact me? 😊

Thank you!  
Jeanine



Jeanine Keay  
Web Manager  
Pandemic Response Accountability  
Committee (PRAC)  
[jeanine.keay@cigie.gov](mailto:jeanine.keay@cigie.gov) | 410-371-4536  
<https://www.pandemicoversight.gov/>

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**Subject:** Re: Drupal Content Type visual library for VA - who did that?  
**From:** Victoria Wales - XACA <victoria.wales@GSA.GOV>  
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Victoria Wales - XACA  
**Reply To:** <victoria.wales@GSA.GOV>  
**Date:** Mon, 16 Nov 2020 19:13:35 -0500  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (14 kB) , [text/html](#) (13 kB) , [image002.png](#) (14 kB)

Hi Jeanine,

I just forwarded your question to Jane Newman, I believe she is the person who sent over that airtable.

Best,

Victoria

On Mon, Nov 16, 2020 at 6:15 PM Jeanine Keay <[00000ae40e265cc3-dmarc-request@listserv.gsa.gov](mailto:00000ae40e265cc3-dmarc-request@listserv.gsa.gov)> wrote:

Hi everyone –

I'm looking for the wonderful person who shared a Drupal content type visual library – I believe it was in an airtable – for a site they built for VA. I keep talking about this and trying to describe it because I very much would like to make one for our organization and people here don't seem to be picking up what I'm putting down – I think they really need this visual example. If you created this beautiful artifact and are willing to share it again, would you please contact me? 😊

Thank you!

Jeanine



Jeanine Keay

Web Manager

Pandemic Response Accountability  
Committee (PRAC)

[jeanine.keay@cigie.gov](mailto:jeanine.keay@cigie.gov) | 410-371-4536

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**Victoria B. Wales** | Phone: 202-812-5032

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---

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**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?  
**From:** "Harman, Richard (Chip)" <Richard.Harman@VA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Harman, Richard (Chip)  
**Date:** Tue, 17 Nov 2020 13:23:21 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (10 kB) , [text/html](#) (17 kB)

Is this a legal/regulatory requirement?

Chip Harman  
US Dept of Veterans Affairs  
<https://www.myhealth.va.gov>  
202-306-3819

Veterans need [flu shots NOW](#)

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Larrimore, Laura  
**Sent:** Monday, November 16, 2020 3:58 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

I worked on DOC's transition last administration change, and what you describe seemed pretty par for the course. Each time there a major change we would take a web snapshot and place it in an archive.

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At my sub agency, I'm planning to use that as a model for this go-round.  
~Laura

Laura Larrimore  
Senior Digital Strategist  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

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**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC  
**Sent:** Monday, November 16, 2020 12:31 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Have you tried wget?

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Larry

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Larry Gillick  
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Farm Production and Conservation Business Center  
U.S. Department of Agriculture  
Phone: 202-720-4024

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**Sent:** Monday, November 16, 2020 11:25 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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**Subject:** Re: Are you taking snapshots of your websites in preparation for the administration change?  
**From:** "Smith, Stanley (Federal)" <SSmith4@DOC.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Smith, Stanley (Federal)  
**Date:** Tue, 17 Nov 2020 13:38:47 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (10 kB) , [text/html](#) (17 kB)

Previous administrations have requested this to allow for content from outgoing administrations to persist, but have a site with current admin priorities.

HTTrack (<https://www.httrack.com>) was very useful in creating a full copy of sites we ended up needing to archive. It may be old school, but it works like a charm. Examples of what we have done in the past include <https://archive.mbda.gov> and <https://2014-2017.commerce.gov>.

Thank you,  
Stan Smith  
Drupal Team Lead  
Office of Applications and Digital Services (ADS)  
Office of the Chief Information Officer (OCIO)  
Office of the Secretary (OS)  
U.S. Department of Commerce  
Phone: 202-482-4746 | [SSmith4@doc.gov](mailto:SSmith4@doc.gov)

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Date:** Tuesday, November 17, 2020 at 8:18 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Subject:** Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

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Laura Larrimore  
Senior Digital Strategist  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

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**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
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<https://en.wikipedia.org/wiki/Wget>

Larry

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Larry Gillick  
Chief, Web & Digital Strategy  
Farm Production and Conservation Business Center  
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Phone: 202-720-4024

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**Subject:** [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Hello Federal Web Content Managers:

EPA has a requirement to take snapshots of all our web properties before each inauguration and make them publicly available to help address any requests for information about changes made by the incoming administration. We have a solution for our primary Drupal-based website ([www.epa.gov](http://www.epa.gov)), but EPA has many other domains and subdomains built on a variety of different technologies. Does anyone know of any website snapshot solutions that work across domains and subdomains built on different platforms?

Thanks,

**Lin**

[Lin Darlington](#), Director  
[Web Content Services Division](#),  
Office of Information Management  
Office of Mission Support  
U.S. Environmental Protection Agency  
Desk: 202-566-0696 || Cell: (b) (6)  
[www.epa.gov](http://www.epa.gov)

"Never underestimate the power of a small group of committed people to change the world. In fact, it is the only thing that ever has." ~ Margaret Mead

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

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**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

**From:** "Rosen, David (NIH/OD) [E]" <david.rosen@NIH.GOV>

**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Rosen, David (NIH/OD) [E]

**Date:** Tue, 17 Nov 2020 13:39:39 +0000

**Content-Type:** multipart/alternative

**Parts/Attachments:** [text/plain](#) (12 kB) , [text/html](#) (19 kB)

We had built our own archiving system a few years back. The big problem with doing your own snapshots is that they will still require security patches. This became such a burden since we were capturing all our sites on a monthly basis. About three months ago we shifted to [Archive-it.org](https://archive-it.org). This is a great tool for archiving your sites and the paid version provides a lot more control over the way back machine. After doing a cost comparison it actually was cheaper for us to use this service over continued use of an in house system due to server administration and security requirements.

David

NIH/OER

On Nov 17, 2020, at 8:29 AM, Harman, Richard (Chip) <[00000214910528ff-dmarc-request@listserv.gsa.gov](mailto:00000214910528ff-dmarc-request@listserv.gsa.gov)> wrote:

Is this a legal/regulatory requirement?

Chip Harman  
US Dept of Veterans Affairs  
<https://www.myhealth.va.gov>  
202-306-3819

Veterans need [flu shots NOW](#)

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Larrimore, Laura  
**Sent:** Monday, November 16, 2020 3:58 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

I worked on DOC's transition last administration change, and what you describe seemed pretty par for the course. Each time there a major change we would take a web snapshot and place it in an archive.

I don't know if this link will work for those outside of Commerce, but here's all the instructions we put out last time for web and social during the transition:  
<https://connection.commerce.gov/reference-and-other-resources/doc-social-media-transition-resources>

At my sub agency, I'm planning to use that as a model for this go-round.  
~Laura

Laura Larrimore  
Senior Digital Strategist  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC  
**Sent:** Monday, November 16, 2020 12:31 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Have you tried wget?

<https://en.wikipedia.org/wiki/Wget>

Larry  
---  
Larry Gillick  
Chief, Web & Digital Strategy  
Farm Production and Conservation Business Center  
U.S. Department of Agriculture  
Phone: 202-720-4024

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Darlington, Lin  
**Sent:** Monday, November 16, 2020 11:25 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

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**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?  
**From:** "Darlington, Lin" <Darlington.Lin@EPA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Darlington, Lin  
**Date:** Tue, 17 Nov 2020 13:47:42 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (13 kB) , [text/html](#) (23 kB)

The snapshot is not a legal or regulatory requirement. We created it in anticipation of a barrage of FIOA requests for information about what the incoming administration changed on EPA's website. It proved to be very helpful.

Thanks,

**Lin**

Lin Darlington, Director  
Web Content Services Division,  
Office of Information Management,  
Office of Mission Support,  
U.S. Environmental Protection Agency  
Desk: 202-566-0696 || Cell: (b) (6)  
Office: 6143A || Mailcode: 28241  
[www.epa.gov](http://www.epa.gov)

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---

**From:** Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** Harman, Richard (Chip)  
**Sent:** Tuesday, November 17, 2020 8:23 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Is this a legal/regulatory requirement?

Chip Harman  
US Dept of Veterans Affairs  
<https://www.myhealth.va.gov>  
202-306-3819

Veterans need [flu shots NOW](#)

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**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Larrimore, Laura  
**Sent:** Monday, November 16, 2020 3:58 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

I worked on DOC's transition last administration change, and what you describe seemed pretty par for the

7/27/2021

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At my sub agency, I'm planning to use that as a model for this go-round.

~Laura

Laura Larrimore  
Senior Digital Strategist  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

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**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC  
**Sent:** Monday, November 16, 2020 12:31 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Have you tried wget?

<https://en.wikipedia.org/wiki/Wget>

Larry

---

Larry Gillick  
Chief, Web & Digital Strategy  
Farm Production and Conservation Business Center  
U.S. Department of Agriculture  
Phone: 202-720-4024

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Darlington, Lin  
**Sent:** Monday, November 16, 2020 11:25 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

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U.S. Environmental Protection Agency  
Desk: 202-566-0696 || Cell: (b) (6)



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**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?  
**From:** "Chronister, Michelle E." <Michelle.Chronister@OPM.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Chronister, Michelle E.  
**Date:** Tue, 17 Nov 2020 13:52:56 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (14 kB) , [text/html](#) (23 kB)

It sounds like you are looking for a web archiving tool. There are a few out there including [Archive-It](#) (from the Internet Archive) and [Archive Ready](#) (open source). You can find more with a search.

The [Creating Preservable Websites](#) page from the Library of Congress may also be helpful when preparing your site. And while it doesn't solve your immediate need, the [End of Term Web Archive](#) captures and saves federal websites at the end of presidential administrations.

Michelle Chronister (she/her)  
User Experience Designer  
The Lab at OPM  
U.S. Office of Personnel Management  
(202) 215-5802  
lab.opm.gov

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Darlington, Lin <0000073c10dc2130-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Monday, November 16, 2020 2:50 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Brian:  
Here is an example of the type of "snapshot" I'm talking about - <https://19january2017snapshot.epa.gov/>. This is a snapshot of the EPA website as it existed on January 19, 2017. We don't update it and some of the links don't work, but we keep it online for historical purposes. I'm asking if any other agencies are doing something similar.

All:  
Thanks for the helpful information you have shared so far. Additional ideas are welcome.

Thanks,

**Lin**

Lin Darlington, Director  
Web Content Services Division,  
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Office of Mission Support,  
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Desk: 202-566-0696 || Cell: (b) (6)  
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**From:** Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** (b) (6)

Monday, November 16, 2020 1:28 PM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

“snapshots of all our web properties”

“website snapshot solutions”

Is this possible? I don't understand. Is this a question of the physical inventory of content available or only how it's presented?

Are not these two things incomparable?

Thanks. Stay healthy.

(b) (6)

State of Hawaii, Dept. of Taxation, IT Analyst

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Gillick,

Lawrence - FPAC-FBC, Washington, DC

**Sent:** Monday, November 16, 2020 7:31 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Have you tried wget?

<https://en.wikipedia.org/wiki/Wget>

Larry

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Larry Gillick

Chief, Web & Digital Strategy

Farm Production and Conservation Business Center

U.S. Department of Agriculture

Phone: 202-720-4024

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**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Darlington, Lin

**Sent:** Monday, November 16, 2020 11:25 AM

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Lin Darlington, Director

7/27/2021

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Office of Information Management  
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**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?  
**From:** "Springer, Michelle" <mspringer@LOC.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Springer, Michelle  
**Date:** Tue, 17 Nov 2020 14:26:35 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (16 kB) , [text/html](#) (30 kB)

If you are interested in the End of Term Web Archive, you can read more about it here in this blog post: "Nominations sought for the U.S. Federal Government Domain End of Term 2020 Web Archive" at <http://blogs.loc.gov/thesignal/2020/10/end-of-term-2020-web-archive/>.

Michelle  
**Michelle Springer**  
Project Manager, Digital Initiatives  
Office of the Chief Information Officer  
Library of Congress  
101 Independence Ave. SE | Washington, DC 20540-1610  
o: 202/707-7494 | e: mspringer@loc.gov

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Chronister, Michelle E.  
**Sent:** Tuesday, November 17, 2020 8:53 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

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Michelle Chronister (she/her)  
User Experience Designer  
The Lab at OPM  
U.S. Office of Personnel Management  
(202) 215-5802  
lab.opm.gov

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**Sent:** Monday, November 16, 2020 2:50 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV) <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>  
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Brian:  
Here is an example of the type of "snapshot" I'm talking about - <https://19january2017snapshot.epa.gov/>. This is a snapshot of the EPA website as it existed on January 19, 2017. We don't update it and some of the links don't work, but we keep it online for historical purposes. I'm asking if any other agencies are doing

something similar.

All:  
Thanks for the helpful information you have shared so far. Additional ideas are welcome.

Thanks,

**Lin**

Lin Darlington, Director  
Web Content Services Division,  
Office of Information Management,  
Office of Mission Support,  
U.S. Environmental Protection Agency  
Desk: 202-566-0696 || Cell: (b) (6)  
Office: 6143A || Mailcode: 28241  
[www.epa.gov](http://www.epa.gov)

“Never underestimate the power of a small group of committed people to change the world. In fact, it is the only thing that ever has.” ~ Margaret Mead

---

**From:** Content Managers [<mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>] **On Behalf Of** (b) (6)

Monday, November 16, 2020 1:28 PM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

“snapshots of all our web properties”  
“website snapshot solutions”

Is this possible? I don’t understand. Is this a question of the physical inventory of content available or only how it’s presented?

Are not these two things incomparable?

Thanks. Stay healthy.

(b) (6)  
State of Hawaii, Dept. of Taxation, IT Analyst

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC  
**Sent:** Monday, November 16, 2020 7:31 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Have you tried wget?

<https://en.wikipedia.org/wiki/Wget>

Larry

---  
Larry Gillick  
Chief, Web & Digital Strategy  
Farm Production and Conservation Business Center  
U.S. Department of Agriculture  
Phone: 202-720-4024

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Darlington, Lin  
**Sent:** Monday, November 16, 2020 11:25 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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digest



**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?  
**From:** "Rinehart, Pamela" <Pamela.Rinehart@USPTO.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Rinehart, Pamela  
**Date:** Tue, 17 Nov 2020 14:50:08 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (13 kB) , [text/html](#) (22 kB)

Useful info

<http://eotarchive.cdlib.org/>  
<https://www.loc.gov/programs/web-archiving/about-this-program/>

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Harman, Richard (Chip)  
**Sent:** Tuesday, November 17, 2020 8:23 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Is this a legal/regulatory requirement?

Chip Harman  
US Dept of Veterans Affairs  
<https://www.myhealth.va.gov>  
202-306-3819

Veterans need [flu shots NOW](#)

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Larrimore, Laura  
**Sent:** Monday, November 16, 2020 3:58 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

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At my sub agency, I'm planning to use that as a model for this go-round.  
~Laura

Laura Larrimore  
Senior Digital Strategist  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

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**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC  
**Sent:** Monday, November 16, 2020 12:31 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

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Larry

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Larry Gillick  
Chief, Web & Digital Strategy  
Farm Production and Conservation Business Center  
U.S. Department of Agriculture  
Phone: 202-720-4024

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Darlington, Lin  
**Sent:** Monday, November 16, 2020 11:25 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

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Thanks,

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**Subject:** [Re: Are you taking snapshots of your websites in preparation for the administration change?](#)  
**From:** Kirsten Burgard <KBurgard@VOANEWS.COM>  
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Kirsten Burgard  
**Reply To:** <KBurgard@VOANEWS.COM>  
**Date:** Tue, 17 Nov 2020 15:10:38 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (17 kB) , [text/html](#) (31 kB)

I worked on describing this process for govies, too.

<https://www.youtube.com/watch?v=dNviJeE2Z7k&list=PL60zYEq1EAuayfezdAzgOhGhmBjSTw9YS&index=11>

Dave Watts update the work with additional resources but I don't know if he's done a new video on it yet. If you'd like to ask him, feel free in reaching out to me and I will do a connecton for you with him.

Drupal GovCon (thanks Tim Wood) also scrapes and then archives the entire site and we have been since either 2014 or 2015. They are stored on Github pages.

If there is enough interest, we could probably do a Drupal4Gov webinar on this topic as an extra webinar.

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Smith, Stanley (Federal) <000004fb0db2f25b-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Tuesday, November 17, 2020 8:38 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Subject:** Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

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Thank you,  
Stan Smith  
Drupal Team Lead  
Office of Applications and Digital Services (ADS)  
Office of the Chief Information Officer (OCIO)  
Office of the Secretary (OS)  
U.S. Department of Commerce  
Phone: 202-482-4746 | [SSmith4@doc.gov](mailto:SSmith4@doc.gov)

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Date:** Tuesday, November 17, 2020 at 8:18 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
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~Laura

Laura Larrimore  
Senior Digital Strategist  
Office of the Chief Communications Officer  
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**Sent:** Monday, November 16, 2020 12:31 PM  
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Larry  
---  
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Phone: 202-720-4024

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**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Darlington, Lin  
**Sent:** Monday, November 16, 2020 11:25 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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**Subject:** Re: Are you taking snapshots of your websites in preparation for the administration change?  
**From:** Sara Cope - QQE <sara.cope@GSA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Sara Cope - QQE <sara.cope@GSA.GOV>  
**Date:** Tue, 17 Nov 2020 10:20:49 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (18 kB) , [text/html](#) (26 kB)

Would love to also get this info up on [digital.gov](#) as a "How To" resource if folks want to collaborate on it.

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Drupal Team Lead

Office of Applications and Digital Services (ADS)



Office of the Chief Information Officer (OCIO)

Office of the Secretary (OS)

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Phone: 202-482-4746 | [SSmith4@doc.gov](mailto:SSmith4@doc.gov)

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Larry

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[Web Content Services Division](#),

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**Subject:** [Re: Are you taking snapshots of your websites in preparation for the administration change?](#)  
**From:** Kirsten Burgard <KBurgard@VOANEWS.COM>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Kirsten Burgard <KBurgard@VOANEWS.COM>  
**Date:** Tue, 17 Nov 2020 15:22:42 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (21 kB) , [text/html](#) (37 kB)

That's a great idea. Sara with the great ideas!!

I'll see if Dave Watts has updated with a video or a blog post on his new processes, it'd be great to point to that if he has.

K

---

**From:** Sara Cope - QQE <sara.cope@gsa.gov>  
**Sent:** Tuesday, November 17, 2020 10:20 AM  
**To:** Content Managers List <CONTENT-MANAGERS-L@listserv.gsa.gov>; Kirsten Burgard <KBurgard@voanews.com>  
**Subject:** Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Would love to also get this info up on [digital.gov](#) as a "How To" resource if folks want to collaborate on it.

On Tue, Nov 17, 2020 at 10:18 AM Kirsten Burgard <[KBurgard@voanews.com](mailto:KBurgard@voanews.com)> wrote:  
I worked on describing this process for govies, too.

<https://www.youtube.com/watch?v=dNviJeE2Z7k&list=PL60zYEq1EAuayfezdAzgOhGhmBjSTw9YS&index=11>

Dave Watts update the work with additional resources but I don't know if he's done a new video on it yet. If you'd like to ask him, feel free in reaching out to me and I will do a connecton for you with him.

Drupal GovCon (thanks Tim Wood) also scrapes and then archives the entire site and we have been since either 2014 or 2015. They are stored on Github pages.

If there is enough interest, we could probably do a Drupal4Gov webinar on this topic as an extra webinar.

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> on behalf of Smith, Stanley (Federal) <[000004fb0db2f25b-dmarc-request@LISTSERV.GSA.GOV](mailto:000004fb0db2f25b-dmarc-request@LISTSERV.GSA.GOV)>  
**Sent:** Tuesday, November 17, 2020 8:38 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV) <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>  
**Subject:** Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Previous administrations have requested this to allow for content from outgoing administrations to persist, but have a site with current admin priorities.

HTTrack (<https://www.httrack.com>) was very useful in creating a full copy of sites we ended up needing to

archive. It may be old school, but it works like a charm. Examples of what we have done in the past include <https://archive.mbda.gov> and <https://2014-2017.commerce.gov>.

Thank you,  
Stan Smith  
Drupal Team Lead  
Office of Applications and Digital Services (ADS)  
Office of the Chief Information Officer (OCIO)  
Office of the Secretary (OS)  
U.S. Department of Commerce  
Phone: 202-482-4746 | [SSmith4@doc.gov](mailto:SSmith4@doc.gov)

---

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**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV) <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>

**Subject:** Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

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At my sub agency, I’m planning to use that as a model for this go-round.  
~Laura

Laura Larrimore  
Senior Digital Strategist  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

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**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC

**Sent:** Monday, November 16, 2020 12:31 PM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

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<https://en.wikipedia.org/wiki/Wget>

Larry  
---  
Larry Gillick  
Chief, Web & Digital Strategy  
Farm Production and Conservation Business Center  
U.S. Department of Agriculture  
202-720-1004

Phone: 202-720-4024

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of**  
Darlington, Lin

**Sent:** Monday, November 16, 2020 11:25 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Hello Federal Web Content Managers:

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Thanks,

**Lin**

[Lin Darlington](#), Director  
[Web Content Services Division](#),  
Office of Information Management  
Office of Mission Support

U.S. Environmental Protection

Desk: 202-566-0696 || Cell: (b) (6)

[www.epa.gov](http://www.epa.gov)

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**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?  
**From:** "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Larrimore, Laura  
**Date:** Tue, 17 Nov 2020 15:24:27 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (16 kB) , [text/html](#) (27 kB)

This is also a good practice for situations where you significantly change your website for reasons outside of administration changes.

For example, if you do a major redesign, or if there's a new leader at your agency (but no party change) and they want to take things in a different direction.

~Laura

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Darlington, Lin  
**Sent:** Tuesday, November 17, 2020 8:48 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

The snapshot is not a legal or regulatory requirement. We created it in anticipation of a barrage of FIOA requests for information about what the incoming administration changed on EPA's website. It proved to be very helpful.

Thanks,

**Lin**

Lin Darlington, Director  
Web Content Services Division,  
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U.S. Environmental Protection Agency  
Desk: 202-566-0696 || Cell: (b) (6)  
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[www.epa.gov](http://www.epa.gov)

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**From:** Content Managers [<mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>] **On Behalf Of** Harman, Richard (Chip)  
**Sent:** Tuesday, November 17, 2020 8:23 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Is this a legal/regulatory requirement?

Chip Harman  
US Dept of Veterans Affairs  
<https://www.myhealth.va.gov>



202-306-3819

Veterans need [flu shots NOW](#)

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Larrimore, Laura  
**Sent:** Monday, November 16, 2020 3:58 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

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Have you tried wget?

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Larry  
---  
Larry Gillick  
Chief, Web & Digital Strategy  
Farm Production and Conservation Business Center  
U.S. Department of Agriculture  
Phone: 202-720-4024

---

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**Sent:** Monday, November 16, 2020 11:25 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

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**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

**From:** "Maher, Mary - REE-ERS, Washington, DC" <mary.maher@USDA.GOV>

**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Maher, Mary - REE-ERS, Washington, DC

**Date:** Tue, 17 Nov 2020 16:24:12 +0000

**Content-Type:** multipart/alternative

**Parts/Attachments:** [text/plain](#) (17 kB) , [text/html](#) (32 kB)

Are you advocating a specific approach (and technology, effort) versus what's done for all websites on the "Wayback machine" by archive.org?

<http://archive.org/web/web.php>

Mary Maher  
Chief, Web Services Branch  
USDA's Economic Research Service  
202.694.5126 || [mary.maher@usda.gov](mailto:mary.maher@usda.gov)

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Larrimore, Laura <0000a18d329034b-dmarc-request@LISTSERV.GSA.GOV>

**Sent:** Tuesday, November 17, 2020 10:24 AM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

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Larry

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<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

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---

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---

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For help with this listserv, to manage your settings, or to view list archives, visit:

**Subject:** [Anyone have a contact for beta.regulations.gov?](#)  
**From:** "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Larrimore, Laura  
**Date:** Tue, 17 Nov 2020 20:56:50 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1940 bytes) , [text/html](#) (4 kB)

Hello,

**Anyone able to point me to an SME about the snazzy new search interfaces on beta.regulations.gov?**

My agency is looking to point people coming to our site over to regulations.gov for various comments and rules, and no longer create a second, duplicative, not-as-robust copy of all that info on uspto.gov. Some folks at the agency were concerned that “regulations.gov is hard to search”—and this may have been true – however it looks like they now have beta.regulations.gov which is more user-friendly and easy to search.

The FAQ page and video about the beta says it will replace regulations.gov around October 2020, but since beta.regulations.gov and regulations.gov still exist, it looks like that timeline is not accurate. I’d love to get more information about when the change over is happening and have a contact who can answer some of my colleague’s concerns.

~Laura

Laura Larrimore  
Senior Digital Strategist  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

---

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l



**Subject:** [Free Webinar Thursday at 3 on beginner php](#)  
**From:** Kirsten Burgard <KBurgard@VOANEWS.COM>  
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Kirsten Burgard  
<KBurgard@VOANEWS.COM>  
**Reply To:**  
**Date:** Wed, 18 Nov 2020 17:08:03 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3146 bytes) , [text/html](#) (10 kB)

<https://www.eventbrite.com/e/drupal4gov-webinar-series-intro-to-php-with-debug-academy-tickets-125532433889>



## Drupal4Gov Webinar Series: Intro to PHP with Debug Academy

Making the transition from "dabbling in code" to understanding a programming language can be daunting. So let's get started!

[www.eventbrite.com](http://www.eventbrite.com)

Here's the info on the event:

**Making the transition from "dabbling in code" to understanding a programming language can be daunting. So let's get started!**

### About this Event

If you're choosing a first programming language to learn, PHP is a great place to start. As of April 2020, it is reported that PHP is in use by 78% of ALL websites (Drupal included)! Not a bad choice for a first language!

Join Debug Academy as we tackle learning PHP through a combination of lectures, demos and code samples. Come uncover the world behind variables, loops, functions, and much more!

### Our Instructor:

Ashraf Abed is a certified Drupal 7 & 8 Grand Master, and a former Technical Architect at Acquia. He is involved in numerous enterprise development projects and has been fortunate enough to experience working as the lead developer on websites like Whitehouse.Gov and other prominent Drupal websites. Teaching is his passion.

**Training Provider** [Debug Academy](#)

Training Provider: [Debug Academy](#).

Boost your career with our tailored personalized classes. This approach to teaching allows us to cater to individual student strengths and interests where students are part of a real development team, working on real projects. Students leave with a working portfolio and applied experience on a software project led by a senior developer. Graduate with a career, not loans. [Debug Academy-- A Better Way To Learn](#)

**Subject:** [Re: Free Webinar Thursday at 3 on beginner php](#)  
**From:** "Gillick, Lawrence - FPAC-FBC, Washington, DC"  
<Larry.Gillick@USDA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Larry.Gillick@USDA.GOV>  
**Date:** Wed, 18 Nov 2020 18:26:29 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (6 kB) , [text/html](#) (14 kB)

Hey there, folks.

I took a version of this class during the recent Drupal GovCon – and it was pretty good! (Side note: If you know me at all, you know that I don't drop courtesy compliments.)

Don't know PHP? Want to start? You could do worse (much worse) than taking this free class.

Stay safe out there.

Larry

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Kirsten BURGARD  
**Sent:** Wednesday, November 18, 2020 12:08 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Free Webinar Thursday at 3 on beginner php

<https://www.eventbrite.com/e/drupal4gov-webinar-series-intro-to-php-with-debug-academy-tickets-125532433889>



### [Drupal4Gov Webinar Series: Intro to PHP with Debug Academy.](#)

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Here's the info on the event:

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If you're choosing a first programming language to learn, PHP is a great place to start. As of April 2020, it is reported that PHP is in use by 78% of ALL websites (Drupal included)! Not a bad choice for a first language!

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Boost your career with our tailored personalized classes. This approach to teaching allows us to cater to individual student strengths and interests where students are part of a real development team, working on real projects. Students leave with a working portfolio and applied experience on a software project led by a senior developer. Graduate with a career, not loans. [Debug Academy-- A Better Way](#)

[To Learn](#)

---

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**Subject:** [Section 508 Best Practices Webinar: Creating Accessible Websites using the U.S. Web Design System \(USWDS\) and Integrated Digital Experience Act \(IDEA\) \(November 24\)](#)

**From:** Bruce Bailey <Bailey@ACCESS-BOARD.GOV>

**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Bruce Bailey <Bailey@ACCESS-BOARD.GOV>

**Date:** Thu, 19 Nov 2020 17:13:23 +0000

**Content-Type:** multipart/alternative

**Parts/Attachments:** [text/plain](#) (12 kB) , [text/html](#) (25 kB)

I had hoped to pitch this webinar during our call today but the agenda was just too full!

This presentation features Ammie and Dan, and while I don't actually expect there to be anything particularly new for anyone on this list, I think it could be particular valuable for your colleagues who are new to USWDS or 21st Century IDEA.

Happy Thanksgiving everyone!

---

**From:** United States Access Board <access-board@service.govdelivery.com>  
**Sent:** Thursday, October 22, 2020 1:42 PM  
**To:** Bruce Bailey <Bailey@Access-Board.gov>  
**Subject:** Section 508 Best Practices Webinar: Creating Accessible Websites using the U.S. Web Design System (USWDS) and Integrated Digital Experience Act (IDEA) (November 24)

### **Section 508 Best Practices Webinar: Creating Accessible Websites using the U.S. Web Design System (USWDS) and Integrated Digital Experience Act (IDEA) (November 24)**

The 21st Century Integrated Digital Experience Act (IDEA) aims to improve the digital experience for government customers. It requires federal agencies to update their websites according to the U.S. Web Design System (USWDS) to make them more user-friendly. Developed by the General Services Administration (GSA) and U.S. Digital Service, the USDWS helps federal agencies create websites that are accessible, fast, and easy to use on mobile devices.



The next webinar in the Section 508 Best Practices Webinar Series on **November 24** from **1:00 to 2:30 (ET)** will explain how to create accessible websites using the USWDS and meet the requirements of the IDEA. Representatives from GSA will review USWDS code, tools, and guidance for website accessibility. They will also cover common issues, offer recommendations and best practices, and suggest resources for meeting IDEA requirements.

For more details or to register, visit [www.accessibilityonline.org](http://www.accessibilityonline.org). Questions can be submitted in advance of the session or can be posed during the live webinar. The webinar will include video remote interpreting (VRI) and real-time captioning.

The Section 508 Best Practices Webinar Series provides helpful information and best practices for federal agencies in meeting their obligations under Section 508 of the Rehabilitation Act which ensures access to information and communication technology in the federal sector. This webinar series is made available by the [Accessibility Community of Practice](#) of the CIO Council in partnership with the U.S. Access Board.

*Section 508 Best Practices: Creating accessible websites using the U.S. Web Design System (USWDS) and the 21st Century Integrated Digital Experience Act (IDEA)*

November 24, 2020, 1:00-2:30 (ET) [Add to Calendar](#)

Presenters:

- Ammie Farraj Feijoo, 21st Century IDEA Implementation Lead, Technology Transformation Services (TTS), GSA
- Dan Williams, U.S. Web Design System, Technology Transformation Services (TTS), GSA

[Registration](#)

*Note:* Registration closes 24 hours before the start of the session. Instructions for accessing the webinar on the day of the session will be sent via email to registered individuals in advance of the session. Communication Access Realtime Translation (CART) and Video Sign Language Interpreters are available for each session and will be broadcast via the webinar platform. A telephone option (not toll-free) for receiving audio is also available.

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**Subject:** Re: Are you taking snapshots of your websites in preparation for the administration change?

**From:** "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Larry.Gillick@USDA.GOV>

**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Larry.Gillick@USDA.GOV>

**Date:** Thu, 19 Nov 2020 20:44:27 +0000

**Content-Type:** multipart/related

**Parts/Attachments:** [text/plain](#) (5 kB) , [text/html](#) (10 kB) , [image001.png](#) (106 kB)

BTW, I think I just successfully crawled epa.gov in about 15 minutes with wget and this command line:

```
M C:\Users\gillick2\Desktop>wget --mirror -t 3 w 11 --html-extension
```

Some of the complexity includes turning Drupal/PHP pages into .html pages and fixing all the links. Fun – and no work for me, if I’ve got it right. There’s also the random-wait between “gets” (helpful here at USDA to fool the servers into thinking the site’s not being crawled – sometimes our stuff fights back). I used a much longer random-wait for a farmers.gov crawl and it took two days.

Larry

---  
 Larry Gillick  
 Chief, Web & Digital Strategy  
 Farm Production and Conservation Business Center  
 U.S. Department of Agriculture  
 Phone: 202-720-4024

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Darlington, Lin  
**Sent:** Monday, November 16, 2020 11:25 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Are you taking snapshots of your websites in preparation for the administration change?

Hello Federal Web Content Managers:

EPA has a requirement to take snapshots of all our web properties before each inauguration and make them publicly available to help address any requests for information about changes made by the incoming administration. We have a solution for our primary Drupal-based website ([www.epa.gov](http://www.epa.gov)), but EPA has many other domains and subdomains built on a variety of different technologies. Does anyone know of any website snapshot solutions that work across domains and subdomains built on different platforms?

Thanks,

**Lin**

[Lin Darlington](#), Director  
[Web Content Services Division](#),  
 Office of Information Management  
 Office of Mission Support  
 U.S. Environmental Protection Agency  
 Desk: 202-566-0696 || Cell: (b) (6)  
[www.epa.gov](http://www.epa.gov)

“Never underestimate the power of a small group of committed people to change the world. In fact, it is the only thing that ever has.” ~ Margaret Mead

---

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**Subject:** 21st Century IDEA reporting: recap from Nov. 17 huddle  
**From:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Reply To:** ammie.farrajfeijoo@gsa.gov  
**Date:** Thu, 19 Nov 2020 16:41:21 -0500  
**Content-Type:** multipart/mixed  
**Parts/Attachments:** [text/plain](#) (3410 bytes) , [text/html](#) (4 kB) , [2020 \[AGENCY\] Report to OMB - 21st Century IDEA - Template.docx](#) (52 kB)

Web managers,

Thank you for another engaging community huddle on Tuesday! I'm really enjoying these informal conversations, and I hope you are, too.

**Christen Geiler, Rachel Flagg, and Tori Garten** joined us and shared what they're doing to report their organizations' progress in implementing [21st Century IDEA](#).

We discussed how to understand our digital footprint and reviewed the reporting requirements. We also discussed how to leverage this compliance-focused work to make cultural changes and, ultimately, improve our websites and digital services.

- In 2019, according to [analytics.usa.gov](#), there were over 14 billion sessions and 38 billion page views on federal websites. Now, more than ever, we must deliver the digital experience the public expects and deserves.
- [Section 3\(d\) of 21st Century IDEA](#) requires federal executive branch agencies to report to OMB and the public for five years (2019 to 2023) their progress in implementing the Act. This year's report is due on December 20.
- GSA worked with the Federal Web Council to develop the attached OPTIONAL reporting template.
  - Your agency is free to develop its own report format. You may also include your update as part of a pre-existing reporting mechanism, such as your agency's congressional justification, instead of submitting a separate report.
  - Agency CIOs are tasked in the law with submitting their agency's progress reports, so you will need to coordinate with your [agency CIO](#), and your [Federal Web Council](#) rep, to develop and submit your report.
  - Agencies must also publish this report online. For consistency, consider publishing your report on your [agency.gov/digitalstrategy](#) page, as well.

In the words of Representative Ro Khanna, 21st Century IDEA sponsor, "Government exists to serve citizens."

Ammie

---

**Ammie Farraj Feijoo (she/her)**  
Technology Transformation Services  
U.S. General Services Administration  
202-394-3670 | [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)

Contact the U.S. Web Design System: [uswds@support.digitalgov.gov](mailto:uswds@support.digitalgov.gov)

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This message was sent to the Web Content Managers Forum - a community of government employees who

**DESCRIPTION:** This is a template for federal executive branch agencies to prepare their 2020 report to OMB on their progress to implement [21st Century IDEA](#). Use of this template is OPTIONAL.

**INSTRUCTIONS:** Fill out the template below, replacing logos, agency names, etc., as indicated in the comments. Delete this instructions page before submitting your report.

- **Report Content:** Focus on the *major* accomplishments your agency made in 2020 to modernize your websites and digital services, including:
  - Efforts (including costs) related to digitization of services, particularly around High Impact Service Provider (HISPs) and Customer Experience Action Plans;
  - Improvements to internal management systems, policies, governance models;
  - Consolidation and streamlining of content and websites; and
  - Improved compliance with laws and policies for federal websites and digital services.
  - Finally, as noted in Section 4(d) of 21st Century IDEA, you must report on your progress to digitize “any paper based form that is related to serving the public”.
- **Length:** Main body of the report should not exceed two pages.
- **Publication Guidance:** Publish a copy of this report on your agency’s flagship public-facing website.
  - Link to your report from your [agency.gov/digital-strategy](#) page.
  - If you post the report as a PDF, please include an HTML version as well.
- **OMB Submission Guidance:** Work with your agency CIO to submit your report to OMB at [ofcio@omb.eop.gov](mailto:ofcio@omb.eop.gov).
  - You may submit either a document/PDF, or link to the report on your website
- **Due Date:** December 20, 2020.
- **Reminders**
  - Update the **document name** to replace [AGENCY] with your agency acronym (e.g., GSA, HUD)
    - Should read similar to: “2020 GSA Report to OMB...”
  - **Delete** this instruction page before submitting.



**Commented [1]:** Replace with agency seal/logo

## U.S. General Services Administration

**Commented [2]:** Replace with official agency name

Public Law 115-336, "21st Century Integrated Digital Experience Act"

December 2020 Report

Prepared for the Office of Management and Budget and the public per the requirements of section 3(d) of Public Law 115-336.

# The **General Services Administration**'s Progress to Implement the 21st Century Integrated Digital Experience Act 2020 Annual Report

**Commented [3]:** Replace with agency name

## Background

Section 3(d) of the [21st Century Integrated Digital Experience Act](#) (21st Century IDEA)<sup>1</sup> requires the head of each Federal executive branch agency to report annually (through 2023) to the Director of the Office of Management and Budget (OMB) and the public on the agency's progress to implement the requirements of the Act, and modernize their websites and digital services. The information below details the efforts of the **U.S. General Services Administration (GSA)** to modernize the agency's websites and digital services in 2020.

**Commented [4]:** Replace with agency name

## **GSA** Efforts to Date

We are leveraging 21st Century IDEA to streamline our digital footprint and deliver an easy online experience to customers and partners. Building on the work we began in 2019, our focus in 2020 was to...

**Commented [5]:** Replace with agency acronym

**Commented [6]:** link to 2019 report

Major **accomplishments** for 2020 include....

**Commented [7]:** Include a brief write-up of major accomplishments; report body (excluding title page) should not exceed two (2) pages

### **Accomplishment #1**

[Brief (1-2 paragraph) description of accomplishment and impact. Focus on work (including costs) related to meeting the goals of the [CX CAP Goal](#).]

**Commented [8]:** Briefly document each top accomplishment from the past year related to website modernization or digitization of services

### **Accomplishment #2**

[Brief (1-2 paragraph) description of accomplishment and impact.]

### **Accomplishment #3**

[Brief (1-2 paragraph) description of accomplishment and impact.]

## Digitization of Forms

As required in Section 4(d), we have digitized all paper-based forms related to serving the public. Our forms are published in our [GSA Forms Library](#).

**Commented [9]:** Update with status of forms digitization work, and include a link to agency forms repository

\_\_\_\_\_  
/s/ Agency Head  
Title

<sup>1</sup> Public Law 115-336, 132 Stat. 5025-5028.

**Subject:** Re: [December 1, 2020 Accessibility Community Meeting](#)  
**From:** Section 508 <Section.508@GSA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Section 508 <Section.508@GSA.GOV>  
**Date:** Mon, 23 Nov 2020 10:12:46 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (4 kB) , [text/html](#) (21 kB)

Hello Everyone,

There was a special request to have the optional Ugly Sweater Contest submissions extended until Wednesday. Please see the following update below and we look forward to seeing your submissions☺.

## **OPTIONAL UGLY SWEATER CONTEST DURING THE EVENT**

Keeping with our December meeting tradition, the first annual **"Beauty Is In The Eye Of The Beholder" Ugly Sweater Contest** will take place. Take a picture of yourself in your "best" holiday sweater and submit it to [section.508@gsa.gov](mailto:section.508@gsa.gov) by **1:00 p.m.** on **Wednesday, 11/25**. Please include your name and agency with your picture, and you must be present at the meeting wearing your sweater to be eligible to win. Voting for best ugly sweater will take place during the meeting.\*\*

**\*This meeting will be supported by Zoom for Government (Fedramp certified). Please feel free to attend via your personal device.**

**\*\*Note: by submitting your picture you agree to the following:**

- **Your picture being shared during the meeting for voting**
- **Wearing your sweater during the meeting for others to see**
- **Your picture "as the winner" being shared on [section508.gov](http://section508.gov)**

On Tue, Nov 17, 2020 at 4:52 PM Section 508 <[Section.508@gsa.gov](mailto:Section.508@gsa.gov)> wrote:

Greetings,

The next IT Accessibility Community Meeting will be on Tuesday, December 1, 2020 and will be a fully virtual event. Our theme, **"Moving Forward: Winter Break,"** continues to focus on reconnecting our broader accessibility community members and charting the path forward.

The topics we'll be discussing at the meeting include:

- *Accessibility From An International Perspective*
- *The Need For More Accessibility Throughout The Government, Public and Private Sectors*

- *Strategic Planning for Improving Section 508 Management*

## Event Details

**DATE:** December 1, 2020

**TIME:** 1:00 p.m. - 3:00 p.m. EST

**WHERE:** Virtual [See the link below]

**WHO:** Anyone involved in Section 508

## REGISTRATION

To participate, please click on this [registration link](#). **Registration is now open and will close 11/30 at 12:00 p.m.**

## OPTIONAL UGLY SWEATER CONTEST DURING THE EVENT

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--

Government-wide IT Accessibility Program  
General Services Administration  
Office of Government-wide Policy  
[Section508.gov](http://Section508.gov)

\*Please allow 3 business days to receive a response from the Accessibility Team.

--

Government-wide IT Accessibility Program  
General Services Administration  
Office of Government-wide Policy  
[Section508.gov](http://Section508.gov)

\*Please allow 3 business days to receive a response from the Accessibility Team

**Subject:** FW: COVID-19 Webinar Series: Face Masks and People with Disabilities - December 9 at 2PM EST  
**From:** "Urban, Mark (CDC/OCOO/OCIO)" <fka2@CDC.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Urban, Mark (CDC/OCOO/OCIO)  
**Date:** Tue, 24 Nov 2020 14:23:04 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (5 kB) , [text/html](#) (27 kB) , [image005.png](#) (13 kB) , [image006.png](#) (14 kB) , [image007.png](#) (15 kB) , [image008.jpg](#) (11 kB) , [image001.png](#) (11 kB) , [image002.png](#) (7 kB)

All,

See below – Georgia Tech, in collaboration with the CDC Foundation and CDC, is holding a series of webinars related to our COVID-19 guidance and persons with disabilities.

Feel free to share with appropriate partners.

Regards,  
**Mark D. Urban**  
**Co-Chair, HHS Section 508 Operations Board**  
**CDC/ATSDR Accessibility Program Manager**  
Office of the Chief Information Officer (OCIO)  
Office of the Chief Operating Officer (OCOO)  
**[Murban@CDC.gov](mailto:Murban@CDC.gov) | 919-541-0562 office**



---

**Subject:** COVID-19 Webinar Series: Face Masks and People with Disabilities - December 9 at 2PM EST



## **A Closer Look: Face Masks and People with Disabilities**

**Wednesday, December 9, 2020  
2:00 PM to 3:00 PM EST**

**[Registration Link](#)**

*Early registration is required. Registration closes 1 hour before the live webinar begins*

In order to reduce the spread of COVID-19, the Centers for Disease Control and Prevention (CDC), and many state and local governments recommend wearing a face mask or face covering in public places and around people who do not live in the same household, in addition to other prevention measures such as handwashing and social distancing. Some disabilities make it difficult or impossible to wear a face mask and some individuals with mobility/movement disorders have difficulty putting on, adjusting, and/or removing a face mask without assistance. This webinar outlines CDC's face mask guidelines and explores solutions to challenges some people with disabilities experience in attempting to follow the guidance. Participants will receive tips, resources, and guidance for wearing face masks to protect themselves from COVID-19.

### Target Audience

This is an introductory level webinar for anyone interested in learning more about the CDC's face mask guidelines and solutions to challenges people with disabilities may experience related to wearing face masks.

Click [here to register](#) for this free webinar and please share with your colleagues, clients and community. Webinars are presented through Zoom. Captions and American Sign Language will be available. All webinars are recorded and the archive, transcript, accessible presentation, as well as additional handouts will be made available within one week of the live webinar.

### Learning Objectives:

Upon completion of this webinar, participants will be able to:

1. Describe 3 challenges for some people with disabilities related to wearing face masks.
2. List 3 tangible solutions to address challenges for some people with disabilities related to wearing face masks.
3. Identify 3 face mask resources to support health for people with disabilities.

### Continuing Education Credits:

Participants in this webinar will qualify for CEUs through the AAC Institute and CRCs through the Commission on Rehabilitation Counselor Certification (CRCC).

### Additional webinars:

Please save the dates for additional webinars in the series:

- [A Closer Look: Mental Health and Resilience within the Disability Community During COVID-19](#) - Wednesday, December 16, at 2:00 PM
- [Making Social Media Accessible for People with Disabilities](#) - Wednesday, January 20, 2021 at 2:00 PM
- [A Closer Look: Guidance for Business and Employers Considering the Needs of People with Disabilities during COVID-19](#) - Wednesday, February 10, 2021 at 2:00 PM



**Contact:**

For questions about this webinar or would like more information about the COVID-19 Accessible Materials for People with Disabilities Project, please contact [training@gatfl.gatech.edu](mailto:training@gatfl.gatech.edu).

*This webinar series is made possible due to funding from the CDC Foundation along with technical assistance from the Centers for Disease Control and Prevention.*



**Sarah Anderson, MPH** (she/her/hers)

Health Communications Specialist

Phone: 404.498.3887

[twitter](#) · [linkedin](#) · [facebook](#) · [instagram](#)

7/27/2021

**Subject:** [November 2020 highlights from the Federal Web Council](#)  
**From:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Reply To:** ammie.farrajfeijoo@gsa.gov  
**Date:** Tue, 24 Nov 2020 12:27:56 -0500  
**Content-Type:** multipart/mixed  
**Parts/Attachments:** [text/plain](#) (3687 bytes) , [text/html](#) (4 kB) , [2020 \[AGENCY\] Report to OMB - 21st Century IDEA - Template.docx](#) (52 kB)

Web managers,

The [Federal Web Council](#), an interagency group of digital and web directors, collaborates across agencies to improve federal digital services. We've heard from several of you that you'd like to hear more about what the Federal Web Council is working on, so we're sending out occasional Council updates.

The Council last met on Thursday, November 19, 2020. Below are highlights from the meeting.

### **Training and Other FY 2021 Priorities**

The Web Council discussed its priorities for FY 2021, and training for the digital workforce is at the top of the list. Please send me your ideas, potential speakers, and training artifacts for "think digital-first" training. Also, send me any success stories or challenges related to the training and onboarding of new digital team members. I'll share this information with the Web Council.

### **End of Term Web Archive**

Since 2008, the [End of Term Web Archive](#) has captured and saved federal websites at the end of presidential administrations. The archive uses several [seed lists](#). You can also use their [nomination tool](#) to submit any specific content that you think should be included in the archive.

### **21st Century IDEA Reporting**

By December 20, all federal executive branch agencies must submit their second annual progress report on implementing [21st Century IDEA](#). See, for example, GSA's 2019 report on its progress in implementing 21st Century IDEA at [gsa.gov/digitalstrategy](https://gsa.gov/digitalstrategy). GSA drafted and shared a template for our 2020 report, and I'm sharing it here again. Though it's not required to use the template, you're welcome to use it to develop your report as well. Coordinate your reporting efforts with your agency CIO and Web Council rep.

### **Community Huddle**

Save the date! The next community huddle is tentatively scheduled for December 16 at 1 p.m. ET. Colleagues from GSA's [Government-wide IT Accessibility Program](#) will be joining us to talk about creating accessible videos. Pencil it in and be on the lookout for a calendar invite in the coming weeks.

Ammie

---

### **Ammie Farraj Feijoo (she/her)**

Technology Transformation Services  
U.S. General Services Administration  
202-394-3670 | [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)

Contact the U.S. Web Design System: [uswds@support.digitalgov.gov](mailto:uswds@support.digitalgov.gov)

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This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

For help with this listserv, to manage your settings, or to view list archives, visit:

<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

**DESCRIPTION:** This is a template for federal executive branch agencies to prepare their 2020 report to OMB on their progress to implement [21st Century IDEA](#). Use of this template is OPTIONAL.

**INSTRUCTIONS:** Fill out the template below, replacing logos, agency names, etc., as indicated in the comments. Delete this instructions page before submitting your report.

- **Report Content:** Focus on the *major* accomplishments your agency made in 2020 to modernize your websites and digital services, including:
  - Efforts (including costs) related to digitization of services, particularly around High Impact Service Provider (HISPs) and Customer Experience Action Plans;
  - Improvements to internal management systems, policies, governance models;
  - Consolidation and streamlining of content and websites; and
  - Improved compliance with laws and policies for federal websites and digital services.
  - Finally, as noted in Section 4(d) of 21st Century IDEA, you must report on your progress to digitize “any paper based form that is related to serving the public”.
- **Length:** Main body of the report should not exceed two pages.
- **Publication Guidance:** Publish a copy of this report on your agency’s flagship public-facing website.
  - Link to your report from your [agency.gov/digital-strategy](#) page.
  - If you post the report as a PDF, please include an HTML version as well.
- **OMB Submission Guidance:** Work with your agency CIO to submit your report to OMB at [ofcio@omb.eop.gov](mailto:ofcio@omb.eop.gov).
  - You may submit either a document/PDF, or link to the report on your website
- **Due Date:** December 20, 2020.
- **Reminders**
  - Update the **document name** to replace [AGENCY] with your agency acronym (e.g., GSA, HUD)
    - Should read similar to: “2020 GSA Report to OMB...”
  - **Delete** this instruction page before submitting.



**Commented [1]:** Replace with agency seal/logo

## U.S. General Services Administration

**Commented [2]:** Replace with official agency name

Public Law 115-336, "21st Century Integrated Digital Experience Act"

December 2020 Report

Prepared for the Office of Management and Budget and the public per the requirements of section 3(d) of Public Law 115-336.

# The **General Services Administration's** Progress to Implement the 21st Century Integrated Digital Experience Act 2020 Annual Report

**Commented [3]:** Replace with agency name

## Background

Section 3(d) of the [21st Century Integrated Digital Experience Act](#) (21st Century IDEA)<sup>1</sup> requires the head of each Federal executive branch agency to report annually (through 2023) to the Director of the Office of Management and Budget (OMB) and the public on the agency's progress to implement the requirements of the Act, and modernize their websites and digital services. The information below details the efforts of the **U.S. General Services Administration (GSA)** to modernize the agency's websites and digital services in 2020.

**Commented [4]:** Replace with agency name

## **GSA** Efforts to Date

We are leveraging 21st Century IDEA to streamline our digital footprint and deliver an easy online experience to customers and partners. Building on the work we began in 2019, our focus in 2020 was to...

**Commented [5]:** Replace with agency acronym

**Commented [6]:** link to 2019 report

Major **accomplishments** for 2020 include....

**Commented [7]:** Include a brief write-up of major accomplishments; report body (excluding title page) should not exceed two (2) pages

### **Accomplishment #1**

[Brief (1-2 paragraph) description of accomplishment and impact. Focus on work (including costs) related to meeting the goals of the [CX CAP Goal](#).]

**Commented [8]:** Briefly document each top accomplishment from the past year related to website modernization or digitization of services

### **Accomplishment #2**

[Brief (1-2 paragraph) description of accomplishment and impact.]

### **Accomplishment #3**

[Brief (1-2 paragraph) description of accomplishment and impact.]

## Digitization of Forms

As required in Section 4(d), we have digitized all paper-based forms related to serving the public. Our forms are published in our [GSA Forms Library](#).

**Commented [9]:** Update with status of forms digitization work, and include a link to agency forms repository

\_\_\_\_\_  
/s/ Agency Head  
Title

<sup>1</sup> Public Law 115-336, 132 Stat. 5025-5028.

**Subject:** [Accessibility + Multilingual - Only 3 days left to register!](#)  
**From:** Laura Godfrey - QQBB <laura.godfrey@GSA.GOV>  
Content Managers List <CONTENT-MANAGERS-  
**Reply To:** L@LISTSERV.GSA.GOV>, Laura Godfrey - QQBB  
<laura.godfrey@GSA.GOV>  
**Date:** Mon, 30 Nov 2020 10:19:17 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1562 bytes) , [text/html](#) (2843 bytes)

Dear Colleagues,

Hope you had a wonderful Holiday!

Just a reminder that the **Practical Tips for Accessible Content and Multilingual Websites** webinar is this coming **Thursday, December 3rd at 2:00 PM (EST)**. There is still [time to register](#).

Hope to see you there!

*Apologies in advance if you received this more than once through different listservs.*

Laura Godfrey  
[vote.gov](#)/and Manager, [Multilingual CoP](#)  
TTS, U.S. General Services Administration  
202.536.8968  
<https://twitter.com/votegov>

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This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

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<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to [listserv@listserv.gsa.gov](mailto:listserv@listserv.gsa.gov)

The message should have NO SUBJECT, and the only text in the message should read: set content-managers-1 digest

\*To unsubscribe. follow the directions above for the digest. but change the message text to read: signoff

**Subject:** [How's My Waterway - Watershed Academy Webcast](#)  
**From:** "Schneider, Kiki" <Schneider.kiki@EPA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Schneider, Kiki  
**Date:** Tue, 1 Dec 2020 16:34:11 +0000  
**Content-Type:** multipart/mixed  
**Parts/Attachments:** [text/plain](#) (79 kB) , [text/html](#) (5 kB) , [image001.jpg](#) (79 kB) , [ATT00001.txt](#) (79 kB) , [HMW\\_Flyer\\_Dec 15.pdf](#) (248 kB)

Hello All,

Please join us for a special webcast featuring [How's My Waterway](#) on December 15<sup>th</sup> @ 3pm EST, EPA's new user friendly Water Quality Tool!

Thanks,  
Kiki Schneider  
IT Specialist, US EPA  
Explore your water: <https://mywaterway.epa.gov/>

**Registration Details below:**

Registration is now open for EPA's Watershed Academy webcast on **How's My Waterway** which will take place on **Tuesday, December 15, 2020**. Due to the high interest of the last webcast we held on this topic, we are excited to host an additional webcast for those that were unable to attend. This webcast is a live demonstration of the How's My Waterway tool and we ask that attendees please do not follow along in the tool while viewing the webcast, and instead visit the site at a later time.

Also, due to the high number of expected registrants for this webinar, the webcast may reach capacity. We suggest joining a few minutes early to get into the webinar. If you attempt to join the webcast and the attendance capacity has already been met, you will be added to a waiting list of attendees who wish to join. If you are ultimately unable to view the webcast, a recording will be available following the webcast. Thank you for your understanding, and for your interest in this webcast.

For more information on this webcast and to register visit: <https://www.epa.gov/watershedacademy/how-s-my-waterway-december-webcast>.

For more information on the Watershed Academy, visit: <https://www.epa.gov/watershedacademy>.

U.S. Environmental Protection Agency  
**How's My Waterway**  
Informing the conversation about your waters.

Swimming

EPA, states, and tribes monitor and assess water quality in lakes via satellite while swimming and display it back for water... [Show card](#)

16 water bodies have been assessed by swimming and fishing.

3	7	2
Good	Impaired	Severe/Extreme

Waterbody Conditions:

- Good
- Impaired
- Severe/Extreme

**Join Us For a Special Webcast on How's My Waterway**  
December 15<sup>th</sup> 2020

An updated version of How's My Waterway (HMW) was released publicly in June 2020. HMW provides a comprehensive overview of water quality data and information in the United States on three different scales: community, state and national. HMW pulls in data...

**December 15<sup>th</sup>, 2020**  
3 - 4:30 pm Eastern



from eight databases across EPA through web services with the goal of answering questions about aquatic life, eating fish, swimming, drinking water, restoration and protection. This demo is meant to help users:

- **Explore** information about their drinking water, local stream conditions, and whether their waterways are suitable for swimming or eating fish and if they support aquatic life.
- **Discover** if their waterways are being monitored and the location of local monitoring stations.
- **Learn** what issues might be affecting their waterways.

Please join us for this webcast to view a live demo of the recently enhanced version of How's My Waterway. This webcast will provide an overview and demonstration of this user-friendly, accessible, data-rich and map-centric HMW application. Participants will feel empowered to communicate water quality information to their community in order to restore and protect their waters.

For more information on How's My Waterway visit:

<https://www.epa.gov/waterdata/how-s-my-waterway>

To access the tool directly visit: <https://mywaterway.epa.gov/>

**Speakers:**

U.S. Environmental Protection Agency, Office of Wetlands, Oceans & Watersheds

- **Dwane Young**, Chief, Water Data Integration Branch
- **Kiki Schneider**, IT Specialist, Water Data Integration Branch

*EPA's Watershed Academy provides self-paced training modules and webcast seminars on current information from national experts across a broad range of watershed topics. [www.epa.gov/watershedacademy](http://www.epa.gov/watershedacademy)*

2 – 3:30 pm Central  
1 – 2:30 pm Mountain  
12 – 1:30 pm Pacific  
11 – 12:30 pm Alaskan  
9 – 10:30 am Hawaii-Aleutian

Register in advance at:  
<https://www.epa.gov/watershedacademy/how-s-my-waterway-december-webcast>

Hosted by the Watershed Academy

For more Watershed Academy webcasts visit:  
<https://www.epa.gov/watershedacademy>

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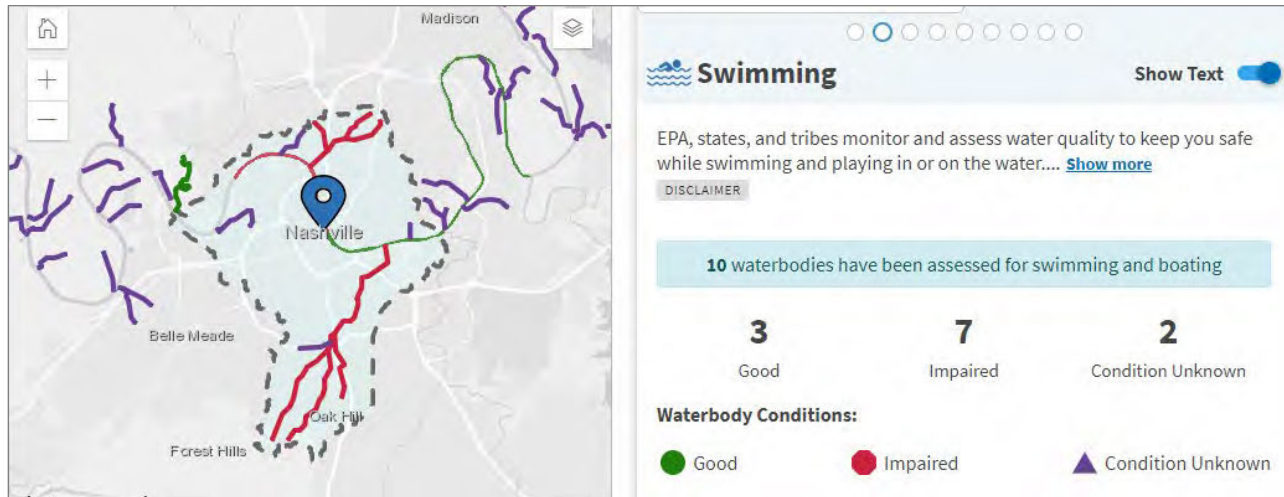
<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>



U.S. Environmental Protection Agency

# How's My Waterway

Informing the conversation about your waters.



## Join Us For a Special Webcast on How's My Waterway December 15<sup>th</sup> 2020

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December 15<sup>th</sup>, 2020

3 – 4:30 pm Eastern  
2 – 3:30 pm Central  
1 – 2:30 pm Mountain  
12 – 1:30 pm Pacific  
11 – 12:30 pm Alaskan  
9 – 10:30 am Hawaii-  
Aleutian

Register in advance at:  
<https://www.epa.gov/watershedacademy/how-s-my-waterway-december-webcast>

Hosted by the Watershed  
Academy

For more Watershed  
Academy webcasts visit:  
<https://www.epa.gov/watershedacademy>

**Subject:** [♥ Love email marketing? Join SocialGov next week for some insider tips!](#)  
**From:** Gabrielle Perret - ZMA <gabrielle.perret@GSA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - ZMA <gabrielle.perret@GSA.GOV>  
**Date:** Wed, 2 Dec 2020 15:00:00 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1531 bytes) , [text/html](#) (4 kB)

Join SocialGov next Wednesday, December 9 at 12:00 pm ET to hear from the marketing experts at GSA's Centers of Excellence and IT teams to hear about their successes with email marketing. They'll be offering some insights and insider tips on increasing engagement, newsletter design, promoting social media, and more.

Save your seat now at <https://digital.gov/event/2020/12/07/federal-social-week-2020/>

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**U.S. General Services Administration**

**Gabrielle Perret**  
Senior Media Advisor  
Office of Strategic Communication  
(202) 679-1249

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

**Subject:** Presidential Transition for Web Managers  
**From:** Jason Clingerman <jason.clingerman@NARA.GOV>  
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Jason Clingerman  
**Reply To:** <jason.clingerman@NARA.GOV>  
**Date:** Thu, 3 Dec 2020 07:43:26 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (4043 bytes) , text/html (10 kB)

Web Content Managers,

Please see the following message from Laurence Brewer, Chief Records Officer for the U.S. Government, National Archives and Records Administration (NARA), on the importance of proper records management, including web records, during this Presidential transition.

\*\*\*\*\*

As we are now in the middle of a Presidential transition, I would like to remind this group, and all federal employees, of the importance of proper records management, compliant with the Federal Records Act and NARA regulations, to ensure that the decisions and activities of our Government are captured as federal records. The recordkeeping actions we all take now, including senior officials and political appointees, ensure accountability and promote transparency for each of our agencies.

To assist agencies, the Archivist of the United States, David S. Ferriero, has issued a [memorandum](#) to all agency heads emphasizing records management during this transition. In addition, through my office’s blog, [Records Express](#), we have posted guidance for agencies on several key areas related to transition.

Specific to managing agency web records and websites, I want to highlight the importance of managing all Federal records on agency websites in accordance with NARA regulations and guidance. This covers scheduling and disposition of web content, including data sets.

Managing Federal web records is especially important when agencies make significant changes to their web content, such as when they update pages relating to agency leadership or when their website undergoes a significant re-design. Agencies are required to manage these records, including scheduling and transferring them to NARA if they are appraised by NARA as permanent records. These requirements and responsibilities are discussed in detail in [NARA’s web guidance](#).

Some Federal agency websites are harvested and made available through non-Federal “archiving” organizations. Archiving efforts by these organizations (unless done under contract with an agency for records management purposes) do not relieve an agency of its obligations to manage its records in accordance with the Federal Records Act.

For general assistance, please contact my office at [mpolicy@nara.gov](mailto:mpolicy@nara.gov). If you have specific questions related to your own agency’s records management practices, please reach out to your

agency's designated [Records Officer](#) or [Senior Agency Official for Records Management](#).

\*\*\*\*\*

Jason Clingerman  
Director, Digital Engagement Division  
Office of Innovation  
National Archives and Records Administration (NARA)  
[jason.clingerman@nara.gov](mailto:jason.clingerman@nara.gov)

National Archives Website: <https://www.archives.gov>  
National Archives Catalog: <https://catalog.archives.gov/>

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**Subject:** [Re: Solving the Instagram 1-link policy](#)  
**From:** "Ellison, Ben A" <ben.ellison@RL.DOE.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Ellison, Ben A  
**Date:** Thu, 3 Dec 2020 15:13:27 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (23 kB) , [text/html](#) (42 kB)

Perhaps GSA might be able to leverage their Instagram contacts and see if they'd be willing to allow verified public-sector accounts a lower (or zero) threshold for the "Swipe Up" feature?  
 --Ben

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Shea, Shannon  
**Sent:** Tuesday, October 6, 2020 10:29  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

If you use Instagram stories, you can add a link to the story. (The "swipe up for more" that you see on a lot of stories from corporations.) I believe that unless you do some funky hacks, you need at least 10,000 Instagram followers to have this feature.

Best,  
 Shannon

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** (b) (6)  
**Sent:** Friday, October 2, 2020 6:43 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

I agree with you in general. We're definitely not looking for solutions that make people install something or change how they use Instagram, nor do I want to change the images we post.

That said, when companies like the NY Times and Anthropologie, and celebrities like Selena Gomez, provide links to more content, it tells me at least some Instagram users do want more info at least some of the time. I mean, the fact that commercial services have sprung up suggests it's a pretty common desire among brand followers (personal, commercial, and government). Why miss that opportunity?

So if there's a relatively straightforward way to do that, I'd like to pursue it.

(b) (6)

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6)@state.gov



202-550-4289

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**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> on behalf of Widener, Charles (Chuck) <[00000a6ccc43b5e3-dmarc-request@LISTSERV.GSA.GOV](mailto:00000a6ccc43b5e3-dmarc-request@LISTSERV.GSA.GOV)>  
**Sent:** Friday, October 2, 2020 6:07 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV) <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>  
**Subject:** Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Rather than trying to make Instagram what it isn't to fit our needs, shouldn't we be more focused on tailoring our content to fit the platform and its consumers? Instagram is what it is because that's what its consumers want. They don't want to be directed to other content. I understand that as content managers or public affairs specialists we want to direct traffic to our content, but it's not about that with Instagram. Different medium ... different audience ... different engagement.

**Chuck Widener**

Director, Office of Web Communications  
Office of Public Affairs  
US Environmental Protection Agency  
1200 Pennsylvania Avenue, N.W.  
Mail Code: 1703A, Washington, D.C. 20460  
Tel: 202-564-8403 | [widener.charles@epa.gov](mailto:widener.charles@epa.gov)

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**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Morgan, Steven  
**Sent:** Friday, October 02, 2020 1:50 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Generally, that is true, but there are apps and browser plugins now that add functionality to either the operating system or the browser to read QR code images in HTML pages. One would just tap, or tap and hold on the QR code image and a menu would appear to read the code. People would have to have the app installed to be able to do it, but it does work. Maybe the link in the bio page can list all the apps that do that for each operating system or browser plugin and suggest they install it. However, as a federal agency maybe that would be seen as promoting something, hard to tell. It's an idea.

---

**From:** Larrimore, Laura <[Laura.Larrimore@USPTO.GOV](mailto:Laura.Larrimore@USPTO.GOV)>  
**Sent:** Friday, October 2, 2020 9:16 AM  
**To:** Content Managers List <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>; Morgan, Steven <[steven.morgan@ncpc.gov](mailto:steven.morgan@ncpc.gov)>  
**Subject:** RE: Solving the Instagram 1-link policy

Question about the QR idea – assuming most people are using IG on a phone, wouldn't you need a second phone for scanning the QR code in order for this to work? One phone to display the image, a second one to use the camera function to take a picture and go to the QR code?

A quick search of IG on my phone to find a QR coded image to test (I used #QRcodetattoo) makes it seem like that is the case.

P.S. For people who do physical take-aways for events – QR code temporary tattoos raise some interesting possibilities. (See article on marketers doing it [here](#) and [here](#), and WaPo's "[this trend is already over](#)" take from 2012)

~Laura

Laura Larrimore  
Senior Digital Strategist  
Office of the Chief Communications Officer

United States Patent and Trademark Office

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**Subject:** Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

You could always add a QR code to your post, embed it in an image, and when people scan it, it will take them to the appropriate web page.

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Ellison, Ben A  
**Sent:** Thursday, October 1, 2020 5:57 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

You could leverage the "Share To..." function of the IG post, either using an app or write a service that takes text (like a Twilio SMS receiver) or email. A Lambda task, etc. – takes the link that IG populates and parses off the appropriate ID, matches it up in a db/lookup, and fires back the link you want them to visit. "As a service." So from the user perspective something along the lines of, "Share this post via text message to 5551212 to receive a direct link! We don't retain your data, our 'no spam guarantee.'" and/or instructions in the bio for same.

--Ben

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Flaherty, Jason -FS  
**Sent:** Thursday, October 1, 2020 1:59 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

I'm not familiar with how they are doing that, but have you explored using a dom modification with jquery or the like to make the text into a link?

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** (b) (6)  
**Sent:** Thursday, October 1, 2020 1:15 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Hi everyone.

tl;dr - We're investigating how to solve Instagram's 1-link limit. If you've got a workaround, please let us know. Our folks would like to interview you to learn more.

Here's the longer version for those who are now scratching their heads. ;)

Unlike Twitter, Facebook, etc., Instagram doesn't let you provide live links from posts. Sure, you can paste a URL in the description, but it won't be linked, leaving users to have to copy/paste it into a browser. Not ideal.

Instagram does give you a link from the account bio (aka profile). One link. Not two, not three. One. Which would be fine if they allowed you to link from each post.

The easiest solution is to link to your website's home page, but that leaves Instagram followers to stumble around the site looking for content related to that post that just got their attention enough to



stumble around the site looking for content related to that post that just got their attention enough to leave them hungry for more. Also not an ideal experience.

Two general options seem to have emerged. In both cases, you call attention to your solution by ending each post with something like "see bio link for more."

1) Link to a page of links, which probably isn't updated too often. This can work if your Instagram posts generally fall into certain categories. For example, if you post a lot about, oh, let's see ... astronaut pets (Probably not a real NASA thing. Probably. NASA folks, care to comment?) ... you might have a link on that page to "Astronauts and their pets." Still not ideal, but at least anyone interested in more info about a photo of an astronaut and their cat can get to the right general place.

And hey, maintaining a static list of links is easy.

2) Link to a constantly-updated set of links. Those can be text, but the platinum-level solution is to use the same photo as what's on each Instagram post to link to more info about that post. And if you do it right, you could have something you log into that both posts to Instagram and updates the links page so you don't have to log into two systems.

Third-party services have emerged to provide both solutions, but hey, we're the gummint! We can build our own! More to the point, by building our own, we can meet all federal requirements, including not handing our followers' info over to sites that don't share our strong privacy protections.

What, you want examples? I got examples!

Solution 1: <http://linktr.ee/> lets you keep a page of links. The first example they provide on their home page is Selena Gomez. No real connection between her [Instagram posts](#) and her [Linktree page](#).

But really, it's easy to imagine maintaining a list of links.

Solution 2: Anthropologie: look at how their [Instagram feed](#) is mirrored by their [bio link page](#). Can you say "seamless experience"? Or at least "as seamless a workaround as could exist"? The New York Time is another example: [Instagram](#) | [bio link page](#)

Heyyyy - not bad for a guy who'd never heard of this issue before Tuesday.

So - if you've got a solution, we want to talk to you!

**(b) (6)**

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

**(b) (6)** [@state.gov](#)

**(b) (6)**

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

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**Subject:** Re: [External]Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

**From:** (b) (6) @NJCOURTS.GOV>

**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) @NJCOURTS.GOV>

**Date:** Thu, 3 Dec 2020 15:50:04 +0000

**Content-Type:** multipart/related

**Parts/Attachments:** text/plain (29 kB) , text/html (48 kB) , image001.png (62 kB)

Hi All

State worker lurking in the background here—thank you for all of the very helpful information! And Drupal.gov.con, which has been a lifesaver. I don't know if this will help, but when I attended GSMCON in 2019 I found it really helpful. There are all kinds of workers from Facebook/Instagram, Twitter, Shapchat etc and they would verify your government accounts and get everything squared away for you right at the exhibitor booth. One of the presentations included the importance of government agencies having a business account for Instagram, rather than a regular account, and linking it to their Facebook account. This is from one of the slides at the presentation. I don't know if any of these people still work there, but if you reach out to one of these contacts and explain what you are trying to do I think they would be enormously helpful:

## CONTACTS

Janelle Watson- Southwest (AZ, CO, KS, NE, NM, NV, OK, TX, UT)  
[janelle@fb.com](mailto:janelle@fb.com)

Khalid Pagan- Northeast (CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)  
[kpagan@fb.com](mailto:kpagan@fb.com)

Javier Hernandez (CA) [jdh@fb.com](mailto:jdh@fb.com)

Rachel Holland- Midwest and South (AL, AR, FL, GA, IA, IL, IN, KY, LA, MI, MN, MO, MS, NC, OH, SC, TN, VA, WI, WV)  
[rachelholland@fb.com](mailto:rachelholland@fb.com)

Eva Guidarini- Northwest (AK, HI, ID, MT, ND, OR, WA, SD, WY) [eguidarini@fb.com](mailto:eguidarini@fb.com)

 Politics & Government



**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Ellison, Ben A  
**Sent:** Thursday, December 3, 2020 10:13 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [External]Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

**CAUTION:** This email originated from outside the Judiciary organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

7/27/2021

Perhaps GSA might be able to leverage their Instagram contacts and see if they'd be willing to allow verified public-sector accounts a lower (or zero) threshold for the "Swipe Up" feature?

--Ben

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Shea, Shannon

**Sent:** Tuesday, October 6, 2020 10:29

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

If you use Instagram stories, you can add a link to the story. (The "swipe up for more" that you see on a lot of stories from corporations.) I believe that unless you do some funky hacks, you need at least 10,000 Instagram followers to have this feature.

Best,  
Shannon

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** (b) (6)

**Sent:** Friday, October 2, 2020 6:43 PM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

I agree with you in general. We're definitely not looking for solutions that make people install something or change how they use Instagram, nor do I want to change the images we post.

That said, when companies like the NY Times and Anthropologie, and celebrities like Selena Gomez, provide links to more content, it tells me at least some Instagram users do want more info at least some of the time. I mean, the fact that commercial services have sprung up suggests it's a pretty common desire among brand followers (personal, commercial, and government). Why miss that opportunity?

So if there's a relatively straightforward way to do that, I'd like to pursue it.

---

(b) (6)

Director | Office of Global Web Platforms

DAS Digital Strategy

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(b) (6) [@state.gov](mailto:(b) (6)@state.gov)

(b) (6)

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> on behalf of Widener, Charles (Chuck) <[00000a6ccc43b5e3-dmarc-request@LISTSERV.GSA.GOV](mailto:00000a6ccc43b5e3-dmarc-request@LISTSERV.GSA.GOV)>

**Sent:** Friday, October 2, 2020 6:07 PM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV) <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>

**Subject:** Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Rather than trying to make Instagram what it isn't to fit our needs, shouldn't we be more focused on tailoring our content to fit the platform and its consumers? Instagram is what it is because that's what its consumers want. They don't want to be directed to other content. I understand that as content managers or public affairs specialists we want to direct traffic to our content, but it's not about that with Instagram. Different medium ... different audience ... different engagement.

**Chuck Widener**

Director, Office of Web Communications  
Office of Public Affairs  
US Environmental Protection Agency  
1200 Pennsylvania Avenue, N.W.  
Mail Code: 1703A, Washington, D.C. 20460  
Tel: 202-564-8403 | [widener.charles@epa.gov](mailto:widener.charles@epa.gov)

---

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

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digest

\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff

## CONTACTS

Jannelle Watson- Southwest (AZ, CO, KS, NE, NM, NV, OK, TX, UT)

[jannelle@fb.com](mailto:jannelle@fb.com)

Khalid Pagan- Northeast (CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)

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Javier Hernandez (CA) [jdh@fb.com](mailto:jdh@fb.com)

Rachel Holland- Midwest and South (AL, AR, FL, GA, IA, IL, IN, KY, LA, MI, MN, MO, MS, NC, OH, SC, TN, VA, WI, WV)

[rachelholland@fb.com](mailto:rachelholland@fb.com)

Eva Guidarini- Northwest (AK, HI, ID, MT, ND, OR, WA, SD, WY) [eguidarini@fb.com](mailto:eguidarini@fb.com)

 Politics & Government



**Subject:** [Happening now: free virtual AWS conference](#)  
**From:** (b) (6) @STATE.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)  
**Date:** Thu, 3 Dec 2020 17:02:08 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1571 bytes) , [text/html](#) (6 kB)

Hi everyone.

I might have missed someone else sharing this, but ...

The Amazon Web Services (AWS) re:Invent conference is running right now, Nov. 30-Dec. 18. It's a free, online-only conference all about Amazon Web Services, which we use to host state.gov and each mission website.

If you're interested in learning more about AWS, or what it can do, I think it's a good professional development opportunity.

<https://reinvent.awsevents.com/>

---

(b) (6)  
Director | Office of Global Web Platforms  
DAS Digital Strategy  
Bureau of Global Public Affairs  
U.S. Department of State  
(b) (6)@state.gov  
(b) (6)

---

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<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to [listserv@listserv.gsa.gov](mailto:listserv@listserv.gsa.gov)

**Subject:** URL Shorteners  
**From:** Kimberly Becht <Kimberly.Becht@TRADE.GOV>  
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Kimberly Becht  
**Reply To:** <Kimberly.Becht@TRADE.GOV>  
**Date:** Tue, 8 Dec 2020 21:14:57 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (1335 bytes) , [text/html](#) (3587 bytes) , [image001.png](#) (3762 bytes)

Can anyone direct me to a URL shortener that is approved for government use?

Thanks.

**Kimberly J. Becht**

Lead, Data Service Team

Technology, Services, and Innovation (TSI) | Technology Transformation & Data Services (TTDS)

[Kimberly.Becht@trade.gov](mailto:Kimberly.Becht@trade.gov) | 202-482-0420 (O)

U.S. Department of Commerce | International Trade Administration



---

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\*To unsubscribe. follow the directions above for the digest. but change the message text to read: signoff

7/27/2021

**Subject:** [Re: URL Shorteners](#)  
**From:** "Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Elizabeth W. Burke  
**Date:** Wed, 9 Dec 2020 14:22:40 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (3018 bytes) , [text/html](#) (8 kB) , [image001.png](#) (8 kB)

<https://go.usa.gov/>

## 25 Most Popular Go.USA.gov Links | Go.USA.gov

Go.USA.gov has shortened 6,405,066 URLs that have been clicked 242,381,396 times.

go.usa.gov

### Lee Burke

*Web Content Manager*

*Office of Legislative & Public Affairs*

Bureau of the Fiscal Service

U.S. Department of the Treasury

(o:) 202-504-3786 (m:) (b) (6)

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Kimberly Becht <00000383dc54f7a6-dmarc-request@LISTSERV.GSA.GOV>

**Sent:** Tuesday, December 8, 2020 4:14 PM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

**Subject:** [CONTENT-MANAGERS-L] URL Shorteners

**CAUTION:** This email has originated from an external entity. **PLEASE CONSIDER THE SOURCE** before responding, clicking on links, or opening attachments.

Can anyone direct me to a URL shortener that is approved for government use?

Thanks.

### Kimberly J. Becht

Lead, Data Service Team

Technology, Services, and Innovation (TSI) | Technology Transformation & Data Services (TTDS)

[Kimberly.Becht@trade.gov](mailto:Kimberly.Becht@trade.gov) | 202-482-0420 (O)

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

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---

This message was sent to the Web Content Managers Forum a community of government employees who

**Subject:** Re: URL Shorteners  
**From:** Katherine Spivey - ZC <katherine.spivey@GSA.GOV>  
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Katherine Spivey - ZC  
**Reply To:** <katherine.spivey@GSA.GOV>  
**Date:** Wed, 9 Dec 2020 09:24:17 -0500  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (2545 bytes) , [text/html](#) (4 kB) , [image001.png](#) (4 kB)

[go.usa.gov](http://go.usa.gov)

Katherine Spivey  
Senior Communications Specialist  
Office of Strategic Communications

GSA's Plain Language Office  
[katherine.spivey@gsa.gov](mailto:katherine.spivey@gsa.gov)

Co-Chair, Plain Language Action and Information Network (PLAIN)  
[plainlanguage.gov](http://plainlanguage.gov)

On Wed, Dec 9, 2020 at 9:21 AM Kimberly Becht <[00000383dc54f7a6-dmarc-request@listserv.gsa.gov](mailto:00000383dc54f7a6-dmarc-request@listserv.gsa.gov)> wrote:

Can anyone direct me to a URL shortener that is approved for government use?

Thanks.

**Kimberly J. Becht**

Lead, Data Service Team  
Technology, Services, and Innovation (TSI) | Technology Transformation & Data Services (TTDS)

[Kimberly.Becht@trade.gov](mailto:Kimberly.Becht@trade.gov) | 202-482-0420 (O)  
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The message should have NO SUBJECT, and the only text in the message should read: set content-



7/27/2021

managers-l digest

\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff  
content-managers-l

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<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

**Subject:** Re: URL Shorteners  
**From:** "Minton, Vern T." <Vern.Minton@VA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Minton, Vern T.  
**Date:** Wed, 9 Dec 2020 14:25:48 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (2575 bytes) , [text/html](#) (5 kB) , [image001.png](#) (5 kB)

[go.usa.gov](http://go.usa.gov)

But I should would like a better one – not all my links end with the required syntax that usa.gov requires.

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Kimberly Becht  
**Sent:** Tuesday, December 8, 2020 4:15 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] URL Shorteners

Can anyone direct me to a URL shortener that is approved for government use?

Thanks.

**Kimberly J. Becht**

Lead, Data Service Team  
Technology, Services, and Innovation (TSI) | Technology Transformation & Data Services (TTDS)  
[Kimberly.Becht@trade.gov](mailto:Kimberly.Becht@trade.gov) | 202-482-0420 (O)  
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<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

**Subject:** Re: URL Shorteners  
**From:** Erickson Eric <Eric.Erickson@IRS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Erickson Eric <Eric.Erickson@IRS.GOV>  
**Date:** Wed, 9 Dec 2020 14:25:58 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (2499 bytes) , [text/html](#) (5 kB) , [image001.png](#) (5 kB)

We use Go.USA.gov

**Eric Erickson**

IRS Social Media Branch

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Kimberly Becht  
**Sent:** Tuesday, December 8, 2020 4:15 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] URL Shorteners

Can anyone direct me to a URL shortener that is approved for government use?

Thanks.

**Kimberly J. Becht**

Lead, Data Service Team

Technology, Services, and Innovation (TSI) | Technology Transformation & Data Services (TTDS)

[Kimberly.Becht@trade.gov](mailto:Kimberly.Becht@trade.gov) | 202-482-0420 (O)

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<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

**Subject:** National Archives Web Branch Chief Position  
**From:** Jason Clingerman <jason.clingerman@NARA.GOV>  
Content Managers List <CONTENT-MANAGERS-  
**Reply To:** L@LISTSERV.GSA.GOV>, Jason Clingerman  
<jason.clingerman@NARA.GOV>  
**Date:** Wed, 9 Dec 2020 09:57:34 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1601 bytes) , [text/html](#) (2319 bytes)

Web Content Managers,

The National Archives Office of Innovation is looking for a Web Branch Chief (GS-14) to oversee the National Archives' web program including Archives.gov and work with presidential library websites.

<https://www.usajobs.gov/GetJob/ViewDetails/585997400>

Please consider applying or sharing this opportunity with those who might be interested. The opportunity to apply closes on December 14.

Thanks!

Jason Clingerman  
Director, Digital Engagement Division  
Office of Innovation  
National Archives and Records Administration (NARA)  
[jason.clingerman@nara.gov](mailto:jason.clingerman@nara.gov)

National Archives Website: <https://www.archives.gov>  
National Archives Catalog: <https://catalog.archives.gov/>

---

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-1 digest

**Subject:** Re: URL Shorteners  
**From:** Kimberly Becht <Kimberly.Becht@TRADE.GOV>  
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Kimberly Becht  
**Reply To:** <Kimberly.Becht@TRADE.GOV>  
**Date:** Wed, 9 Dec 2020 15:01:10 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (2779 bytes) , [text/html](#) (6 kB) , [image001.png](#) (6 kB)

Thanks everyone!

**Kimberly J. Becht**

Lead, Data Service Team

Technology, Services, and Innovation (TSI) | Technology Transformation & Data Services (TTDS)

[Kimberly.Becht@trade.gov](mailto:Kimberly.Becht@trade.gov) | 202-482-0420 (O)

U.S. Department of Commerce | International Trade Administration



---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Kimberly Becht

**Sent:** Tuesday, December 8, 2020 4:15 PM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** [CONTENT-MANAGERS-L] URL Shorteners

Can anyone direct me to a URL shortener that is approved for government use?

Thanks.

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Lead, Data Service Team

Technology, Services, and Innovation (TSI) | Technology Transformation & Data Services (TTDS)

[Kimberly.Becht@trade.gov](mailto:Kimberly.Becht@trade.gov) | 202-482-0420 (O)

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**Subject:** Invitation: Web Managers Community Huddle @ Wed Dec 16, 2020 1pm - 2pm (EST) (content-managers-l@listserv.gsa.gov)

**From:** Ammie Farrajfeijoo <ammie.farrajfeijoo@GSA.GOV>

**Reply To:** ammie.farrajfeijoo@gsa.gov

**Date:** Thu, 10 Dec 2020 15:58:31 +0000

**Content-Type:** multipart/mixed

**Parts/Attachments:** [text/plain](#) (3590 bytes) , [text/html](#) (11 kB) , [text/calendar](#) (11 kB) , [invite.ics](#) (11 kB)

You have been invited to the following event.

### Web Managers Community Huddle

**When** Wed Dec 16, 2020 1pm – 2pm Eastern Time - New York [more details »](#)

**Calendar** content-managers-l@listserv.gsa.gov

**Who** (Guest list has been hidden at organizer's request)

Join **Tori Garten** and me for the latest Web Managers Community Huddle. This will be an informational meeting for open and organic information exchange.

The topic for this huddle will be **how to create accessible videos** with guest hosts **Michael Horton, Andrew Nielson,** and **Alex Wilson** from GSA's [Government-wide IT Accessibility Program](#).

We'll talk about how to ensure video content includes synchronized captions and audio descriptions for people with visual disabilities, among other topics.

You will need to accept this invite to join the huddle. Please also let me know if you need any accommodations to fully participate in this meeting.

Ammie

-----

Join ZoomGov Meeting

(b) (6)

Meeting ID (b) (6)

Passcode: (b) (6)

One tap mobile

(b) (6)

Dial by your location

(b) (6)

Meeting I (b) (6)

Passcode (b) (6)

Live captioning:

(b) (6)

Going (content-managers-l@listserv.gsa.gov)? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this courtesy email at the account content-managers-l@listserv.gsa.gov because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at <https://calendar.google.com/calendar/> and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. [Learn More](#).

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Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to

**Subject:** USWDS releasing new emergency response components  
**From:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Reply To:** ammie.farrajfeijoo@gsa.gov  
**Date:** Mon, 14 Dec 2020 14:02:11 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2246 bytes) , [text/html](#) (3293 bytes)

Content managers,

Now more than ever, it's essential to get the right content to the right people at the right time in the right way. After interviewing teams across the federal government, the U.S. Web Design System (USWDS) developed a set of components to improve how we present content on government websites, especially during emergency response efforts.

Join the USWDS team on Thursday, December 17, at 2:30 p.m. ET for the last monthly call of 2020. Team members will dig into our latest release, USWDS 2.10. They'll review new components designed with emergency response in mind and share information on how the components help to highlight critical information and actions. This call will be of particular interest to developers.

 **Register at <http://go.usa.gov/xAcUq> to join us on Thursday.**

Also, consider setting a recurring calendar invite to join the USWDS team every third Thursday of the month at 2:30 p.m. ET. There's lots more to come in 2021, and you don't want to miss a thing!

Ammie

---

**Ammie Farraj Feijoo (she/her)**  
Technology Transformation Services  
U.S. General Services Administration  
202-394-3670 | [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)

Contact the U.S. Web Design System: [uswds@support.digitalgov.gov](mailto:uswds@support.digitalgov.gov)

---

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l



7/27/2021

**Subject:** [Updated Diagram for Accessibility Workflow for Videos](#)  
**From:** "Horvath, Scott R" <shorvath@USGS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Horvath, Scott R  
**Date:** Tue, 15 Dec 2020 14:15:54 +0000  
**Content-Type:** multipart/mixed  
[text/plain](#) (3821 bytes) , [text/html](#) (9 kB) , [Accessibility Requirements for Video Projects.png](#) (793 kB) , [Accessibility Workflow for Video Projects.pptx](#) (119 kB)

A couple weeks back I shared a draft graphic that provided a simple workflow aimed at video creators who have limited experience understanding when they should be providing closed captions, audio descriptions, both, or if they're not needed. I received a lot of great positive feedback as well as suggested changes from a few groups. Thank you to everyone for responding and working with me to improve the graphic (e.g., adding some more contrast the colors, reorganizing the workflow, updated wording, making the "Start" more obvious, etc).

I've attached the updated graphic with descriptive text beneath of it (workflow as a bulleted list).

I know that others could easily expand this graphic for their own purposes, or for other audiences within their organization. Rather than trying to be the keeper of this info, I've attached the PowerPoint slide I used to create this current version so you can build from it. I've done what I can to make the PowerPoint accessible as well...though the reading order was quite difficult to say the least, but I hope it's close.

Thanks again.

### **Bulleted List Workflow of Attached Graphic**

The diagram provides a workflow for anyone creating video to understand what items they'll need to make their video accessible based on the type of video they're creating, or have created. Below is a bulleted list of the workflow.

#### **Accessibility Requirements for Video Projects**

- Start here: Using narration, talking, or sounds in your video?
  - Yes
    - Using visual info to explain something important (e.g., on-screen text, charts, slides, b-roll, etc)?
      - Yes
        - You'll need closed-captions (for the narration), and audio descriptions (for the non-described visual or audio necessary for understanding of the content).
          - Hint: In some cases you, can avoid creating audio descriptions after the fact if you describe the visuals using narration or if the speaker explains the visual (in the original video recording).
      - No
        - You'll need closed-captions (for the narration)
  - No
    - Shooting b-roll only \* (\* B-roll is specifically *uncut* footage intended for the media or reporters)
      - Yes
        - Closed captions and audio descriptions are not required.
      - No
        - Using silent, visual info (e.g., silent film, silent how-to video)?
          - Yes
            - You'll need audio descriptions (to explain the important actions happening on-screen).
          - No
            - This isn't a video. Try again.

---

#### **Scott Horvath**

Bureau Social Media Lead / WWW Product Manager

571-296-1157 (soliciting = block)

shorvath@usgs.gov (soliciting = junk)

*More than 15 emails, I'm not doing my job. Less than 5, I'm not busy enough. That's why I'm a 10.*

---

This message was sent to the Web Content Managers Forum, a community of government employees who





**Subject:** Re: Updated Diagram for Accessibility Workflow for Videos  
**From:** "Gillespie, Alison L." <algilles@NSF.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillespie, Alison L.  
**Date:** Tue, 15 Dec 2020 15:40:43 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (6 kB) , text/html (24 kB) , image006.png (22 kB) , image007.png (22 kB) , image008.png (22 kB) , image009.png (22 kB) , image010.png (22 kB)

Thank you so much. Our team literally just sat down yesterday to begin drafting something along these lines. We had a big event where this became a real issue. What a gift you just gave me! This is awesome.



**Alison Gillespie**  
**Communications Specialist**

Office of the National Science Board  
 National Science Foundation  
 2415 Eisenhower Ave, Ale 22314  
 office: 703.292.2557 cell: (b) (6)  
[www.nsf.gov/nsb](http://www.nsf.gov/nsb)




---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Horvath, Scott R  
**Sent:** Tuesday, December 15, 2020 9:16 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] - [CONTENT-MANAGERS-L] Updated Diagram for Accessibility Workflow for Videos

This email originated from outside of the National Science Foundation. Do not click links or open attachments unless you recognize the sender and know the content is safe.

A couple weeks back I shared a draft graphic that provided a simple workflow aimed at video creators who have limited experience understanding when they should be providing closed captions, audio descriptions, both, or if they're not needed. I received a lot of great positive feedback as well as suggested changes from a few groups. Thank you to everyone for responding and working with me to improve the graphic (e.g., adding some more contrast the colors, reorganizing the workflow, updated wording, making the "Start" more obvious, etc).

I've attached the updated graphic with descriptive text beneath of it (workflow as a bulleted list).

I know that others could easily expand this graphic for their own purposes, or for other audiences within their organization. Rather than trying to be the keeper of this info, I've attached the PowerPoint slide I used to create this current version so you can build from it. I've done what I can to make the PowerPoint accessible as well...though the reading order was quite difficult to say the least, but I hope it's close.

Thanks again.

**Bulleted List Workflow of Attached Graphic**

## Bulleted List Workflow of Attached Graphic

The diagram provides a workflow for anyone creating video to understand what items they'll need to make their video accessible based on the type of video they're creating, or have created. Below is a bulleted list of the workflow.

### Accessibility Requirements for Video Projects

- Start here: Using narration, talking, or sounds in your video?
  - Yes
    - Using visual info to explain something important (e.g., on-screen text, charts, slides, b-roll, etc)?
      - Yes
        - You'll need closed-captions (for the narration), and audio descriptions (for the non-described visual or audio necessary for understanding of the content).
          - Hint: In some cases you, can avoid creating audio descriptions after the fact if you describe the visuals using narration or if the speaker explains the visual (in the original video recording).
      - No
        - You'll need closed-captions (for the narration)
  - No
    - Shooting b-roll only \* (\* B-roll is specifically *uncut* footage intended for the media or reporters)
      - Yes
        - Closed captions and audio descriptions are not required.
      - No
        - Using silent, visual info (e.g., silent film, silent how-to video)?
          - Yes
            - You'll need audio descriptions (to explain the important actions happening on-screen).
          - No
            - This isn't a video. Try again.

---

### Scott Horvath

Bureau Social Media Lead / WWW Product Manager

571-296-1157 (soliciting = block)

[shorvath@usgs.gov](mailto:shorvath@usgs.gov) (soliciting = junk)

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7/27/2021

[listserv@listserv.gsa.gov](mailto:listserv@listserv.gsa.gov)

The message should have NO SUBJECT, and the only text in the message should read: set content-managers-1  
digest

\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff  
content-managers-1

**Subject:** Re: Updated Diagram for Accessibility Workflow for Videos  
**From:** Amanda Dean - QTIF <amanda.dean@GSA.GOV>  
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Amanda Dean - QTIF  
**Reply To:** <amanda.dean@GSA.GOV>  
**Date:** Tue, 15 Dec 2020 10:58:22 -0500  
**Content-Type:** multipart/related  
[text/plain](#) (7 kB) , [text/html](#) (21 kB) , [image006.png](#) (22 kB) ,  
**Parts/Attachments:** [image007.png](#) (22 kB) , [image008.png](#) (22 kB) , [image009.png](#) (22 kB)  
, [image010.png](#) (22 kB)

Yes, this is wonderful. Thank you! Already shared with our team.

On Tue, Dec 15, 2020 at 10:56 AM Gillespie, Alison L. <[000009f785a1c4cb-dmarc-request@listserv.gsa.gov](mailto:000009f785a1c4cb-dmarc-request@listserv.gsa.gov)> wrote:

Thank you so much. Our team literally just sat down yesterday to begin drafting something along these lines. We had a big event where this became a real issue. What a gift you just gave me! This is awesome.



**Alison Gillespie**  
Communications Specialist

Office of the National Science Board  
National Science Foundation  
2415 Eisenhower Ave, Alexandria, VA 22314  
office: 703.292.2557 cell: (b) (6)  
[www.nsf.gov/nsb](http://www.nsf.gov/nsb)



---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Horvath, Scott R  
**Sent:** Tuesday, December 15, 2020 9:16 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [EXTERNAL] - [CONTENT-MANAGERS-L] Updated Diagram for Accessibility Workflow for Videos



sender and know the content is safe.

A couple weeks back I shared a draft graphic that provided a simple workflow aimed at video creators who have limited experience understanding when they should be providing closed captions, audio descriptions, both, or if they're not needed. I received a lot of great positive feedback as well as suggested changes from a few groups. Thank you to everyone for responding and working with me to improve the graphic (e.g., adding some more contrast the colors, reorganizing the workflow, updated wording, making the "Start" more obvious, etc).

I've attached the updated graphic with descriptive text beneath of it (workflow as a bulleted list).

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Thanks again.

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- Start here: Using narration, talking, or sounds in your video?
  - Yes
    - Using visual info to explain something important (e.g., on-screen text, charts, slides, b-roll, etc)?
      - Yes
        - You'll need closed-captions (for the narration), and audio descriptions (for the non-described visual or audio necessary for understanding of the content).
          - Hint: In some cases you, can avoid creating audio descriptions after the fact if you describe the visuals using narration or if the speaker explains the visual (in the original video recording).
      - No
        - You'll need closed-captions (for the narration)
    - No
      - Shooting b-roll only \* (\* B-roll is specifically *uncut* footage intended for the media or reporters)

- Yes
  - Closed captions and audio descriptions are not required.
- No
  - Using silent, visual info (e.g., silent film, silent how-to video)?
    - Yes
      - You'll need audio descriptions (to explain the important actions happening on-screen).
    - No
      - This isn't a video. Try again.

-----

**Scott Horvath**

Bureau Social Media Lead / WWW Product Manager

571-296-1157 (soliciting = block)

[shorvath@usgs.gov](mailto:shorvath@usgs.gov) (soliciting = junk)

*More than 15 emails, I'm not doing my job. Less than 5, I'm not busy enough. That's why I'm a 10.*

---

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**Subject:** Re: Updated Diagram for Accessibility Workflow for Videos  
**From:** "Dozier, LaSharn" <ldozier@CFTC.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Dozier, LaSharn  
**Date:** Tue, 15 Dec 2020 16:09:25 +0000  
**Content-Type:** multipart/related  
 text/plain (7 kB) , text/html (31 kB) , image001.jpg (31 kB) ,  
**Parts/Attachments:** image003.jpg (31 kB) , image005.jpg (31 kB) , image007.jpg (31 kB) ,  
 image009.jpg (31 kB) , image011.png (30 kB) , image012.png (30 kB) ,  
 image013.png (30 kB) , image014.png (30 kB) , image015.png (30 kB)

Our team receives a recurring inquiry from A/V staff re: captions – “To Have, or Have Not”. This will be a great starting point (or final point) to these decisions in the future.

Thank you again for sharing!



**LaSharn Dozier**  
 IT Specialist, Office of Public Affairs  
**Commodity Futures Trading Commission**  
 202-418-5282  
[ldozier@cftc.gov](mailto:ldozier@cftc.gov)



**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gillespie, Alison L.  
**Sent:** Tuesday, December 15, 2020 10:41 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Updated Diagram for Accessibility Workflow for Videos

Thank you so much. Our team literally just sat down yesterday to begin drafting something along these lines. We had a big event where this became a real issue. What a gift you just gave me! This is awesome.



**Alison Gillespie**  
**Communications Specialist**

Office of the National Science Board  
 National Science Foundation  
 2415 Eisenhower Ave, Alexandria, VA 22314  
 office: 703.292.2557 cell: (b) (6)  
[www.nsf.gov/nsb](http://www.nsf.gov/nsb)



**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Horvath, Scott R  
**Sent:** Tuesday, December 15, 2020 9:16 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [EXTERNAL] - [CONTENT-MANAGERS-L] Updated Diagram for Accessibility Workflow for Videos

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      - Yes
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          - Hint: In some cases you, can avoid creating audio descriptions after the fact if you describe the visuals using narration or if the speaker explains the visual (in the original video recording).
      - No
        - You'll need closed-captions (for the narration)
  - No
    - Shooting b-roll only \* (\* B-roll is specifically *uncut* footage intended for the media or reporters)
      - Yes
        - Closed captions and audio descriptions are not required.
      - No

- Using silent, visual info (e.g., silent film, silent how-to video)?
  - Yes
    - You'll need audio descriptions (to explain the important actions happening on-screen).
  - No
    - This isn't a video. Try again.

-----  
**Scott Horvath**

Bureau Social Media Lead / WWW Product Manager

571-296-1157 (soliciting = block)

[shorvath@usgs.gov](mailto:shorvath@usgs.gov) (soliciting = junk)

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**Subject:** [JOB: GS-13 Comms Specialist at ATF, closes 12/29](#)  
**From:** (b) (6), (b) (7)(C) @USDOJ.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)  
**Date:** Tue, 15 Dec 2020 16:30:26 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (12 kB) , [text/html](#) (11 kB) , [image001.png](#) (12 kB)

Do you love writing plain language content in English and Spanish, crafting engaging digital experiences, and working with an incredible team? We're looking for a new writer to join ATF's Web Media Branch and support our critical law enforcement and regulatory mission!

**GS-13 Communications Specialist, open through 12/29:**

<https://www.usajobs.gov/GetJob/ViewDetails/587167400>

(open to current feds, veterans, career transition and individuals with disabilities)

You'll join two other writers, two content editors/PMs and three developers who work together every day to improve ATF's digital communications, primarily through our website at [ATF.gov](http://ATF.gov) and public email lists.

A sampling of what you'll be working on:

- **Migration to Drupal 9:** Analyze top tasks and identify content gaps, write new content in coordination with ATF experts, and rewrite/redesign outdated content to better meet user needs.
- **ATF en español:** Manage the content on our Spanish website at [ATF.gov/es](http://ATF.gov/es) (700+ pages), check professional translations for quality and consistency, keep our bilingual glossary and style guide up to date, and lead our monthly Spanish Council with ATF employee volunteers who review translations for technical accuracy.
- **Recruitment campaign:** Help plan and implement a national campaign to support ATF's recruitment of inclusive and diverse populations.

ATF is currently at maximum telework due to the pandemic; however, this position is based at the [HQ building](#) in Washington, DC and is eligible for telework or AWS.

Please pass this along to anyone who might be interested, and let me know if you have any questions!

Happy holidays.

(b) (6), (b) (7)(C)

Chief, Web Media Branch  
Digital Media Division  
Office of Public and Governmental Affairs  
Bureau of Alcohol, Tobacco, Firearms and Explosives

Desk: (b) (6), (b) (7)(C) | Cell: (b) (6), (b) (7)(C)

Pronouns: she/her



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Content: (b) (6), (b) (7)(C) | Distribution: (b) (6), (b) (7)(C) | Date: 11/11/2020

7/27/2021

**Subject:** [Possible speaker for 2021 on Partnerships and Feedback](#)  
**From:** Katherine Spivey - ZC <katherine.spivey@GSA.GOV>  
Content Managers List <CONTENT-MANAGERS-  
**Reply To:** L@LISTSERV.GSA.GOV>, Katherine Spivey - ZC  
<katherine.spivey@GSA.GOV>  
**Date:** Tue, 15 Dec 2020 15:09:09 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2678 bytes) , [text/html](#) (3687 bytes)



Which CoP wants to ask him to present? It's not a plain language focus.

Saw this on the Confab listing:

<https://www.confabevents.com/2021-segments/how-feedback-and-partnerships-helped-the-u-s-internal-revenue-service-respond-to-covid-19>

José Vejarano

Chief Content Strategist, IRS.gov

During the COVID-19 pandemic, the IRS relied on partnerships within the Service, across the U.S. government, and with the private sector—and on unprecedented metrics and user feedback—to help Americans through this crisis.

This talk will share what the agency faced as they had to get money quickly to people who needed it, and how they built the partnerships that helped them move quickly. We'll look at what the crisis did to their site—with traffic volume so high they broke their real-time analytics. It will also cover how they analyzed and responded to ongoing metrics, user feedback, news, and social media.

In this talk, you'll learn how to:

Build partnerships within and beyond your organization.

Adapt to your own limitations.

Anticipate user needs in a complex situation.

Capture and analyze user metrics and feedback—and cycle that feedback into real-time site updates.

Who will benefit most: This talk will be helpful to people who need to collaborate across a large organization.

It will also be helpful to anybody who wants to learn how metrics, research (user surveys, social media), and analysis can inform content strategy and bring stakeholders together to collaborate—even in a crisis.

Katherine Spivey

Senior Communications Specialist

Office of Strategic Communications

GSA's Plain Language Office

[katherine.spivey@gsa.gov](mailto:katherine.spivey@gsa.gov)

Co-Chair, Plain Language Action and Information Network (PLAIN)

[plainlanguage.gov](http://plainlanguage.gov)

---

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**Subject:** Re: Possible speaker for 2021 on Partnerships and Feedback  
**From:** Pekarik John M <John.M.Pekarik@IRS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Pekarik John M <John.M.Pekarik@IRS.GOV>  
**Date:** Wed, 16 Dec 2020 13:42:14 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (4 kB) , [text/html](#) (11 kB) , [image001.jpg](#) (9 kB) , [image003.jpg](#) (9 kB)

Good morning!

Jose is one of the senior managers on my team. He is not on this distribution list but when I mentioned that his name came up he said he'd be happy to have a conversation. Feel free to reach out to him directly at [Jose.M.Vejarano@irs.gov](mailto:Jose.M.Vejarano@irs.gov).

**John Pekarik**  
 Director, IRS.gov

Office Address  
 5000 Ellin Road  
 Room C4-401  
 Lanham, MD 20706

Mailing Address  
 1111 Constitution Ave. NW  
 Room 3331  
 Washington, DC 20224

Contact Telephone  
 O: (240) 613-6247  
 C: (b) (6)



**From** Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Katherine Spivey - ZC  
**Sent:** Tuesday, December 15, 2020 3:09 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Possible speaker for 2021 on Partnerships and Feedback

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- Build partnerships within and beyond your organization.
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- Anticipate user needs in a complex situation.
- Capture and analyze user metrics and feedback—and cycle that feedback into real-time site updates.
- Who will benefit most: This talk will be helpful to people who need to collaborate across a large organization. It will also be helpful to anybody who wants to learn how metrics, research (user surveys, social media), and analysis can inform content strategy and bring stakeholders together to collaborate—even in a crisis.

Katherine Spivey  
Senior Communications Specialist  
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**Subject:** [Re: Updated Diagram for Accessibility Workflow for Videos](#)  
**From:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Reply To:** ammie.farrajfeijoo@gsa.gov  
**Date:** Wed, 16 Dec 2020 09:05:57 -0500  
**Content-Type:** multipart/related  
[text/plain](#) (9 kB) , [text/html](#) (29 kB) , [image001.jpg](#) (29 kB) ,  
**Parts/Attachments:** [image003.jpg](#) (29 kB) , [image005.jpg](#) (29 kB) , [image007.jpg](#) (29 kB) ,  
[image009.jpg](#) (29 kB) , [image011.png](#) (30 kB) , [image012.png](#) (30 kB) ,  
[image013.png](#) (30 kB) , [image014.png](#) (30 kB) , [image015.png](#) (30 kB)

If you're interested in this topic, please join Tori Garten and me **today at 1 p.m. ET** for the latest Web Managers Community Huddle.

We'll be talking about **how to create accessible videos** with guest hosts Michael Horton, Andrew Nielson, and Alex Wilson from GSA's Government-wide IT Accessibility Program — how to ensure video content includes synchronized captions and audio descriptions for people with visual disabilities, among other topics.

You should already have an invite from me on your calendars. You will need to accept the invite to join the

**Subject:** Re: Updated Diagram for Accessibility Workflow for Videos  
**From:** "Morin, Gary (NIH/NCI) [E]" <moring@MAIL.NIH.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Morin, Gary (NIH/NCI) [E]  
**Date:** Wed, 16 Dec 2020 17:39:09 +0000  
**Content-Type:** multipart/related  
 text/plain (11 kB) , text/html (72 kB) , image021.jpg (72 kB) ,  
**Parts/Attachments:** image022.jpg (72 kB) , image023.jpg (72 kB) , image024.jpg (72 kB) ,  
 image025.jpg (72 kB) , image026.png (30 kB) , image027.png (30 kB) ,  
 image028.png (30 kB) , image029.png (30 kB) , image030.png (30 kB)

Will this Web Managers Community Huddle be real-time captioned?

Gary M.

---

**From:** Ammie Farraj Feijoo <ammie.farraifeijoo@GSA.GOV>  
**Sent:** Wednesday, December 16, 2020 9:06 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Updated Diagram for Accessibility Workflow for Videos

If you're interested in this topic, please join Tori Garten and me **today at 1 p.m. ET** for the latest Web Managers Community Huddle.

We'll be talking about **how to create accessible videos** with guest hosts Michael Horton, Andrew Nielson, and Alex Wilson from GSA's Government-wide IT Accessibility Program — how to ensure video content includes synchronized captions and audio descriptions for people with visual disabilities, among other topics.

You should already have an invite from me on your calendars. You will need to accept the invite to join the huddle.

Ammie

---

**Ammie Farraj Feijoo (she/her)**  
 Technology Transformation Services  
 U.S. General Services Administration  
 202-394-3670 | [ammie.farraifeijoo@gsa.gov](mailto:ammie.farraifeijoo@gsa.gov)

Contact the U.S. Web Design System: [uswds@support.digitalgov.gov](mailto:uswds@support.digitalgov.gov)

On Tue, Dec 15, 2020 at 11:14 AM Dozier, LaSharn <[00001b6776062f2-dmarc-request@listserv.gsa.gov](mailto:00001b6776062f2-dmarc-request@listserv.gsa.gov)> wrote:

Our team receives a recurring inquiry from A/V staff re: captions – “To Have, or Have Not”. This will be a great starting point (or final point) to these decisions in the future.

Thank you again for sharing!



**LaSharn Dozier**  
 IT Specialist, Office of Public Affairs  
 Commodity Futures Trading Commission  
 202-418-5282  
[ldozier@cftc.gov](mailto:ldozier@cftc.gov)



|

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Gillespie, Alison L.  
**Sent:** Tuesday, December 15, 2020 10:41 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Updated Diagram for Accessibility Workflow for Videos

Thank you so much. Our team literally just sat down yesterday to begin drafting something along these lines. We had a big event where this became a real issue. What a gift you just gave me! This is awesome.



**Alison Gillespie**  
**Communications Specialist**

Office of the National Science Board  
National Science Foundation  
2415 Eisenhower Ave, Alexandria, VA 22314  
office: 703.292.2557 cell: (b) (6)  
[www.nsf.gov/nsb](http://www.nsf.gov/nsb)



---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Horvath, Scott R  
**Sent:** Tuesday, December 15, 2020 9:16 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [EXTERNAL] - [CONTENT-MANAGERS-L] Updated Diagram for Accessibility Workflow for Videos

This email originated from outside of the National Science Foundation. Do not click links or open attachments unless you recognize the sender and know the content is safe.

A couple weeks back I shared a draft graphic that provided a simple workflow aimed at video creators who have limited experience understanding when they should be providing closed captions, audio descriptions, both, or if they're not needed. I received a lot of great positive feedback as well as suggested changes from a few groups. Thank you to everyone for responding and working with me to improve the graphic (e.g., adding some more contrast the colors, reorganizing the workflow, updated wording, making the "Start" more obvious, etc).

I've attached the updated graphic with descriptive text beneath of it (workflow as a bulleted list).

I know that others could easily expand this graphic for their own purposes, or for other audiences within their organization. Rather than trying to be the keeper of this info, I've attached the PowerPoint slide I used to create this current version so you can build from it. I've done what I can to make the PowerPoint accessible as well...though the reading order was quite difficult to say the least, but I hope it's close.

Thanks again.

## Bulleted List Workflow of Attached Graphic

The diagram provides a workflow for anyone creating video to understand what items they'll need to make their video accessible based on the type of video they're creating, or have created. Below is a bulleted list of the workflow.

### Accessibility Requirements for Video Projects

- Start here: Using narration, talking, or sounds in your video?
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    - Using visual info to explain something important (e.g., on-screen text, charts, slides, b-roll, etc)?
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        - You'll need closed-captions (for the narration), and audio descriptions (for the non-described visual or audio necessary for understanding of the content).
          - Hint: In some cases you, can avoid creating audio descriptions after the fact if you describe the visuals using narration or if the speaker explains the visual (in the original video recording).
      - No
        - You'll need closed-captions (for the narration)
  - No
    - Shooting b-roll only \* (\* B-roll is specifically *uncut* footage intended for the media or reporters)
      - Yes
        - Closed captions and audio descriptions are not required.
      - No
        - Using silent, visual info (e.g., silent film, silent how-to video)?
          - Yes
            - You'll need audio descriptions (to explain the important actions happening on-screen).
          - No
            - This isn't a video. Try again.

-----  
**Scott Horvath**

Bureau Social Media Lead / WWW Product Manager

571-296-1157 (soliciting = block)

[shorvath@usgs.gov](mailto:shorvath@usgs.gov) (soliciting = junk)

*More than 15 emails, I'm not doing my job. Less than 5, I'm not busy enough. That's why I'm a 10.*

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

For help with this listserv, to manage your settings, or to view list archives, visit:

<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

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Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to [listserv@listserv.gsa.gov](mailto:listserv@listserv.gsa.gov)

The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

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**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] Invitation: Web Managers Community Huddle @ Wed Dec 16, 2020 1pm - 2pm (EST) (content-managers-l@listserv.gsa.gov)  
**From:** "Dierkes, Dana" <Dana\_Dierkes@NPS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Dierkes, Dana  
**Date:** Wed, 16 Dec 2020 18:02:21 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1094 bytes) , [text/html](#) (1696 bytes)

Annie, could you try to dial me in to the call. I am having trouble joining it.

And will this session be recorded?

Dana  
Get [Outlook for iOS](#)

---

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**Subject:** [Fw: Webinar: Drupal.org now offers Forks and Merge requests through GitLab: Thurs 12/17, 3pm](#)  
**From:** Kirsten Burgard <KBurgard@VOANEWS.COM>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Kirsten Burgard <KBurgard@VOANEWS.COM>  
**Date:** Wed, 16 Dec 2020 18:25:24 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (12 kB) , [text/html](#) (41 kB)

Just sharing...

---

**From:** Drupal4Gov <drupal4gov@gmail.com>  
**Sent:** Friday, December 11, 2020 2:59 PM  
**To:** Kirsten Burgard <KBurgard@voanews.com>  
**Subject:** Webinar: Drupal.org now offers Forks and Merge requests through GitLab: Thurs 12/17, 3pm

GitLab and Drupal, a Fork Made to Merge.

[View this email in your browser](#)



## Webinar: Drupal Association: Forking and Merging with GitLab

The Drupal project turns 20 years old in 2021! As one of the oldest open source projects with a continuous and vibrant community, some of Drupal.org's contribution tools actually predated the existence of [GIT](#). For the last several years, the Drupal Association's engineering team has worked to update and modernize these developer tools, migrating all of Drupal.org's 35,000+ repositories to a GitLab instance, and creating an integration between Drupal.org issues and GitLab merge requests.

In this webinar, we'll chat about:

- How to use these new contribution tools;
- The scope of the effort to make this migration happen; and,
- The future of contributing to the Drupal project.

If you've always thought about contributing back to Drupal, but haven't made the leap, this talk will be a great opportunity to get started!

## Our Instructors: Tim Lehnen and Neil Drumm

[Tim Lehnen](#) is the CTO of the Drupal Association, recently celebrating his 6th anniversary with the organization. Tim comes from a project management background, and is passionate about systems of collaboration, and about understanding the economy of open source.

[Neil Drumm](#) is the Senior Technologist of the Drupal Association engineering team, and has been involved in Drupal since the project's early days. Neil led the implementation of Drupal.org's GitLab migration, as well as writing the integration between the issue queues and GitLab forks and merge requests.

## Training Provider The Drupal Association

[The Drupal Association](#) is an educational non-profit organization that fosters and supports the Drupal software project, the community and its growth. Supported by both individual members and organizations, the Association uses its resources, network and funds to constantly engage in new projects and initiatives to help educate people about Drupal and encourage support of the growth of the Drupal project. [Become a Drupal Association Member](#).

[Register for Drupal Association on GitLab](#)

---

## Drupal4Gov Annual Meeting Notice

Drupal4Gov, LLC, hosts the Drupal GovCon annual conference, our webinar series, and Drupal Global Training Days (once we can meet in person again in DC). Due to moving our annual event online, we were unable to also hold our Annual Meeting during Drupal GovCon, so this year, we will be hosting it on Friday, December 18 at 12pm EDT.

If you are interested in serving on the board, and participating in steering the organization, we encourage you to submit an application for At-Large member of the Drupal4Gov board. Election will be held at the end of the annual meeting. Application requires Google login, and closes Thursday, December 17 at 12pm EDT.

[Attend the D4G Annual Meeting](#)

[Submit your D4G Board Member Application](#)

---

## Miss a Webinar or Drupal GovCon Session?

No worries! We got you!

Just head over to DrupalTV to see all our videos captured by the [Drupal Recording Initiative](#), our webinars and even Drupal GovCon the virtual edition. Can't get to Drupal.TV? No problem, you can also check out our [YouTube page](#).

[Take me to DrupalTV](#)



---

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#)

**Subject:** Video Mow Online: Practical Tips for Accessible Content and Multilingual Websites  
**From:** Laura Godfrey - QQBB <laura.godfrey@GSA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Laura Godfrey - QQBB <laura.godfrey@GSA.GOV>  
**Date:** Wed, 16 Dec 2020 14:51:09 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1637 bytes) , [text/html](#) (3047 bytes)

Hello Colleagues,

Just wanted to let you know that the video of the Accessibility and Multilingual Websites webinar held on December 3rd, is available now on the [Digital.Gov website](#) or directly on our [YouTube Playlist](#). If you missed the session, you can now watch it.

Happy Holidays!

*Apologies if you receive multiple emails about this.*

Laura Godfrey  
[vote.gov](#)/and Manager, [Multilingual CoP](#)  
TTS, U.S. General Services Administration  
202.536.8968  
<https://twitter.com/votegov>

---

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**Subject:** [Re: Updated Diagram for Accessibility Workflow for Videos](#)  
**From:** Michael Horton - M1ED <michael.horton@GSA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Michael Horton - M1ED <michael.horton@GSA.GOV>  
**Date:** Wed, 16 Dec 2020 15:26:25 -0500  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (12 kB) , [text/html](#) (36 kB) , [image021.jpg](#) (36 kB) , [image022.jpg](#) (36 kB) , [image023.jpg](#) (36 kB) , [image024.jpg](#) (36 kB) , [image025.jpg](#) (36 kB) , [image026.png](#) (30 kB) , [image027.png](#) (30 kB) , [image028.png](#) (30 kB) , [image029.png](#) (30 kB) , [image030.png](#) (30 kB)

Gary... sorry, just seeing this now. It was, but to your point in the chat, they didn't include in the invite? They took that note.

Thank you, and have an *accessible* day!

~Michael



**Michael Horton**  
 Accessible Design & Development Advisor  
 Office of Government-wide Policy  
 1800 F Street, NW, Washington, DC 20405  
 Office 202-969-7292 | Mobile (b) (6)  
*Buy. Build. Be Accessible.* | [Section508.gov](http://Section508.gov)

On Wed, Dec 16, 2020 at 1:08 PM Morin, Gary (NIH/NCI) [E] <[000001e726dff659-dmarc-request@listserv.gsa.gov](mailto:000001e726dff659-dmarc-request@listserv.gsa.gov)> wrote:

Will this Web Managers Community Huddle be real-time captioned?

Gary M.

---

**From:** Ammie Farraj Feijoo <[ammie.farrajfeijoo@GSA.GOV](mailto:ammie.farrajfeijoo@GSA.GOV)>  
**Sent:** Wednesday, December 16, 2020 9:06 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Updated Diagram for Accessibility Workflow for Videos

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includes synchronized captions and audio descriptions for people with visual disabilities, among other topics.

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Ammie

---

**Ammie Farraj Feijoo (she/her)**  
Technology Transformation Services  
U.S. General Services Administration

202-394-3670 | [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)

Contact the U.S. Web Design System: [uswds@support.digitalgov.gov](mailto:uswds@support.digitalgov.gov)

On Tue, Dec 15, 2020 at 11:14 AM Dozier, LaSharn <[000001b6776062f2-dmarc-request@listserv.gsa.gov](mailto:000001b6776062f2-dmarc-request@listserv.gsa.gov)> wrote:

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Thank you again for sharing!

**LaSharn Dozier**

IT Specialist, Office of Public Affairs

**Commodity Futures Trading Commission**

202-418-5282

[ldozier@cftc.gov](mailto:ldozier@cftc.gov)



---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Gillespie, Alison L.  
**Sent:** Tuesday, December 15, 2020 10:41 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Updated Diagram for Accessibility Workflow for Videos

Thank you so much. Our team literally just sat down yesterday to begin drafting something along these lines. We had a big event where this became a real issue. What a gift you just gave me! This is awesome.



**Alison Gillespie**  
Communications Specialist

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2415 Eisenhower Ave, Alexandria, VA 22314  
office: 703.292.2557 cell: (b) (6)  
[www.nsf.gov/nsb](http://www.nsf.gov/nsb)



---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Horvath, Scott R  
**Sent:** Tuesday, December 15, 2020 9:16 AM  
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Thanks again.

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- Start here: Using narration, talking, or sounds in your video?
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    - Using visual info to explain something important (e.g., on-screen text, charts, slides, b-roll, etc)?
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          - Hint: In some cases you, can avoid creating audio descriptions after the fact if you describe the visuals using narration or if the speaker explains the visual (in the original video recording).
      - No
        - You'll need closed-captions (for the narration)
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    - Shooting b-roll only \* (\* B-roll is specifically *uncut* footage intended for the media or reporters)
      - Yes
        - Closed captions and audio descriptions are not required.
      - No
        - Using silent visual info (e.g. silent film, silent how-to video)?

- Using short, visual info (e.g., short links, short how-to video).

- Yes
  - You'll need audio descriptions (to explain the important actions happening on-screen).
- No
  - This isn't a video. Try again.

-----

**Scott Horvath**

Bureau Social Media Lead / WWW Product Manager

571-296-1157 (soliciting = block)

[shorvath@usgs.gov](mailto:shorvath@usgs.gov) (soliciting = junk)

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**Subject:** [Thoughts on Transitioning Federal Websites to a New Administration](#)  
**From:** (b) (6), (b) (7)(C) @HQ.DHS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)  
**Date:** Thu, 17 Dec 2020 18:57:25 +0000  
**Content-Type:** multipart/mixed  
[text/plain](#) (7 kB) , [text/html](#) (36 kB) , [image001.jpg](#) (8 kB) ,  
**Parts/Attachments:** [20\\_1214\\_OPA\\_Transitioning-Websites-New-Administration.pptx](#) (442 kB)

Afternoon all –

After the 2017 presidential transition, a few of us on the Federal Web Council (myself, Jeffrey Levy, and Larry Gillick in particular) wrote up a “lessons learned” retrospective on what went well, what didn’t, and where we should focus for the next transition (now).

So here are some thoughts for you to keep in mind over the next few months (for folks that are more “visual”, I’ve also attached a PowerPoint deck).

To be clear, this is not a directive, policy, etc. These are merely points of discussion and things for you to consider. Enjoy!

## Executive Summary

Digital communication through websites, social media or other platforms is a vital way to serve audiences and increase government transparency. It helps people understand an agency’s mission and lets them learn about the work the agency is doing on their behalf and gives them the chance to talk directly to the federal government.

Maintaining digital content on each platform – web pages, tweets, Facebook posts or other content – is key to ensuring an open and effective government through administration changes.

## Purpose

This white paper provides thoughts and ideas on how to manage federal websites through presidential transitions. It serves four broad goals for federal agencies:

- Inform the public about the incoming administration while continuing to provide historical information about the outgoing administration
- Continue to provide access to information about current and ongoing agency efforts
- Ensure that agencies follow good website content management practices
- Follow records management guidance

## Challenge

Incoming administrations hit the ground running. They need to quickly inform the public about their goals and intended efforts (for example, for the first 100 days). Federal agencies need to be ready to publish new information quickly, without introducing long delays.

At the same time, agency websites are both libraries of information about long-term efforts and historical records of previous administrations’ priorities. Open government means that agencies should continue to provide those records online.

## Goal 1: Inform the Public about the Incoming Administration While Continuing to Provide Historical Information about the Outgoing Administration

## Recommended Actions

- Identify website content that reflects the outgoing administration's messages and people. Examples include:
  - Priorities and goals
  - Accomplishments reports
  - Lists of political appointees (especially agency leadership)
  - Biographies of political appointees
  - News Items - press releases, blog posts, testimony, etc.
- Identify the relative priority for each of these items (do they need to be changed immediately, within the first week/month, or should they be part of a longer-term pivot to the new administration's priorities)
- Identify any processes necessary to change that content
- Identify staff and managers relevant to changing the website:
  - Responsible: who changes the website content
  - Accountable: who decides/approves changes to content
  - Consulted: who needs to be part of the discussion of any changes
  - Informed: who needs to know the changes that are being made
- Prepare website homepages and other key entry points to either redirect links to the archive or remove them in favor of the incoming administration's materials
- Identify any technical actions necessary to reflect the change in administration (for example, do you need to change design/templates?)
- Brief the incoming administration about website change processes
- Using the information developed above, establish a plan for:
  - Inauguration Day
  - Transition Team Arrival
  - Principal (Senate Approved) Appointee Arrival
  - Inauguration Day +5 (the first week)
  - Inauguration Day +30 (the first month)
- Above all else:

### **WAIT UNTIL AFTER NOON ET ON INAUGURATION DAY TO MAKE CHANGES.**

There is only one president at a time.

## Goal 2: Continue to Provide Access to Information About Current and Ongoing Agency Efforts

### Recommended Actions

- Working with the transition team, identify programs that are likely to be affected early in the new president's term.
- Create plans to modify information about those programs per the new administration's priorities.
- Identify the timeframe for each change.
- As above, identify who will be responsible, accountable, consulted, and informed. Career staff and managers might not change, but the new administration might adjust approval processes.

## Goal 3: Ensure that Agencies Follow Good Web Content Management Practices

### Recommended Actions

- Prepare for questions about how your agency serves the public through its website, social media, email outreach, etc.
- Brief agency communications leadership on the agency's open data, open government, website management, accessibility, and other relevant policies and processes. Include federal-wide requirements such as OMB, NARA, and other directives. Continue to comply with all federal requirements.

Continue to focus on helping website visitors accomplish top tasks

- Continue to focus on helping website visitors accomplish top tasks.

## Goal 4: Follow Records Management Guidance

On November 30, 2020, the Archivist of the United States [issued a memorandum](#) to all agency heads emphasizing records management during a presidential transition.

### Recommended Actions

- Follow the defined schedule of records for the agency website.
  - NARA works with agencies to identify and schedule web records in order to preserve those records that are historically valuable and worthy of permanent retention for future generations of researchers.
- Remember that websites are considered federal records (especially those that contain databases or datasets). Consult with your agency's records management office if you have any questions and, when in doubt, err on the side of retention vs. deletion.
- Transfer records that are scheduled as permanent records to NARA as required by the agency's schedule of records. The requirements and responsibilities are discussed in detail in [NARA's web guidance](#).

**Subject:** [Thoughts on Transitioning Federal Websites to a New Administration](#)  
**From:** (b) (6), (b) (7)(C) @HQ.DHS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)  
**Date:** Thu, 17 Dec 2020 20:56:37 +0000  
**Content-Type:** multipart/mixed  
[text/plain](#) (7 kB) , [text/html](#) (37 kB) , [image001.jpg](#) (8 kB) ,  
**Parts/Attachments:** [20\\_1214\\_OPA\\_Transitioning-Websites-New-Administration.pptx](#) (442 kB)

Afternoon all –

After the 2017 presidential transition, a few of us on the Federal Web Council (myself, Jeffrey Levy, and Larry Gillick in particular) wrote up a “lessons learned” retrospective on what went well, what didn’t, and where we should focus for the next transition (now).

So here are some thoughts for you to keep in mind over the next few months (for folks that are more “visual”, I’ve also attached a PowerPoint deck).

To be clear, this is not a directive, policy, etc. These are merely points of discussion and things for you to consider. Enjoy!

## Executive Summary

Digital communication through websites, social media or other platforms is a vital way to serve audiences and increase government transparency. It helps people understand an agency’s mission and lets them learn about the work the agency is doing on their behalf and gives them the chance to talk directly to the federal government.

Maintaining digital content on each platform – web pages, tweets, Facebook posts or other content – is key to ensuring an open and effective government through administration changes.

## Purpose

This white paper provides thoughts and ideas on how to manage federal websites through presidential transitions. It serves four broad goals for federal agencies:

- Inform the public about the incoming administration while continuing to provide historical information about the outgoing administration
- Continue to provide access to information about current and ongoing agency efforts
- Ensure that agencies follow good website content management practices
- Follow records management guidance

## Challenge

Incoming administrations hit the ground running. They need to quickly inform the public about their goals and intended efforts (for example, for the first 100 days). Federal agencies need to be ready to publish new information quickly, without introducing long delays.

At the same time, agency websites are both libraries of information about long-term efforts and historical records of previous administrations’ priorities. Open government means that agencies should continue to provide those records online.

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### Recommended Actions

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- Continue to focus on helping website visitors accomplish top tasks.

## Goal 4: Follow Records Management Guidance

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- Transfer records that are scheduled as permanent records to NARA as required by the agency's schedule of records. The requirements and responsibilities are discussed in detail in [NARA's web guidance](#).

7/27/2021

**Subject:** [How to create accessible videos: recap from Dec. 16 huddle](#)  
**From:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Reply To:** ammie.farrajfeijoo@gsa.gov  
**Date:** Mon, 21 Dec 2020 11:08:33 -0500  
**Content-Type:** multipart/mixed  
[text/plain](#) (3566 bytes) , [text/html](#) (11 kB) , [Accessibility Requirements for Video Projects.docx](#) (114 kB) , [Accessibility Requirements for Video Projects.pptx](#) (119 kB) , [Accessibility Requirements for Video Projects.png](#) (793 kB)

Happy Monday,

Thank you for another engaging community huddle last week, and a big thank you to **Tori Garten**, Web Content Managers community co-lead, for facilitating this session.

**Mike Horton** and **Andrew Neilson**, from GSA's Government-wide IT Accessibility team, joined us to answer questions and share some tips. They published a new resource, [Create Accessible Synchronized Media Content](#), on Section508.gov. It is an excellent recap of the information we covered in the huddle and more. Be sure to check it out!

Also, the IT Accessibility Community of Practice helps federal agencies buy and build accessible technology. [Join the IT Accessibility community](#) if you're not already a member. It is a great way to connect with others on this topic.

For me, a key takeaway was that *accessible videos benefit everyone*, and we need to account for this work early in the planning process, so it is included in the project's allocated time, cost, and scope from the get-go.

Several community members shared resources in the chat:

- [The Electronic Curb Cut](#) (video) - Minnesota Department of Human Services
- [Audio Description Project](#) - American Council of the Blind
- [Making Audio and Video Media Accessible](#) - Web Accessibility Initiative
- [Automatic Captions are Not Sufficient](#) - Web Accessibility Initiative
- [#MakeYourSplash on Wild and Scenic Rivers](#) (example video with options for transcript, captioning & audio description) - Department of Interior
- [IAAP Certification](#) - International Association of Accessibility Professionals
- [Trusted Tester Training and Certification](#) - Department of Homeland Security
- Accessibility Requirements for Video Projects (3 attachments) - Scott Horvath, U.S. Geological Survey, shared a workflow diagram with the community last week. I attached it to this recap so that you can find it in one spot.

I look forward to our next huddle in 2021. Please send me any ideas for topics.

Ammie

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**Ammie Farraj Feijoo (she/her)**

Technology Transformation Services

U.S. General Services Administration

202-394-3670 | [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)

Contact the U.S. Web Design System: [uswds@support.digitalgov.gov](mailto:uswds@support.digitalgov.gov)

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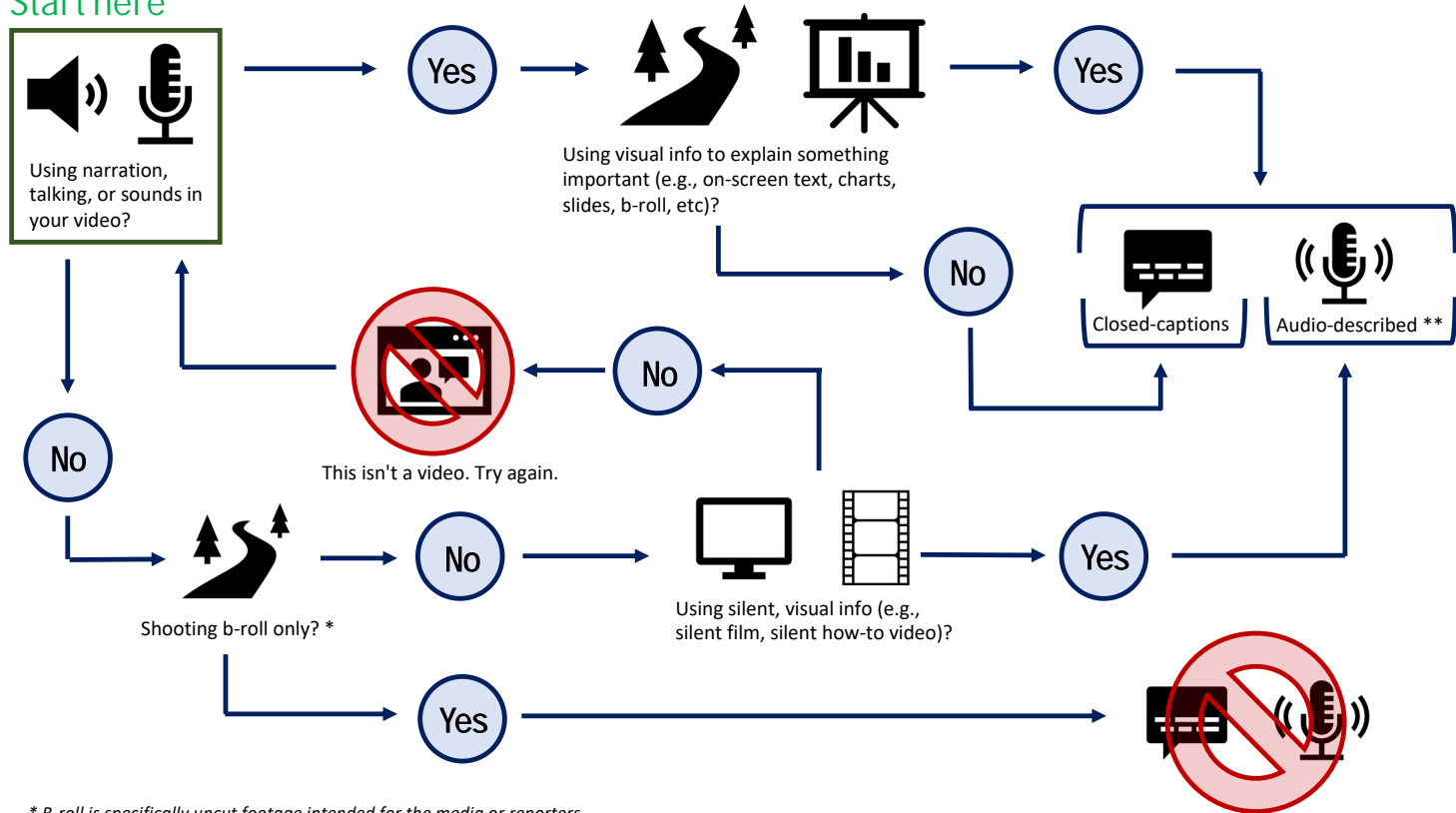
## Accessibility Requirements for Video Projects

The diagram provides a workflow for anyone creating video to understand what items they'll need to make their video accessible based on the type of video they're creating, or have created. Below is a bulleted list of the workflow.

- Start here: Using narration, talking, or sounds in your video?
  - Yes
    - Using visual info to explain something important (e.g., on-screen text, charts, slides, b-roll, etc)?
      - Yes
        - You'll need closed-captions (for the narration), and audio descriptions (for the non-described visual or audio necessary for understanding of the content).
          - Hint: In some cases you, can avoid creating audio descriptions after the fact if you describe the visuals using narration or if the speaker explains the visual (in the original video recording).
      - No
        - You'll need closed-captions (for the narration)
    - No
      - Shooting b-roll only \* (\* B-roll is specifically *uncut* footage intended for the media or reporters)
        - Yes
          - Closed captions and audio descriptions are not required.
        - No
          - Using silent, visual info (e.g., silent film, silent how-to video)?
            - Yes
              - You'll need audio descriptions (to explain the important actions happening on-screen).
            - No
              - This isn't a video. Try again.

## Accessibility Requirements for Video Projects

Start here



\* B-roll is specifically uncut footage intended for the media or reporters.

\*\* In some cases, you can avoid creating audio descriptions after the fact if you describe the visuals using narration or if the speaker explains the visual.

Closed captions and audio descriptions are not required.



7/27/2021

**Subject:** [December 2020 highlights from the Federal Web Council](#)  
**From:** Ammie Farraj Feijoo <[ammie.farrajfeijoo@GSA.GOV](mailto:ammie.farrajfeijoo@GSA.GOV)>  
**Reply To:** [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)  
**Date:** Mon, 21 Dec 2020 16:55:48 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3821 bytes) , [text/html](#) (11 kB)

The [Federal Web Council](#), an interagency group of digital and web directors, collaborates across agencies to improve federal digital services. We've heard from several of you that you'd like to hear more about what the Federal Web Council is working on, so we're sending out occasional Council updates.

The Council last met on Thursday, December 17, 2020. Below are highlights from the meeting.

### **Web records and presidential transition**

On December 1, the Archivist of the United States [issued a memo to agency heads](#) as a reminder of records management responsibilities during presidential transitions. NARA provides many [records management](#) resources, including three transition blog posts:

- [General resources from NARA and GSA](#)
- [Entrance and exit checklists for senior officials](#)
- [Managing official email and social media accounts](#)

Coordinate with your Web Council rep and [agency records officer](#) to confirm that your website and social media follow proper web records management guidance during the presidential transition.

### **21st Century IDEA reporting**

The 21st Century IDEA reports for 2020 were due on December 20. Coordinate efforts with your agency CIO and Web Council rep.

### **U.S. Web Design System updates**

Over the past few months, the [U.S. Web Design System](#) (USWDS) team has talked with nearly 60 individuals across 32 teams, focused on emergency response related to the pandemic. They shared the high-level findings from this research in [November's USWDS monthly call](#). Last week, they released [USWDS 2.10](#) with eight emergency response components and three authentication page templates. The team shared more details on what's new in USWDS 2.10 in [December's USWDS monthly call](#) and will post the video soon.

Consider setting a recurring calendar invite to join the USWDS monthly call every third Thursday of the month at 2:30 p.m. ET.

Ammie

---

### **Ammie Farraj Feijoo (she/her)**

Technology Transformation Services  
U.S. General Services Administration  
202-394-3670 | [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)

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**Subject:** Re: URL shortener & Microsoft Cloud  
**From:** (b) (6) @PIMA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) @PIMA.GOV>  
**Date:** Tue, 29 Dec 2020 20:22:16 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (3465 bytes) , text/html (8 kB)

Try Go.USA.gov. They are a URL shortener for government agencies.

(b) (6)  
Pima County ITD, Web/UX Team  
P: (520) 724-6347 | (b) (6) @pima.gov

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Rabuck, Laura G  
**Sent:** Tuesday, November 3, 2020 8:17 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] URL shortener & Microsoft Cloud

\*\*\*\*\*

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\*\*\*\*\*

Hello there,

I'm wrestling with URL shorteners for internal gov links, specifically those within the Microsoft Cloud.

VA SharePoint sites are migrating to SharePoint Online within the Microsoft Cloud and those links aren't accepted by the usa.gov shortener. For example a VA SharePoint URL like <https://dvagov.sharepoint.com/sites/VHAPugResearch...> isn't accepted because the URL isn't a valid .gov/.mil/etc URL. On the other hand dvagov.sharepoint.com **\*is\*** a legit government domain within the Microsoft cloud. It's a new wrinkle and I'm wondering what to recommend to colleagues.

If usa.gov is out and the internal VA.gov shortener is dead, are there other gov supported ones out there?

Thank you for your consideration.

**Laura Rabuck** (she/her)  
Digital Team – Program Manager  
[Seattle Epidemiologic Research & Information Center \(ERIC\)](#) | [Cooperative Studies Program \(CSP\)](#)  
VA Puget Sound Health Care System

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7/27/2021

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**Subject:** Re: URL shortener & Microsoft Cloud  
**From:** "Richards, Jim" <Jim.richards@ED.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Richards, Jim  
**Date:** Mon, 4 Jan 2021 12:35:08 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (4 kB) , text/html (10 kB)

Good Morning Everyone,

I am guessing that a fair amount of Agencies/Departments will start moving to blocking certain if not all of the URL shorteners. From what I know, the Department of Education presently blocks all of them, because people can't check URLs within emails to ensure that they aren't phishing attempts if URL shorteners are used.

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6)  
**Sent:** Tuesday, December 29, 2020 3:22 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] URL shortener & Microsoft Cloud

Try [Go.USA.gov](http://Go.USA.gov). They are a URL shortener for government agencies.

(b) (6)  
Pima County ITD Web/UX Team  
P: (b) (6) | (b) (6) @pima.gov

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> On Behalf Of Rabuck, Laura G  
**Sent:** Tuesday, November 3, 2020 8:17 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] URL shortener & Microsoft Cloud

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Laura Rabuck (she/her)  
Digital Team Program Manager

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**Subject:** Re: URL shortener & Microsoft Cloud  
**From:** Walden Alcora N <Alcora.N.Walden@IRS.GOV>  
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Walden Alcora N  
**Reply To:** <Alcora.N.Walden@IRS.GOV>  
**Date:** Mon, 4 Jan 2021 13:52:12 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (6 kB) , [text/html](#) (13 kB)

Jim – From what you understand, couldn't that be addressed by not using shortened URLs in the body of emails?

**Alcora N. Walden, MPA, CUA**

Technical Advisor  
Product Management  
Office of Online Services  
Desk (240) 613-6260  
eFax (855) 416-3199  
[alcora.n.walden@irs.gov](mailto:alcora.n.walden@irs.gov)

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Richards, Jim  
**Sent:** Monday, January 04, 2021 7:35 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] URL shortener & Microsoft Cloud

Good Morning Everyone,

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**Sent:** Tuesday, December 29, 2020 3:22 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] URL shortener & Microsoft Cloud

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(b) (6)  
Pim W  
P: (b) (6) | (b) (6) @pima.gov

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**Sent:** Tuesday, November 3, 2020 8:17 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] URL shortener & Microsoft Cloud

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**Subject:** [Best practices for virtual Townhalls/All hands meetings](#)  
**From:** "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Larrimore, Laura  
**Date:** Wed, 6 Jan 2021 13:54:13 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2726 bytes) , [text/html](#) (9 kB)

I know others have been doing Townhalls during the pandemic – **what's worked well for you in this totally remote format?**

Our situation: Our outgoing executives want to do an all-employee Townhall next week – the first one since the pandemic. We normally hold these in a 300-person auditorium with multiple cameras, with a separate video stream broadcast from a control room for 1,000s of remote workers.

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- How best to replicate the energy of a townhall in the virtual format so it doesn't drag?
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- We have the usual bandwidth concerns, but are there other tech issues I'm not thinking of?

Thank you all in advance for your advice,  
~Laura

Laura Larrimore

Digital and Creative Services Branch Chief  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

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**Subject:** [Re: Best practices for virtual Townhalls/All hands meetings](#)  
**From:** "Urban, Mark (CDC/OCOO/OCIO)" <fka2@CDC.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Urban, Mark (CDC/OCOO/OCIO)  
**Date:** Wed, 6 Jan 2021 14:26:40 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (5 kB) , [text/html](#) (14 kB) , [image001.png](#) (7 kB)

Laura,

We've done such events. We can talk details offline, but the comms summary is:

- ZoomGov (the Fedramp cloud version) works well and can accommodate 10,000 webinar participants.
- Use the Webinar tool, NOT the meeting.
- Assign at least 2 co-hosts (to manage questions, highlight speakers, and manage/admit/support attendees
- PRACTICE. PRACTICE. PRACTICE. Have all hosts and presenters for a full run-through so they are familiar with the controls.
- Accessibility: ensure FedRCC captions are setup and communicated. Hire an ASL interpreter and be sure they are at the practice session. And, send a copy of the (accessible!) presentation to all attendees.
- Consider questions or requests to speak into the meeting via email as some people have trouble with the Q&A interface.
- During the event: HIGHLIGHT the appropriate presenter or attendee if speaking. Encourage use of the chat function to engage in open conversations, and have a Co-host monitor and ping presenters about some key takeaways.
- Always use the cloud recording function, it will do a decent job of auto-captioning the video, and it allows in-line editing for easy correction.
- Don't forget to do a post-event survey!

Regards,

**Mark D. Urban**

**CDC/ATSDR Accessibility Program Manager**

Office of the Chief Information Officer (OCIO)

Office of the Chief Operating Officer (OCOO)

**[Murban@CDC.gov](mailto:Murban@CDC.gov) | 919-541-0562 office**



---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Larrimore, Laura

**Sent:** Wednesday, January 6, 2021 8:54 AM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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**Subject:** [Re: Best practices for virtual Townhalls/All hands meetings](#)  
**From:** "Richards, Jim" <Jim.richards@ED.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Richards, Jim  
**Date:** Wed, 6 Jan 2021 14:28:56 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (5 kB) , [text/html](#) (14 kB)

Good Morning Laura,

We will need a little more information to assist with your questions. What platforms are you presently using, ie Teams, Teams Live Events, Zoom, Gotomeeting, etc?

At the Department of Education we leverage Teams and Teams Live Events, which we have leveraged for large events..

Teams Live Events are like a TV broadcast where-in it is more of a one way presentation and doesn't allow attendees to unmute and ask questions. There is a mechanism which allows the attendees to submit questions and for someone to moderate and post the questions and the corresponding answers for everyone to see. It also allows someone to queue content for the person who is presenting, so things can happen behind the scenes.

Teams Meetings will give you two-way communication, allow you to mute all of the attendees as necessary, allows attendees to raise their hands when asking questions and gives you "Together" mode which allows multiple people's video to show on screen at once in a virtual meeting room.

Have a great week and please remember that things will get better with time,

**Jim Richards**

Information Technology Principal Office Coordinator, (IT POC) Information Systems Security Officer, (ISSO) Webmaster, SharePoint Administrator and...

OGC & OLCA

U.S. Department of Education

**Work:** (202) 453-6845 (Please call through Teams after checking my availability)

**Email:** [jim.richards@ed.gov](mailto:jim.richards@ed.gov)

400 Maryland Avenue SW, Room 6E353  
Washington, DC 20202

**Hours of Operation:**

Monday – Friday | 7:15 – 3:45

Please be aware that I can't turn on call forwarding for my phone, so the best way to call me is through Teams.

“Life is like a roller coaster, you have to hold on through the lows to get back to the highs.”

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Larrimore, Laura  
**Sent:** Wednesday, January 6, 2021 8:54 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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**Subject:** Re: Best practices for virtual Townhalls/All hands meetings  
**From:** "Winthrop, Shawn C." <Shawn.Winthrop@OPM.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Winthrop, Shawn C.  
**Date:** Wed, 6 Jan 2021 15:32:21 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (4 kB) , [text/html](#) (11 kB)

When I was at DOJ last year (I am now at OPM) I was doing multicamera Townhalls / Fireside-Chats utilizing our broadcast switcher and then taking a feed out to a device like this: [https://www.bhphotovideo.com/c/product/1557397-REG/datavideo\\_cap\\_1\\_sdi\\_to\\_usb\\_3\\_0.html](https://www.bhphotovideo.com/c/product/1557397-REG/datavideo_cap_1_sdi_to_usb_3_0.html) that converts my SDI into a USB feed into a laptop. It embeds audio and video and tricks the laptop into thinking it's a webcam and mic. It can be used on ANY platform, as it simply acts like a webcam. I personally used Teams and WebEx the most. I used it a couple times with Zoom. The sound and video quality through the computer was/is fantastic.

I liked using WebEx as you can invite someone to Close Caption live during the event. However this only works in "presentation" mode. It also prevents people from unmuting their mics. But can ask questions with a moderator in a chat room. I believe Adobe Connect can do the same thing.

The SDI to USB device cost is around \$300 dollars and worth every penny.

Good Luck!

Best,  
-Shawn

**Shawn Winthrop** | Audio Visual Production Specialist  
 Office of Communications  
 Desk: (202) 606-2863  
 Cell/Text: (b) (6)

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**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Larrimore, Laura  
**Sent:** Wednesday, January 6, 2021 8:54 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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**Subject:** [Re: Best practices for virtual Townhalls/All hands meetings](#)  
**From:** "Gillespie, Alison L." <algilles@NSF.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillespie, Alison L.  
**Date:** Wed, 6 Jan 2021 15:32:35 +0000  
**Content-Type:** multipart/related  
[text/plain](#) (10 kB) , [text/html](#) (30 kB) , [image007.png](#) (7 kB) ,  
**Parts/Attachments:** [image001.png](#) (22 kB) , [image008.png](#) (22 kB) , [image009.png](#) (22 kB) ,  
[image010.png](#) (22 kB) , [image011.png](#) (22 kB)

We do a ton of these, and I agree with Mark.

I'd add a couple of my experiences thus far:

- As the organizer you can ask everyone ESPECIALLY your top brass speakers for their personal cell numbers and give them your cell as well. PRINT THIS OUT on paper if possible and keep it on your desk during the meeting so you don't have to open a screen to access the numbers quickly! Tell the execs to keep their phone close but on silent/vibrate in case you need to alert them via text that something is wrong in mid meeting. (e.g. their sound stops suddenly) Remind everyone to have their cell phones fully charged in case they have to dial in when audio gives out during their presentations!
- Better to have each person in their own setting doing their presentation, not together IRL – even if they follow protocols and wear masks it is hard to see them all at a distance and they just look tiny and faceless. Also, each person should get their own label on screen – if you have them together as a group you have to name them as a group and that's not as good for those who are watching. Bosses tend to like to have their own name up there, too, so that's a good way to convince someone of the value of this, in addition to safety and health protocols.
- If you can have them do a background screen that has their office – so that it looks like they are speaking from their desk at HQ – that really seems to work well. I think it gives the audience some reassurance and reminds them of being in the actual office. If possible, have someone take a really high quality photo of your exec's office and upload it as a background for them for this purpose.
- Write out a full script with stage directions, speeches, etc just like you would a play on stage. Make sure everyone on your team gets a copy ahead of time. It can be a lifesaver when it comes to logistics – sometimes speakers realize that they need to switch the order or add some detail that you have overlooked. And if they all know the order of things and have it written out at their own locations it helps you tremendously.
- Test ahead of time in a dry run/dress rehearsal and have everyone attend if possible and do their presentations. Sound: Some people really shout into the microphone when they get going, and that makes it hard to hear. It is nice if you can give them this feedback with a group of practice listeners so that they optimize the volume before the real town hall. (We have one speaker that now knows she must sit back a bit from her mic and now her volume is better, for example.) Backgrounds, see above. If they don't want to use a background but want to be in their office you can help them minimize distracting items in the background and/or tell them where to sit for the best lighting, etc. Slides: you may be able to get them to minimize powerpoint presentations or whatever... and that can be helpful.
- We also offered people official backgrounds that they could use with our logo... this has helped keep distractions to a minimum and also provided a uniform brand look for our team. Some people like the anonymity of that, and appreciate being able to protect their privacy.

Good luck!



**Alison Gillespie**  
**Communications Specialist**





Office of the National Science Board  
 National Science Foundation  
 2415 Eisenhower Ave, Alexandria, VA 22314  
 office: 703.292.2557 cell: (b) (6)  
[www.nsf.gov/nsb](http://www.nsf.gov/nsb)



**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Urban, Mark (CDC/OCOO/OCIO)  
**Sent:** Wednesday, January 6, 2021 9:27 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] - Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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Laura,

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**Mark D. Urban**

**CDC/ATSDR Accessibility Program Manager**

Office of the Chief Information Officer (OCIO)

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**Murban@CDC.gov | 919-541-0562 office**



Office of the Chief  
 Information Officer

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Larrimore, Laura  
**Sent:** Wednesday, January 6, 2021 8:54 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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**Subject:** Re: Best practices for virtual Townhalls/All hands meetings  
**From:** Pekarik John M <John.M.Pekarik@IRS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Pekarik John M <John.M.Pekarik@IRS.GOV>  
**Date:** Wed, 6 Jan 2021 15:51:46 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (7 kB) , [text/html](#) (18 kB) , [image001.jpg](#) (9 kB) , [image002.jpg](#) (9 kB)

Hi Laura;

I agree with the items Mark and Jim brought up earlier. In addition, I've annotated some of my thoughts below in **red**. Hope this helps – good luck!

  
**John Pekarik**  
 Director, IRS.gov

Office Address  
 5000 Ellin Road  
 Room C4-401  
 Lanham, MD 20706

Mailing Address  
 1111 Constitution Ave. NW  
 Room 3331  
 Washington, DC 20224

Contact Telephone  
 O: (240) 613-6247  
 C: (b) (6)

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**Sent:** Wednesday, January 6, 2021 8:54 AM

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- How best to replicate the energy of a townhall in the virtual format so it doesn't drag?  
**Don't try – you can't. This is a totally different type of experience and if you attempt to replicate the in-person experience it will probably fall flat. Instead you'll need to focus on getting the pace and tempo right. Online sessions will need to go at a quicker pace to keep the participants engaged. There is a much greater likelihood that people will be multi-tasking during these sessions so if you want to hold their attention, especially if the session is going to be long, intersperse the dialog with interactive elements such as poll questions, visuals/graphics, very short video clips, etc. Keep the pace flowing though.**
- Have you done events where executives patch in from their homes/offices? How to do optimize the visuals and audio?  
**We do this fairly often and it's worked well but you'll need the input of your IT staff to understand bandwidth requirements, etc. Folks at home will also need to find out (in advance) what their individual ISPs and home network setups are capable of. One exec with a slow home connection will mess up the entire tempo of the presentation.**
- Have you done an event where you put 1-4 executives in the auditorium or large boardroom with appropriate protocols?  
**We've done this too once or twice but you will have different audio/visual issues to contend with than on a web session. Camera angles online may not come out looking as great in large spaces and resolutions on computer screens can often be better than what you'd get on a TV screen (especially older ones) so a poor A/V setup in an auditorium will definitely show badly on the web session. Also bear in mind that any Q&A or live feedback sessions will require back-and-forth between**

moderators/presenters and the audience to a much greater extent and to a much greater level of technical complexity than you'd have with just handing a microphone to an audience member in a live setting. If you're going to try this you should do a dry run first to make sure it's going to work, and to make sure it's going to look good. (I also don't know what your auditorium setup is...if it's not already set up with broadcast infrastructure you may not want to go this route.)

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Thank you all in advance for your advice,  
~Laura

Laura Larrimore

Digital and Creative Services Branch Chief  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

**Subject:** [Re: Best practices for virtual Townhalls/All hands meetings](#)  
**From:** "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Larrimore, Laura  
**Date:** Wed, 6 Jan 2021 18:02:40 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1433 bytes) , [text/html](#) (7 kB)

Wow! Such great advice from John, Alison, Shawn and Jim - THANK YOU. I will let the group know how it works out, so you can learn from my experience too.

To answer someone's question, I've confirmed with our conference services that we will be using Webex for the executives who have speaking roles, and then broadcasting the feed from Webex out via REV/VBRICK to the employees.

REV/VBRICK has a chat functions, but primarily is a streaming/broadcasting platform, so we won't have 1,000s of people turning on cameras or needing to unmute to ask questions.

~Laura

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**Subject:** Re: Best practices for virtual Townhalls/All hands meetings  
**From:** (b) (6) @STATE.MN.US  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)  
**Date:** Wed, 6 Jan 2021 19:22:30 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (10 kB) , text/html (26 kB) , image001.jpg (9 kB) , image003.jpg (9 kB)

Agreed – test early and often and do at least one practice run. Also:

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- Repeat questions before you answer and other similar best practices.

Best of luck,

(b) (6)  
**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Pekarik John M  
**Sent:** Wednesday, January 6, 2021 9:52 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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Hi Laura;

I agree with the items Mark and Jim brought up earlier. In addition, I've annotated some of my thoughts below in red. Hope this helps – good luck!

**John Pekarik**  
 Director, IRS.gov

Office Address  
 5000 Ellin Road  
 Room C4-401  
 Lanham, MD 20706

Mailing Address  
 1111 Constitution Ave. NW  
 Room 3331  
 Washington, DC 20224


Contact Telephone  
 O: (240) 613-6247  
 C: (b) (6)

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Larrimore, Laura  
**Sent:** Wednesday, January 6, 2021 8:54 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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7/27/2021

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United States Patent and Trademark Office

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**Subject:** Re: Best practices for virtual Townhalls/All hands meetings  
**From:** "Grecco, Solymar" <Grecco.Solymar@EPA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Grecco, Solymar  
**Date:** Wed, 6 Jan 2021 19:32:45 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (15 kB) , text/html (43 kB)

Related to this discussion, there will be a 1/13 meeting by the US Access Board on conducting virtual meetings and events that are accessible to persons with disabilities...

### U.S. Access Board's January Meeting to Address Access to Virtual Platforms (January 13)

The widespread transition to telework due to the coronavirus pandemic has made use of virtual meetings and conferences commonplace. It is important that platforms for remote events are inclusive of everyone.

The U.S. Access Board's January meeting, which is open to the public, will feature a presentation on conducting virtual meetings and events that are accessible to persons with disabilities. Guest speakers from the Department of Homeland Security and the Federal Communications Commission will explain what makes virtual platforms accessible and highlight common access issues. They will also cover best practice recommendations and resources for platform accessibility.



The public is encouraged to attend the meeting that will take place on **January 13** from **2:00 – 4:00 (ET)**. For further information, contact Rose Marie Bunales at [bunales@access-board.gov](mailto:bunales@access-board.gov).

#### *Meeting of the U.S. Access Board (Virtual)*

January 13, 2:00 – 4:00 (ET)

Zoom link: (b) (6)

Meeting ID: (b) (6)

Call-in numbers: (b) (6)

#### *Agenda*

- Welcome
- Executive Director's Report
- Presentation on "Accessible Virtual Meeting Platforms"
  - Brandon Pace, Department of Homeland Security
  - Gerard Williams, Federal Communications Commission
- Official and New Business

Best,  
Soly

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Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6)

**Sent** Wednesday, January 06, 2021 2:23 PM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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(b) (6)



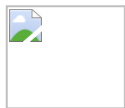
**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Pekarik John M  
**Sent:** Wednesday, January 6, 2021 9:52 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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Hi Laura;

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**Director, IRS.gov**

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Mailing Address  
1111 Constitution Ave. NW  
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Washington, DC 20224

Contact Telephone  
O: (240) 613-6247  
C: (b) (6)

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**Subject:** Re: Best practices for virtual Townhalls/All hands meetings  
**From:** "Ellison, Ben A" <ben.ellison@RL.DOE.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Ellison, Ben A  
**Date:** Fri, 8 Jan 2021 14:02:10 +0000  
**Content-Type:** multipart/alternative  
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In addition to the great feedback/ideas I've already seen (some of this is duplicative):

- Slide decks
  - Accessibility/Access to presentations – provide attendees the option to obtain any slide decks/materials beforehand. This is especially helpful if they utilize accessibility tools.
  - Slide decks/presentation materials – visibility of “eye chart” type slides can be spotty depending on the video streaming mechanism. Keeping things widely spaced out & with decent contrast (from a graphic design perspective) helps.
- Access
  - Depending on how your enterprise/users are set up, you may have issues if you select a streaming platform that is blocked.
- Organize
  - Absolutely have a moderator or ideally two -- an MC that's on audio/video when needed to handle the speakers & agenda transitions, and a person monitoring chat for Q&A
  - Make sure everyone knows the agenda may be flexible/modular. If a speaker loses connectivity, punt to Q&A for 60 seconds and if they haven't come back online, shuffle the agenda.
  - If possible, sending a “presenter in a box” kit (even if it'll be returned afterward) with a pre-configured laptop, quality camera, tripod, lighting, microphone, etc. can eliminate a lot of variables and improve the quality
- Facilitate/Format
  - A good MC is invaluable... if you have the flexibility (and especially if your presenters aren't dynamic speakers), changing the format so that there's a routine switch between voices (versus a monologue) helps keep people engaged. When you send out your call-for-questions in advance, you could structure it so that you are asking for questions specific to topics that the execs already want to address as well as open questions. This creates a more responsive and interactive feel to the agenda... it's a bit difficult to describe, but there's a difference between:

<p>MC: “And now our VP of Widgets, Jane.”          Jane: “Thanks Bob. I’m going to monologue for 15 minutes about the following things.... A) budget, B) strategy, and C) mission success.”          ZZZzzzzzzzzz....zzzz...zzz.</p>	<p>MC: “And now our VP of Widgets, Jane.”          Jane: “Thanks Bob. {short intro}”          MC: “Jane, folks are asking if you could address the budget situation. Specifically, ...”          Jane: “Certainly. This fiscal year we’ve...”</p>
--	---

- Resiliency
  - Have personnel immediately at hand that are attending the virtual event (as users will be) and able to provide real-time feedback
  - Have a person who will take over from another computer (or even location)
  - Have redundant means of connecting devices (such as WIFI and a cell hotspot). We do this when at hosting in-person events where we are broadcasting as well (event centers like hotels).
  - Be prepared to throw up a slide stating ‘we are having technical difficulties so please hold’ or ‘the event will be rescheduled’ could be very handy.

Regards,  
--Ben

Benjamin A. Ellison, CISSP  
Chief Information Officer, Hanford (RL/ORP)

Department of Energy  
Special Assignment to DOE Artificial Intelligence & Technology Office  
t 509-376-5318  
c (b) (6)  
he/nim

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Larrimore, Laura

**Sent:** Wednesday, January 6, 2021 05:54

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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Thank you all in advance for your advice,  
~Laura

Laura Larrimore

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 From: (b) (6) @STATE.MN.US  
 Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)  
 Date: Fri, 8 Jan 2021 15:11:25 +0000  
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And, to be redundant (in more ways than one), please include live captioning. You'd be surprised at how often it saves you when there are audio glitches. Plus it ensures equitable access for many.

(b) (6)

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Ellison, Ben A  
**Sent:** Friday, January 8, 2021 8:02 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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Regards,  
--Ben

Benjamin A. Ellison, CISSP  
Chief Information Officer, Hanford (RL/ORP)  
Department of Energy  
Special Assignment to DOE Artificial Intelligence & Technology Office  
t 509-376-5318  
c (b) (6)  
he/nim

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**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Larrimore, Laura  
**Sent:** Wednesday, January 6, 2021 05:54  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

I know others have been doing Townhalls during the pandemic – **what's worked well for you in this totally remote format?**

Our situation: Our outgoing executives want to do an all-employee Townhall next week – the first one since the pandemic. We normally hold these in a 300-person auditorium with multiple cameras, with a separate video stream broadcast from a control room for 1,000s of remote workers.

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Thank you all in advance for your advice,  
~Laura

Laura Larrimore

Digital and Creative Services Branch Chief  
Office of the Chief Communications Officer  
United States Patent and Trademark Office



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**Subject:** Re: Best practices for virtual Townhalls/All hands meetings  
**From:** "Gillespie, Alison L." <algilles@NSF.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillespie, Alison L.  
**Date:** Fri, 8 Jan 2021 15:29:17 +0000  
**Content-Type:** multipart/related  
 text/plain (10 kB) , text/html (29 kB) , image006.png (22 kB) ,  
**Parts/Attachments:** image007.png (22 kB) , image008.png (22 kB) , image009.png (22 kB) , image010.png (22 kB)

Oh that reminds me: don't forget sign language interpretation! A very important thing to also include if it you are using Zoom and people are speaking in real time. We always include it for our online public meetings.



**Alison Gillespie**  
**Communications Specialist**

Office of the National Science Board  
 National Science Foundation  
 2415 Eisenhower Ave, Alexandria, VA 22314  
 office: 703.292.2557 cell: (b) (6)  
[www.nsf.gov/nsb](http://www.nsf.gov/nsb)



**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)

**Sent:** Friday, January 8, 2021 10:11 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] - Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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And, to be redundant (in more ways than one), please include live captioning. You'd be surprised at how often it saves you when there are audio glitches. Plus it ensures equitable access for many.

(b) (6)

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Ellison, Ben A  
**Sent:** Friday, January 8, 2021 8:02 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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In addition to the great feedback/ideas I've already seen (some of this is duplicative):

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**Sent:** Wednesday, January 6, 2021 05:54  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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**Subject:** [Re: Best practices for virtual Townhalls/All hands meetings](#)  
**From:** "Minton, Vern T." <Vern.Minton@VA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Minton, Vern T.  
**Date:** Fri, 8 Jan 2021 16:26:29 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (11 kB) , [text/html](#) (26 kB)

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 Public Affairs Specialist, Web Management  
 Communication and Outreach (PAO)  
 (317) 988-2172

---

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Friday, January 8, 2021 10:11 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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**Sent:** Friday, January 8, 2021 8:02 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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**Subject:** [Re: Best practices for virtual Townhalls/All hands meetings](#)  
**From:** (b) (6) @DNI.GOV>  
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)  
**Reply To:** <(b) (6) @DNI.GOV>  
**Date:** Fri, 8 Jan 2021 16:38:34 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (13 kB) , [text/html](#) (30 kB)

100%!

We're rolling into our own virtual event in two weeks and I am taking it all in.

Been a great discussion so far.

MDT

(b) (6)  
DNI Deputy Transparency Officer  
*Civil Liberties, Privacy & Transparency*  
Office of the Director of National Intelligence  
**Office:** (b) (6)

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**From:** Content Managers <CONTENT-MANAGERS-L@listserv.gsa.gov> **On Behalf Of** Minton, Vern T.  
**Sent:** Friday, January 08, 2021 11:26 AM  
**To:** CONTENT-MANAGERS-L@listserv.gsa.gov  
**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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**Sent:** Friday, January 8, 2021 8:02 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV



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c (b) (6)

he/him

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Thank you all in advance for your advice,  
~Laura

Laura Larrimore

Digital and Creative Services Branch Chief  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

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**Subject:** [Re: Best practices for virtual Townhalls/All hands meetings](#)  
**From:** "Arrisueno, Gladys L. (Fed)" <gladys.arrisueno@NIST.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Arrisueno, Gladys L. (Fed)  
**Date:** Fri, 8 Jan 2021 16:38:46 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (18 kB) , [text/html](#) (38 kB) , [image011.png](#) (15 kB) ,  
[image012.png](#) (15 kB) , [image013.png](#) (15 kB) , [image014.png](#) (15 kB) ,  
[image015.png](#) (15 kB)

Some thoughts:

We've had presenters log in from their home offices. Because it is critical that speakers are comfortable and well prepared for the virtual format, conducting mandatory dry runs with speakers is highly recommended as it is an opportunity for them to learn the technology as well as a chance for the AV team to troubleshoot any potential audio, video or network issues and practice the transitions. Prior to the dry run, it is advised to share best practices for presenting on camera, such as tips on attire, and on setting up a good camera angle, lighting, and appropriate backgrounds.

Assign a slide manager and a backup. Just as in a live presentation, making eye contact is important. Screen sharing in some technologies unfortunately leave presenters feeling like they're presenting *in the dark*, with many looking at only their slides and not the camera. My recommendation is to compile all the material from the presenters in advance on one slide deck a few days prior to the event, and to have a slide manager (and a back-up) dedicated to advancing slides.

Prepare housekeeping talking points to MCs to announce at the start. MC may not be experts in the technical platform, therefore it is critical that one provide them with messages to announce to attendees once the sessions start, such as how to participate in Q&A, where to send technical problems, and break times. Some platforms, like BlueJeans Events, have a separate Q&A areas for attendees submit questions for the Moderator and/or Presenters to answer. We've also used Slido for this.

Prepare a speaker ready room to review audio, sound, video of presenters prior to going live. Some platforms, like BlueJeans Events, offer this. Use this time to review the schedule, how the Q&A tools will be used, and to test their sound, video and network. More importantly, have a dial-in number ready to distribute if a presenter is experiencing significant network issues.

Best,  
Gladys

Gladys L. Arrisueño, CGMP  
 Director, Conference Program  
 Public Affairs Office  
 National Institute of Standards and Technology (NIST)

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gillespie, Alison L.

**Sent:** Friday, January 8, 2021 10:29 AM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

Oh that reminds me: don't forget sign language interpretation! A very important thing to also include if it you are using Zoom and people are speaking in real time. We always include it for our online public meetings.



Alison Gillespie  
 Communications Specialist



Office of the National Science Board  
 National Science Foundation  
 2415 Eisenhower Ave, Alexandria, VA 22314  
 office: 703.292.2557 cell: (b) (6)  
[www.nsf.gov/nsb](http://www.nsf.gov/nsb)



**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** (b) (6)

Friday, January 8, 2021 10:11 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [EXTERNAL] - Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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And, to be redundant (in more ways than one), please include live captioning. You'd be surprised at how often it saves you when there are audio glitches. Plus it ensures equitable access for many.

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Ellison, Ben A

**Sent:** Friday, January 8, 2021 8:02 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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In addition to the great feedback/ideas I've already seen (some of this is duplicative):

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MC: "And now our VP of Widgets, Jane."  
Jane: "Thanks Bob. I'm going to monologue for 15 minutes about the following things.... A) budget, B) strategy, and C) mission success."  
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MC: "And now our VP of Widgets, Jane."  
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Jane: "Certainly. This fiscal year we've..."

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  - Have personnel immediately at hand that are attending the virtual event (as users will be) and able to provide real-time feedback
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Regards,  
--Ben

Benjamin A. Ellison, CISSP  
Chief Information Officer, Hanford (RL/ORP)  
Department of Energy  
Special Assignment to DOE Artificial Intelligence & Technology Office  
t 509-376-5318  
c (b) (6)  
he/nim

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Larrimore, Laura  
**Sent:** Wednesday, January 6, 2021 05:54  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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**From:** "Richards, Jim" <Jim.richards@ED.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Richards, Jim  
**Date:** Fri, 8 Jan 2021 16:41:26 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (13 kB) , [text/html](#) (29 kB)

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**Sent:** Friday, January 8, 2021 11:26 AM

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Communication and Outreach (PAO)  
(317) 988-2172

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t 509-376-5318  
c (b) (6)  
he/nim



Laura

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**From:** "Minton, Vern T." <Vern.Minton@VA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Minton, Vern T.  
**Date:** Fri, 8 Jan 2021 17:09:21 +0000  
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I tested and Jim is correct. Can't use Team across agencies. That is unfortunate.

I know I can't use my Sharepoint across agencies either. Tried that the other day.

Our facility does not have the ZoomGOV subscription, though I can join ZoomGOV meetings. I wonder if it would allow a Team-like discussion/chat group across agencies? I also have Slack, though I don't know if it would cross agencies.

Thoughts? (I've already gotten several who want to join)

---

**From:** Richards, Jim <Jim.richards@ed.gov>  
**Sent:** Friday, January 8, 2021 11:41 AM  
**To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Minton, Vern T. <Vern.Minton@va.gov>  
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 /MNIT\

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  - If possible, sending a “presenter in a box” kit (even if it'll be returned afterward) with a pre-configured laptop, quality camera, tripod, lighting, microphone, etc. can eliminate a lot of variables and improve the quality
- Facilitate/Format
  - A good MC is invaluable... if you have the flexibility (and especially if your presenters aren't dynamic speakers), changing the format so that there's a routine switch between voices (versus a monologue) helps keep people engaged. When you send out your call-for-questions in advance, you could structure it so that you are asking for questions specific to topics that the execs already want to address as well as open questions. This creates a more responsive and interactive feel to the agenda... it's a bit difficult to describe, but there's a difference between:

MC: “And now our VP of Widgets, Jane.” Jane: “Thanks Bob. I'm going to monologue for 15 minutes about the following things.... A) budget, B) strategy, and C) mission success.” ZZZZZZZZZZ...zzzz...zzz.	MC: “And now our VP of Widgets, Jane.” Jane: “Thanks Bob. {short intro}” MC: “Jane, folks are asking if you could address the budget situation. Specifically, ...” Jane: “Certainly. This fiscal year we've...”
--	--

- Resiliency
  - Have personnel immediately at hand that are attending the virtual event (as users will be) and able to provide real-time feedback
  - Have a person who will take over from another computer (or even location)
  - Have redundant means of connecting devices (such as WIFI and a cell hotspot). We do this when at hosting in-person events where we are broadcasting as well (event centers like hotels).
  - Be prepared to throw up a slide stating ‘we are having technical difficulties so please hold’ or ‘the

event will be rescheduled' could be very handy.

Regards,  
--Ben

Benjamin A. Ellison, CISSP  
Chief Information Officer, Hanford (RL/ORP)  
Department of Energy  
Special Assignment to DOE Artificial Intelligence & Technology Office  
t 509-376-5318  
c (b) (6)  
he/nim

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Larrimore, Laura  
**Sent:** Wednesday, January 6, 2021 05:54  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

I know others have been doing Townhalls during the pandemic – **what’s worked well for you in this totally remote format?**

Our situation: Our outgoing executives want to do an all-employee Townhall next week – the first one since the pandemic. We normally hold these in a 300-person auditorium with multiple cameras, with a separate video stream broadcast from a control room for 1,000s of remote workers.

We have a couple things to think through and I could use your advice!

- How best to replicate the energy of a townhall in the virtual format so it doesn’t drag?
- Have you done events where executives patch in from their homes/offices? How to do optimize the visuals and audio?
- Have you done an event where you put 1-4 executives in the auditorium or large boardroom with appropriate protocols?
  - [No need to give \*me\* the public health reasons, please. This is a question I am likely to get from my executives, who have done some smaller online events in this format. I am a former EMT and public health school official. If there are COMMS reasons why this format doesn’t work, please share.]
- If all remote, do we need a moderator/MC to help transition between speakers to smooth that awkward time when cameras are switching between speakers?
- What are the best ways for employees to ask questions, but without it being chaos? [Normally, we ask questions to be sent to a mailbox in advance, and collect question cards during the event from in person participants, screen them and pass them up to the executives]
- We have the usual bandwidth concerns, but are there other tech issues I’m not thinking of?

Thank you all in advance for your advice,  
~Laura

Laura Larrimore

Digital and Creative Services Branch Chief  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

---

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**Subject:** Digital Forms and Secure eSign  
**From:** Syed Azeem - QUBC <syed.azeem@GSA.GOV>  
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Syed Azeem - QUBC  
**Reply To:** <syed.azeem@GSA.GOV>  
**Date:** Fri, 8 Jan 2021 12:18:36 -0500  
**Content-Type:** multipart/mixed  
**Parts/Attachments:** [text/plain](#) (5 kB) , [text/html](#) (5 kB) , [unnamed.png](#) (43 kB) , [unnamed \(1\).png](#) (5 kB) , [FormService\\_One\\_Pager\\_2020 \(3\).pdf](#) (583 kB)

Happy Friday,

We at GSA are in the process of launching a new tool to enable agencies to create digital forms and collect form data to comply with 21st Century IDEA.

If you are interested in testing our tool in a sandbox and providing your feedback, please send us a note at [formservice@gsa.gov](mailto:formservice@gsa.gov)

Thank you,  
Syed



---

**Syed Azeem**

Director, Cloud Adoption

GSA Centers of Excellence

202-802-6126

Check my [Google Calendar](#) for meeting availability

---

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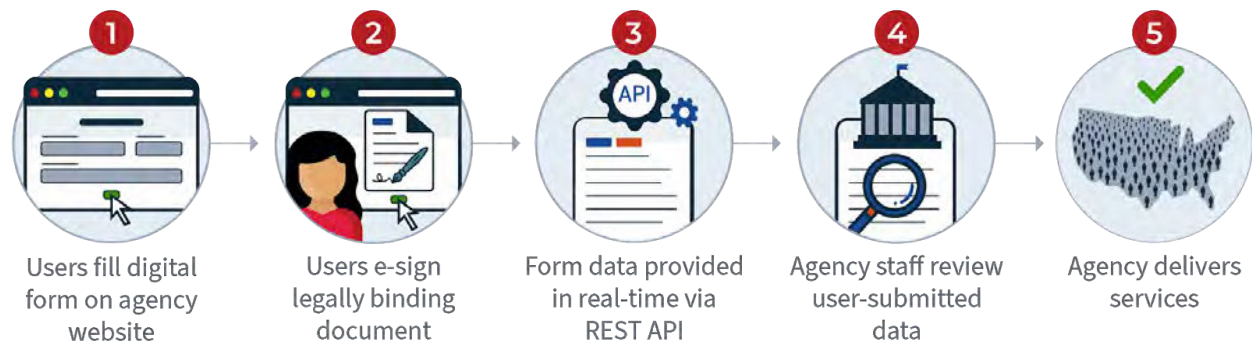
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## Say goodbye to your paper forms.

FormService provides mobile-first **digital forms** with **e-signatures** for the federal government.

### Overview

FormService is a secure and accessible way for agencies to provide their users with a seamless form-filling experience. Using our platform, your agency can easily convert static, error-prone PDFs into dynamic digital forms. Once digitized, forms can be embedded into your existing agency websites with your own branding. The forms are responsive, compliant, and fully accessible from any device.



### Why FormService?

- ✓ **Simplifies form digitization** with an intuitive form builder, e-signature capability, portals for developers and non-technical users alike
- ✓ **Provides built-in compliance** with 21st Century IDEA, CASES Act, ESIGN Act, Sec. 508 and FISMA
- ✓ **Offers flexible integration** with API and data management services
- ✓ **Increases operational efficiencies** with improved data quality, reduced paperwork and enhanced employee productivity
- ✓ **Secure multifactor authentication and identity proofing** through our built-in Login.gov integration or your own IAM solution
- ✓ **Free to try** with a sandbox account
- ✓ **Includes tailored support packages** to assist and guide your agency with a broad range of forms modernization needs
- ✓ **Easily purchased** through the federal Interagency Agreement (IAA) process

Learn more and become a partner at [formservice@gsa.gov](mailto:formservice@gsa.gov)

FormService is part of the Technology Transformation Services within the General Services Administration



## Our Offerings

### Easy-to-implement Digital Forms

The options for agencies looking to digitize forms are often slow, inefficient, and not up to the task of converting a massive forms backlog.

FormService enables form building and data collection with a drag-and-drop form builder. Converting thousands of paper forms is simple: You upload a PDF form then rapidly build the digital version, which will be mobile-first, accessible, and compliant out of the box.

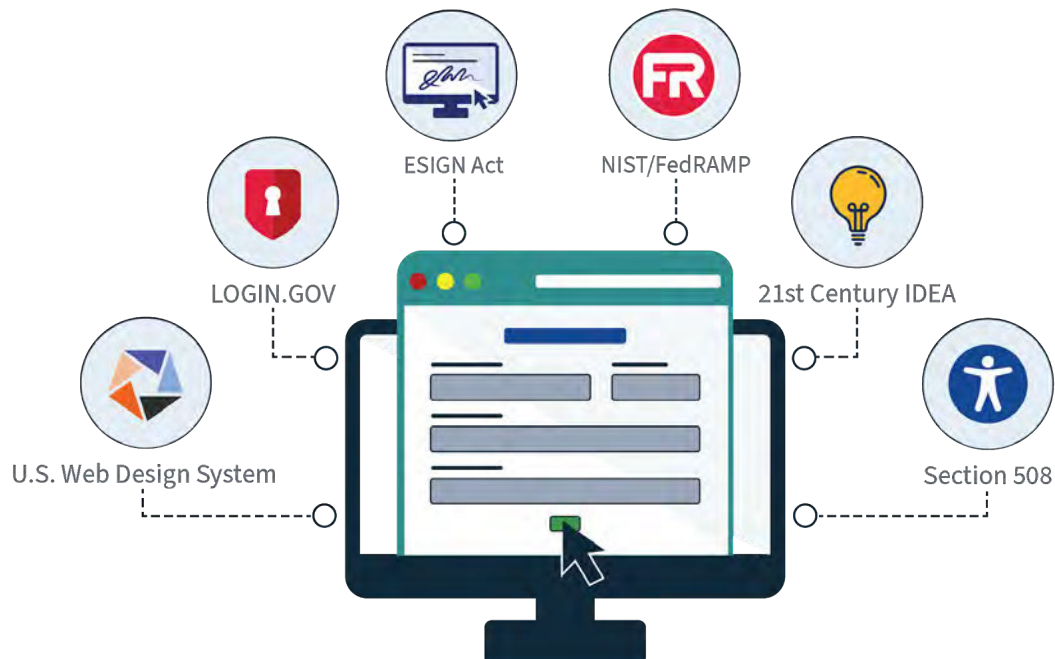
The forms are easy to embed on your agency's website with a simple code snippet. Secure API endpoints are automatically generated and make the form submission JSON data available in real-time for integration with your business applications and backend systems.



### Secure and Speedy eSignatures

FormService forms include seamless eSignatures. This allows end users to sign forms on any device with a legally binding signature. eSignatures eliminate the need for printing, scanning, faxing and mailing documents, making the process faster and more accessible for all users.

### All-in-One Solution for Government Forms



Learn more and become a partner at [formservice@gsa.gov](mailto:formservice@gsa.gov)

FormService is part of the Technology Transformation Services within the General Services Administration



**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] Digital Forms and Secure eSign  
**From:** "Walker, Stephen M." <Stephen.Walker4@VA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Walker, Stephen M.  
**Date:** Fri, 8 Jan 2021 17:34:02 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (18 kB) , [text/html](#) (11 kB) , [image001.jpg](#) (11 kB) , [image002.png](#) (18 kB)

The other half of 21st Century IDEA is to make sure forms are available to those that do not have online access.

Physical Availability.--Each executive agency shall maintain an accessible method of completing digital services through in-person, paper-based, or other means, such that individuals without the ability to use digital services are not deprived of or impeded in access to those digital services.

Will this service make the forms available in a printable, compliant version or will agencies still have to maintain both?

Steve

// SIGNED //

Stephen M. Walker  
Web Communication Lead

**IT Strategic Communication (ITSC)**  
Office of Information and Technology (OIT)  
Department of Veterans Affairs  
<https://www.oit.va.gov>

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Syed Azeem - QUBC  
**Sent:** Friday, January 8, 2021 12:19 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] Digital Forms and Secure eSign

Happy Friday,

We at GSA are in the process of launching a new tool to enable agencies to create digital forms and collect form data to comply with 21st Century IDEA.

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Thank you,  
Syed



---

**Syed Azeem**

Director, Cloud Adoption

GSA Centers of Excellence

202-802-6126

Check my [Google Calendar](#) for meeting availability

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---

**Subject:** [Re: Best practices for virtual Townhalls/All hands meetings](#)  
**From:** "Winthrop, Shawn C." <Shawn.Winthrop@OPM.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Winthrop, Shawn C.  
**Date:** Fri, 8 Jan 2021 17:45:25 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (18 kB) , [text/html](#) (36 kB)

See my comments referenced below in Red

**Shawn Winthrop** | Audio Visual Production Specialist  
Office of Personnel Management  
Office of Communications  
Desk: (202) 606-2863  
Cell/Text: (b) (6)

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Minton, Vern T.

**Sent:** Friday, January 8, 2021 12:09 PM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

I tested and Jim is correct. Can't use Team across agencies. That is unfortunate.

This may be blocked by your CIO department. I used Teams outside the agency when I was at DOJ.

I know I can't use my Sharepoint across agencies either. Tried that the other day.

This is part of your CIO's Microsoft 360 account. It shouldn't have access outside your intranet.

Our facility does not have the ZoomGOV subscription, though I can join ZoomGOV meetings. I wonder if it would allow a Team-like discussion/chat group across agencies? I also have Slack, though I don't know if it would cross agencies.

Work with your CIO office. Many of the meetings platforms require expensive fee's and they don't advertise to the entire agency what is available. They might have a solution for you. At the DOJ, prior to Covid, all the meeting platforms were primarily only available within the agency. Once Covid forced us to operate differently, they invested in making some of the services (WebEx and Teams) available to those outside the agency.

Thoughts? (I've already gotten several who want to join)

---

**From:** Richards, Jim <[Jim.richards@ed.gov](mailto:Jim.richards@ed.gov)>

**Sent:** Friday, January 8, 2021 11:41 AM

**To:** Content Managers List <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>; Minton, Vern T. <[Vern.Minton@va.gov](mailto:Vern.Minton@va.gov)>

**Subject:** [EXTERNAL] RE: Best practices for virtual Townhalls/All hands meetings

Some of our Departments or Agencies allow for chatting with people who are outside of your Department/Agency, but I doubt you will be able to leverage Teams with Microsoft Teams to invite external participants. [This](#) site is slightly outdated, but it gives you insight into some common questions regarding Teams.

That being said you could leverage a SharePoint site to collaborate if your Department/Agency allows external access.

Feel free to invite me and I can try to fill in whatever blanks I can assist with,

Jim

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Minton, Vern

From: Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> On Behalf Of Minton, Vern T.

Sent: Friday, January 8, 2021 11:26 AM

To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

Subject: Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

I really appreciate all the extra effort you folks have put into this subject string. It is very timely for us as I'm sure it is for many other "silent observers". Would anyone like to join a small team of experts for an ongoing discussion in a Microsoft Team? I'd create it and invite you to the group. I promise it will not be overwhelming. I plan to create a document from all these suggestions and could use that as our starting point for discussion.

Vern (Terry) Minton  
Public Affairs Specialist, Web Management  
Communication and Outreach (PAO)  
(317) 988-2172

---

From: Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> On Behalf Of (b) (6)  
(MNIT)

Sent: Friday, January 8, 2021 10:11 AM

To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

And, to be redundant (in more ways than one), please include live captioning. You'd be surprised at how often it saves you when there are audio glitches. Plus it ensures equitable access for many.

(b) (6)

---

From: Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> On Behalf Of Ellison, Ben A

Sent: Friday, January 8, 2021 8:02 AM

To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

Subject: Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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---

In addition to the great feedback/ideas I've already seen (some of this is duplicative):

- Slide decks
  - Accessibility/Access to presentations – provide attendees the option to obtain any slide decks/materials beforehand. This is especially helpful if they utilize accessibility tools.
  - Slide decks/presentation materials – visibility of “eye chart” type slides can be spotty depending on the video streaming mechanism. Keeping things widely spaced out & with decent contrast (from a graphic design perspective) helps.
- Access
  - Depending on how your enterprise/users are set up, you may have issues if you select a streaming platform that is blocked.
- Organize
  - Absolutely have a moderator or ideally two -- an MC that's on audio/video when needed to handle the speakers & agenda transitions, and a person monitoring chat for Q&A
  - Make sure everyone knows the agenda may be flexible/modular. If a speaker loses connectivity, punt to Q&A for 60 seconds and if they haven't come back online, shuffle the agenda.
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  - o Be prepared to throw up a slide stating 'we are having technical difficulties so please hold' or 'the event will be rescheduled' could be very handy.

Regards,  
 --Ben

Benjamin A. Ellison, CISSP  
 Chief Information Officer, Hanford (RL/ORP)  
 Department of Energy  
 Special Assignment to DOE Artificial Intelligence & Technology Office  
 t 509-376-5318  
 c (b) (6)  
 he/nim

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Larrimore, Laura  
**Sent:** Wednesday, January 6, 2021 05:54  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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We have a couple things to think through and I could use your advice!

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time when cameras are switching between speakers?

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Thank you all in advance for your advice,  
~Laura

Laura Larrimore

Digital and Creative Services Branch Chief  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

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**Subject:** Re: Best practices for virtual Townhalls/All hands meetings  
**From:** Bridget Serchak <BSerchak@VOANEWS.COM>  
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Bridget Serchak  
**Reply To:** <BSerchak@VOANEWS.COM>  
**Date:** Fri, 8 Jan 2021 17:53:17 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (21 kB) , text/html (42 kB) , image003.jpg (42 kB)

Exactly. It all has to do with software licenses (says the federal PAO who used to work for a software company). Some federal agencies only purchased single agency MS Teams licenses and others may have purchased for use outside the original/parent agency. Your OCIO could tell you easily.

Regards,

Bridget

\*\*\*\*\*

Bridget Ann Serchak  
Director of Public Relations  
Voice of America  
U.S. Agency for Global Media  
330 Independence Avenue, S.W.  
Washington, D.C. 20237  
202 382 5975 Direct  
202 382 5977 Main  
[bserchak@voanews.com](mailto:bserchak@voanews.com)  
[bserchak@usagm.gov](mailto:bserchak@usagm.gov)  
[www.insidevoa.com](http://www.insidevoa.com)  
@insidevoa



\*\*\*\*\*

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Winthrop, Shawn C.  
**Sent:** Friday, January 8, 2021 12:45 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

See my comments referenced below in Red

**Shawn Winthrop** | Audio Visual Production Specialist  
Office of Personnel Management  
Office of Communications  
Desk: (202) 606-2863  
Cell/Text: (b) (6)

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Minton, Vern T.  
**Sent:** Friday, January 8, 2021 12:09 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV



7/27/2021

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

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**Sent:** Friday, January 8, 2021 11:41 AM

**To:** Content Managers List <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>; Minton, Vern T. <[Vern.Minton@va.gov](mailto:Vern.Minton@va.gov)>

**Subject:** [EXTERNAL] RE: Best practices for virtual Townhalls/All hands meetings

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**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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Vern (Terry) Minton  
Public Affairs Specialist, Web Management  
Communication and Outreach (PAO)  
(317) 988-2172

---

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(MNIT)

**Sent:** Friday, January 8, 2021 10:11 AM



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To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

Subject: Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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Regards,  
--Ben

Benjamin A. Ellison, CISSP  
Chief Information Officer, Hanford (RL/ORP)  
Department of Energy  
Special Assignment to DOE Artificial Intelligence & Technology Office  
t 509-376-5318  
c (b) (6)  
he/nim

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Larrimore, Laura  
**Sent:** Wednesday, January 6, 2021 05:54  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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Thank you all in advance for your advice,  
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**From:** "Minton, Vern T." <Vern.Minton@VA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Minton, Vern T.  
**Date:** Fri, 8 Jan 2021 17:54:13 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (19 kB) , [text/html](#) (38 kB)

Shawn,

Excellent comments!

I have access to WebEx, which has an excellent chalkboard tool as well.

I am going to test that – the team keeps growing.

---

**From:** Winthrop, Shawn C. <Shawn.Winthrop@opm.gov>  
**Sent:** Friday, January 8, 2021 12:45 PM  
**To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Minton, Vern T. <Vern.Minton@va.gov>  
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See my comments referenced below in Red

**Shawn Winthrop** | Audio Visual Production Specialist  
Office of Personnel Management  
Office of Communications  
Desk: (202) 606-2863  
Cell/Text: (b) (6)

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Benjamin A. Ellison, CISSP  
 Chief Information Officer, Hanford (RL/ORP)  
 Department of Energy  
 Special Assignment to DOE Artificial Intelligence & Technology Office  
 t 509-376-5318  
 c (b) (6)  
 he/nim

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**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Richards, Jim  
**Date:** Fri, 8 Jan 2021 18:01:15 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (20 kB) , [text/html](#) (38 kB)

Let me clarify further for you Shawn. Our Department has an external file sharing site setup within SharePoint, which we use for sharing files with people externally. It leverages multi-factor authentication and is fully accessible by people who the administrators give rights to.

We however don't leverage it for anything other than file sharing.

Unfortunately there are still a fair amount of Agencies or Departments who block external access to Teams meetings or you could leverage that to create a Team meeting in which you could share/post files and chat within it.

Have a great weekend,

Jim

---

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**Sent:** Friday, January 8, 2021 12:45 PM  
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See my comments referenced below in Red

**Shawn Winthrop** | Audio Visual Production Specialist  
Office of Personnel Management  
Office of Communications  
Desk: (202) 606-2863  
Cell/Text: **(b) (6)**

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Jim

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Minton, Vern T.  
**Sent:** Friday, January 8, 2021 11:26 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

I really appreciate all the extra effort you folks have put into this subject string. It is very timely for us as I'm sure it is for many other "silent observers". Would anyone like to join a small team of experts for an ongoing discussion in a Microsoft Team? I'd create it and invite you to the group. I promise it will not be overwhelming. I plan to create a document from all these suggestions and could use that as our starting point for discussion.

Vern (Terry) Minton  
Public Affairs Specialist, Web Management  
Communication and Outreach (PAO)  
(317) 988-2172

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** (b) (6) (MNIT)  
**Sent:** Friday, January 8, 2021 10:11 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

And, to be redundant (in more ways than one), please include live captioning. You'd be surprised at how often it saves you when there are audio glitches. Plus it ensures equitable access for many.

(b) (6)

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**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Ellison, Ben A  
**Sent:** Friday, January 8, 2021 8:02 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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In addition to the great feedback/ideas I've already seen (some of this is duplicative):

- Slide decks
  - Accessibility/Access to presentations – provide attendees the option to obtain any slide decks/materials beforehand. This is especially helpful if they utilize accessibility tools.
  - Slide decks/presentation materials – visibility of “eye chart” type slides can be spotty depending on the video streaming mechanism. Keeping things widely spaced out & with decent contrast (from a graphic design perspective) helps.
- Access
  - Depending on how your enterprise/users are set up, you may have issues if you select a streaming platform that is blocked.
- Organize
  - Absolutely have a moderator or ideally two -- an MC that's on audio/video when needed to handle the speakers & agenda transitions, and a person monitoring chat for Q&A
  - Make sure everyone knows the agenda may be flexible/modular. If a speaker loses connectivity, punt to Q&A for 60 seconds and if they haven't come back online, shuffle the agenda.
  - If possible, sending a “presenter in a box” kit (even if it'll be returned afterward) with a pre-configured laptop, quality camera, tripod, lighting, microphone, etc. can eliminate a lot of variables and improve the quality
- Facilitate/Format
  - A good MC is invaluable... if you have the flexibility (and especially if your presenters aren't dynamic speakers), changing the format so that there's a routine switch between voices (versus a monologue) helps keep people engaged. When you send out your call-for-questions in advance, you could structure it so that you are asking for questions specific to topics that the execs already want to address as well as open questions. This creates a more responsive and interactive feel to the agenda... it's a bit difficult to describe, but there's a difference between:

<p>MC: “And now our VP of Widgets, Jane.”          Jane: “Thanks Bob. I'm going to monologue for 15 minutes about the following things.... A) budget, B) strategy, and C) mission success.”          ZZZzzzzzzzzzz...zzzz...zzz.</p>	<p>MC: “And now our VP of Widgets, Jane.”          Jane: “Thanks Bob. {short intro}”          MC: “Jane, folks are asking if you could address the budget situation. Specifically, ...”          Jane: “Certainly. This fiscal year we've...”</p>
--	---

- Resiliency
  - Have personnel immediately at hand that are attending the virtual event (as users will be) and able to provide real-time feedback
  - Have a person who will take over from another computer (or even location)
  - Have redundant means of connecting devices (such as WIFI and a cell hotspot). We do this when at hosting in-person events where we are broadcasting as well (event centers like hotels).
  - Be prepared to throw up a slide stating 'we are have technical difficulties so please hold' or 'the event will be rescheduled' could be very handy.

Regards,  
--Ben

Benjamin A. Ellison, CISSP  
 Chief Information Officer, Hanford (RL/ORP)  
 Department of Energy  
 Special Assignment to DOE Artificial Intelligence & Technology Office  
 t 509-376-5318  
 c (b) (6)  
 he/nim

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Larrimore, Laura  
**Sent:** Wednesday, January 6, 2021 05:54  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

I know others have been doing Townhalls during the pandemic – **what’s worked well for you in this totally remote format?**

Our situation: Our outgoing executives want to do an all-employee Townhall next week – the first one since the pandemic. We normally hold these in a 300-person auditorium with multiple cameras, with a separate video stream broadcast from a control room for 1,000s of remote workers.

We have a couple things to think through and I could use your advice!

- How best to replicate the energy of a townhall in the virtual format so it doesn’t drag?
- Have you done events where executives patch in from their homes/offices? How to do optimize the visuals and audio?
- Have you done an event where you put 1-4 executives in the auditorium or large boardroom with appropriate protocols?
  - [No need to give **\*me\*** the public health reasons, please. This is a question I am likely to get from my executives, who have done some smaller online events in this format. I am a former EMT and public health school official. If there are COMMS reasons why this format doesn’t work, please share.]
- If all remote, do we need a moderator/MC to help transition between speakers to smooth that awkward time when cameras are switching between speakers?
- What are the best ways for employees to ask questions, but without it being chaos? [Normally, we ask questions to be sent to a mailbox in advance, and collect question cards during the event from in person participants, screen them and pass them up to the executives]
- We have the usual bandwidth concerns, but are there other tech issues I’m not thinking of?

Thank you all in advance for your advice,  
~Laura

Laura Larrimore

Digital and Creative Services Branch Chief  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

---

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**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] Digital Forms and Secure eSign  
**From:** "Bautch, Brady J." <Brady.Bautch2@VA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Bautch, Brady J.  
**Date:** Fri, 8 Jan 2021 18:17:30 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (13 kB) , [text/html](#) (10 kB) , [image001.jpg](#) (9 kB) , [image006.jpg](#) (9 kB) , [image007.png](#) (13 kB)

Syed,

I would be willing to help, but is the testing to be done within each agencies' firewall or outside? Also, I do not understand what is meant by "sandbox?"

Brady Bautch  
Public Affairs Specialist  
Veterans Health Administration  
Health Solutions (12POP2)  
Population Health  
Phone: 715.598.4167

U.S. Navy (Ret.)  
Honor, Courage, Commitment



**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Syed Azeem - QUBC  
**Sent:** Friday, January 8, 2021 11:19 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] Digital Forms and Secure eSign

Happy Friday,

We at GSA are in the process of launching a new tool to enable agencies to create digital forms and collect form data to comply with 21st Century IDEA.

If you are interested in testing our tool in a sandbox and providing your feedback, please send us a note at [formservice@gsa.gov](mailto:formservice@gsa.gov)

Thank you,  
Syed



---

Syed Azeem

Director, Cloud Adoption

GSA Centers of Excellence

202-802-6126

Check my [Google Calendar](#) for meeting availability

---

To unsubscribe from the CONTENT-MANAGERS-L list, create a new email message, addressed to [CONTENT-MANAGERS-L-unsubscribe-request@listserv.gsa.gov](mailto:CONTENT-MANAGERS-L-unsubscribe-request@listserv.gsa.gov). The message content does not matter and the sender's email address will be removed from the list.

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To unsubscribe from the CONTENT-MANAGERS-L list, create a new email message, addressed to

**Subject:** [Re: Best practices for virtual Townhalls/All hands meetings](#)  
**From:** Gabrielle Perret - ZMA <gabrielle.perret@GSA.GOV>  
 Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - ZMA  
**Reply To:** <gabrielle.perret@GSA.GOV>  
**Date:** Fri, 8 Jan 2021 14:57:27 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (10 kB) , [text/html](#) (25 kB)

Does anyone in this group have a good template for a run of show for virtual events?

I will also offer my #1 tip for virtual events: The host should have some tricks up their sleeves for technical disruptions! For example, during a recent event I was hosting one of the presenters' internet went out. The other host and I didn't miss a beat. We had discussion questions on the top lined up and we gave a mini presentation while the original speaker was able to get back on. Other ideas could be to do an audience poll or do a quick "game" like trivia on the subject. I always line something up, because a tech disruption can tank an event!

Gabbie

--



U.S. General Services Administration

**Gabrielle Perret**  
 Senior Media Advisor | [SocialGov](#)  
 Chair  
 Office of Strategic Communication  
 (202) 679-1249  
[gabrielle.perret@gsa.gov](mailto:gabrielle.perret@gsa.gov)

On Fri, Jan 8, 2021 at 10:14 AM (b) (6) <[@state.mn.us](mailto:state.mn.us)> wrote:

And, to be redundant (in more ways than one), please include live captioning. You'd be surprised at how often it saves you when there are audio glitches. Plus it ensures equitable access for many.

(b) (6)

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Ellison, Ben A  
**Sent:** Friday, January 8, 2021 8:02 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings



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*ZZZzzzzzzzzz....zzzz...zzz.*

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Regards,

--Ben

Benjamin A. Ellison, CISSP

Chief Information Officer, Hanford (RL/ORP)

Department of Energy

Special Assignment to DOE Artificial Intelligence & Technology Office

t 509-376-5318

c (b) (6)

he/him

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**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Larrimore, Laura

**Sent:** Wednesday, January 6, 2021 05:54

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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~Laura

Laura Larrimore

Digital and Creative Services Branch Chief

Office of the Chief Communications Officer

United States Patent and Trademark Office

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**Subject:** Re: Best practices for virtual Townhalls/All hands meetings  
**From:** "Centner, Teri" <mcen@LOC.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Centner, Teri  
**Date:** Fri, 8 Jan 2021 21:26:32 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (23 kB) , [text/html](#) (46 kB) , [image001.jpg](#) (46 kB)

DoD offers a platform called APAN that government folks could use for sharing lessons learned and drafting documents about virtual townhalls and all hands meetings. It's at <https://www.apan.org/> and they have support staff who can help you set up the community.

The All Partners Access Network (APAN) is the premier unclassified information sharing and collaboration enterprise for the United States Department of Defense (DOD). APAN provides the DOD and mission partners community spaces and collaborative tools to leverage information to effectively plan, train and respond to meet their business requirements and mission objectives. APAN makes these tools available over the open internet so individuals and organizations who do not have access to traditional DOD systems and networks can participate in information sharing and collaborative events.

teri :)

--  
**M. Teri Centner**  
 Library of Congress  
[mcen@loc.gov](mailto:mcen@loc.gov)

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Bridget Serchak  
**Sent:** Friday, January 08, 2021 12:53 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

Exactly. It all has to do with software licenses (says the federal PAO who used to work for a software company). Some federal agencies only purchased single agency MS Teams licenses and others may have purchased for use outside the original/parent agency. Your OCIO could tell you easily.

Regards,

Bridget

\*\*\*\*\*  
 Bridget Ann Serchak  
 Director of Public Relations  
 Voice of America  
 U.S. Agency for Global Media  
 330 Independence Avenue, S.W.  
 Washington, D.C. 20237  
 202 382 5975 Direct  
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[bserchak@voanews.com](mailto:bserchak@voanews.com)  
[bserchak@usagm.gov](mailto:bserchak@usagm.gov)  
[www.insidevoa.com](http://www.insidevoa.com)  
 @insidevoa



\*\*\*\*\*

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Winthrop, Shawn C.  
**Sent:** Friday, January 8, 2021 12:45 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

See my comments referenced below in Red

**Shawn Winthrop** | Audio Visual Production Specialist  
Office of Personnel Management  
Office of Communications  
Desk: (202) 606-2863  
Cell/Text: (b) (6)

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Minton, Vern T.  
**Sent:** Friday, January 8, 2021 12:09 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

I tested and Jim is correct. Can't use Team across agencies. That is unfortunate.  
**This may be blocked by your CIO department. I used Teams outside the agency when I was at DOJ.**

I know I can't use my Sharepoint across agencies either. Tried that the other day.  
**This is part of your CIO's Microsoft 360 account. It shouldn't have access outside your intranet.**

Our facility does not have the ZoomGOV subscription, though I can join ZoomGOV meetings. I wonder if it would allow a Team-like discussion/chat group across agencies? I also have Slack, though I don't know if it would cross agencies.  
**Work with your CIO office. Many of the meetings platforms require expensive fee's and they don't advertise to the entire agency what is available. They might have a solution for you. At the DOJ, prior to Covid, all the meeting platforms were primarily only available within the agency. Once Covid forced us to operate differently, they invested in making some of the services (WebEx and Teams) available to those outside the agency.**

Thoughts? (I've already gotten several who want to join)

**From:** Richards, Jim <[Jim.richards@ed.gov](mailto:Jim.richards@ed.gov)>  
**Sent:** Friday, January 8, 2021 11:41 AM  
**To:** Content Managers List <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>; Minton, Vern T. <[Vern.Minton@va.gov](mailto:Vern.Minton@va.gov)>  
**Subject:** [EXTERNAL] RE: Best practices for virtual Townhalls/All hands meetings

Some of our Departments or Agencies allow for chatting with people who are outside of your Department/Agency, but I doubt you will be able to leverage Teams with Microsoft Teams to invite external participants. [This](#) site is slightly outdated, but it gives you insight into some common questions regarding Teams.

That being said you could leverage a SharePoint site to collaborate if your Department/Agency allows external access.

Feel free to invite me and I can try to fill in whatever blanks I can assist with,

Jim

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Minton, Vern T.

**Sent:** Friday, January 8, 2021 11:26 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

I really appreciate all the extra effort you folks have put into this subject string. It is very timely for us as I'm sure it is for many other "silent observers". Would anyone like to join a small team of experts for an ongoing discussion in a Microsoft Team? I'd create it and invite you to the group. I promise it will not be overwhelming. I plan to create a document from all these suggestions and could use that as our starting point for discussion.

Vern (Terry) Minton  
Public Affairs Specialist, Web Management  
Communication and Outreach (PAO)  
(317) 988-2172

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** (b) (6)  
(MNIT)

**Sent:** Friday, January 8, 2021 10:11 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

And, to be redundant (in more ways than one), please include live captioning. You'd be surprised at how often it saves you when there are audio glitches. Plus it ensures equitable access for many.

(b) (6)

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Ellison, Ben A

**Sent:** Friday, January 8, 2021 8:02 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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---

In addition to the great feedback/ideas I've already seen (some of this is duplicative):

- Slide decks
  - Accessibility/Access to presentations – provide attendees the option to obtain any slide decks/materials beforehand. This is especially helpful if they utilize accessibility tools.
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punt to Q&A for 60 seconds and if they haven't come back online, shuffle the agenda.

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<p>MC: "And now our VP of Widgets, Jane."          Jane: "Thanks Bob. I'm going to monologue for 15 minutes about the following things.... A) budget, B) strategy, and C) mission success."          ZZZzzzzzzzzz....zzzz...zzz.</p>	<p>MC: "And now our VP of Widgets, Jane."          Jane: "Thanks Bob. {short intro}"          MC: "Jane, folks are asking if you could address the budget situation. Specifically, ..."          Jane: "Certainly. This fiscal year we've..."</p>
--	---

- Resiliency
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  - Be prepared to throw up a slide stating 'we are having technical difficulties so please hold' or 'the event will be rescheduled' could be very handy.

Regards,  
--Ben

Benjamin A. Ellison, CISSP  
 Chief Information Officer, Hanford (RL/ORP)  
 Department of Energy  
 Special Assignment to DOE Artificial Intelligence & Technology Office  
 t 509-376-5318  
 c (b) (6)  
 he/nim

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Larrimore, Laura  
**Sent:** Wednesday, January 6, 2021 05:54  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

I know others have been doing Townhalls during the pandemic – **what's worked well for you in this totally remote format?**

Our situation: Our outgoing executives want to do an all-employee Townhall next week – the first one since the pandemic. We normally hold these in a 300-person auditorium with multiple cameras, with a separate video stream broadcast from a control room for 1,000s of remote workers.

We have a couple things to think through and I could use your advice!

- How best to replicate the energy of a townhall in the virtual format so it doesn't drag?
- Have you done events where executives patch in from their homes/offices? How to do optimize the visuals and audio?
- Have you done an event where you put 1-4 executives in the auditorium or large boardroom with appropriate protocols?
  - I No need to give **\*me\*** the public health reasons. please. This is a question I am likely to get from



my executives, who have done some smaller online events in this format. I am a former EMT and public health school official. If there are COMMS reasons why this format doesn't work, please share.]

- If all remote, do we need a moderator/MC to help transition between speakers to smooth that awkward time when cameras are switching between speakers?
- What are the best ways for employees to ask questions, but without it being chaos? [Normally, we ask questions to be sent to a mailbox in advance, and collect question cards during the event from in person participants, screen them and pass them up to the executives]
- We have the usual bandwidth concerns, but are there other tech issues I'm not thinking of?

Thank you all in advance for your advice,  
~Laura

Laura Larrimore

Digital and Creative Services Branch Chief  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

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7/27/2021

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**Subject:** [Re: Best practices for virtual Townhalls/All hands meetings](#)  
**From:** "Mitri, Sharon (NIH/OD) [E]" <sharon.mitri@NIH.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Mitri, Sharon (NIH/OD) [E]  
**Date:** Fri, 8 Jan 2021 23:21:00 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (14 kB) , [text/html](#) (31 kB) , [image001.png](#) (6 kB)

I'm no expert, but would love to see a compilation of these tips and discuss. We're having a Webex next week that typically draws over 500 people. Could we not do the discussion about "virtual" on Zoom or Webex? Or are they also separate subscription services? Anyway, count me in...

Best,

**Sharon Mitri**

*Communications Manager*

P: 202.302.1393

[sharon.mitri@nih.gov](mailto:sharon.mitri@nih.gov)



[nitaac.nih.gov](http://nitaac.nih.gov)

6011 Executive Boulevard, Suite 501  
 Rockville, Maryland 20852

**From:** Minton, Vern T. <000002e3d6093a52-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Friday, January 8, 2021 11:26 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

I really appreciate all the extra effort you folks have put into this subject string. It is very timely for us as I'm sure it is for many other "silent observers". Would anyone like to join a small team of experts for an ongoing discussion in a Microsoft Team? I'd create it and invite you to the group. I promise it will not be overwhelming. I plan to create a document from all these suggestions and could use that as our starting point for discussion.

Vern (Terry) Minton  
 Public Affairs Specialist, Web Management  
 Communication and Outreach (PAO)  
 (317) 988-2172

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> On Behalf Of (b) (6) (MNIT)  
**Sent:** Friday, January 8, 2021 10:11 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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**Sent:** Friday, January 8, 2021 8:02 AM  
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Subject: Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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Regards,  
--Ben

Benjamin A. Ellison, CISSP  
Chief Information Officer, Hanford (RL/ORP)  
Department of Energy  
Special Assignment to DOE Artificial Intelligence & Technology Office  
t 509-376-5318

c (b) (6)

he/him

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Laura Larrimore

Digital and Creative Services Branch Chief  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

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Subject: Re: Digital Forms and Secure eSign  
 From: (b) (6) @ANNAPOLIS.GOV>  
 Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) @ANNAPOLIS.GOV>  
 Date: Mon, 11 Jan 2021 09:14:36 -0500  
 Content-Type: multipart/related  
 Parts/Attachments: text/plain (5 kB) , text/html (9 kB) , unnamed.png (43 kB) , unnamed (1).png (5 kB)

Syed, Good Morning. Can a municipality (The City of Annapolis) to become your partner (we are in a desperate need of this service) and what that would entail?



(b) (6)  
 Web Developer, MIT

160 Duke of Gloucester St.  
 Annapolis MD, 21401  
 tel (b) (6)

[website](#) | [map](#) | [email](#)



On Fri, Jan 8, 2021 at 12:27 PM Syed Azeem - QUBC <[syed.azeem@gsa.gov](mailto:syed.azeem@gsa.gov)> wrote:

Happy Friday,

We at GSA are in the process of launching a new tool to enable agencies to create digital forms and collect form data to comply with 21st Century IDEA.

If you are interested in testing our tool in a sandbox and providing your feedback, please send us a note at [formservice@gsa.gov](mailto:formservice@gsa.gov)

Thank you,  
 Syed



**Syed Azeem**  
 Director, Cloud Adoption  
 GSA Centers of Excellence  
 202-802-6126

Check my [Google Calendar](#) for meeting availability

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**Subject:** [IAAF 2021 Planning Committee Opportunity](#)  
**From:** Section 508 <Section.508@GSA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Section 508 <Section.508@GSA.GOV>  
**Date:** Mon, 11 Jan 2021 11:45:03 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2505 bytes) , [text/html](#) (6 kB)

It's that time again!

The Accessibility Community of Practice and the General Services Administration's governmentwide Section 508 team are beginning preparations for the 2021 Interagency Accessibility Forum (IAAF) and we're inviting YOU to take part.

If you're interested in being on the committee:

- Email [iaaf@gsa.gov](mailto:iaaf@gsa.gov) and include "IAAF 2021 Planning Committee" in the subject line. Please submit your interest by cob, **Friday, January 15, 2021**.
- Time requirement: participate in monthly planning meetings starting February 10 at 10:30 AM ET. We will follow up with additional details once volunteers are confirmed. *Meetings will increase in frequency to twice monthly after August to make sure we are staying on course.*

If your agency would like to be a sponsor:

- Agency sponsorship provides a great opportunity to showcase your agency's accessibility commitment. IAAF sponsors are expected to help gain executive support and interest in the Forum, and provide other tangible 'in-kind' contributions to the event. Let us know and we can provide further information.

A large part of the success of the 2020 IAAF was the true "interagency" spirit embodied by all the volunteers and attendees. With your help, we can make this event an even bigger success than last year. We look forward to hearing from you!

--

Government-wide IT Accessibility Program  
General Services Administration  
Office of Government-wide Policy  
Section508.gov

\*Please allow 3 business days to receive a response from the Accessibility Team.

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**From:** Mark Kaprow - ICEA <mark.kaprow@GSA.GOV>  
Content Managers List <CONTENT-MANAGERS-  
**Reply To:** L@LISTSERV.GSA.GOV>, Mark Kaprow - ICEA  
<mark.kaprow@GSA.GOV>  
**Date:** Mon, 11 Jan 2021 15:21:42 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1305 bytes) , [text/html](#) (2023 bytes)

Posting this on behalf of the Securities Exchange Commission.

The SEC is hiring an Information Technology Specialist and it seems to be the kind of position that would be of interest to list members.

It is an ESHA position so you have to have the link to find the position.

<https://www.usajobs.gov/GetJob/ViewDetails/589047300>

Best regards,  
Mark Kaprow  
Corporate IT Services  
Office of GSA Information Technology  
O: 202-501-2886  
[mark.kaprow@gsa.gov](mailto:mark.kaprow@gsa.gov)

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**Subject:** [Heads up: check that your employee names aren't revealed](#)  
**From:** (b) (6) @STATE.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)  
**Date:** Tue, 12 Jan 2021 14:57:11 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1661 bytes) , [text/html](#) (2363 bytes)

Hi everyone.

We discovered that on our site, in each web page's source code, a Google tag manager code revealed who edited that page.

I strongly believe the public needs to know the organization who owns each page, including even individual units within an agency, but we should not reveal staff names, especially in these times when people can find personal information with only a name and an employer.

We've removed that code. Please make sure nothing in your system reveals staff names associated with specific pages, whether it's that code or anything else.

---

(b) (6)  
Director | Office of Global Web Platforms  
DAS Digital Strategy  
Bureau of Global Public Affairs  
Department of State  
(b) (6) e.gov  
(b) (6)

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**Subject:** [Re: Heads up: check that your employee names aren't revealed](#)  
**From:** David Kaufmann - QQBB <david.kaufmann@GSA.GOV>  
 Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, David Kaufmann - QQBB  
**Reply To:** <david.kaufmann@GSA.GOV>  
**Date:** Tue, 12 Jan 2021 10:24:45 -0500  
**Content-Type:** text/plain  
**Parts/Attachments:** [text/plain](#) (20 lines)

I'm going to guess that the "last edited by" value was purposefully being sent to the DOM by your CMS and presented within the GTM datalayer array. The reason might be in order to use it as a custom dimension within Google Analytics to facilitate custom reports for each person on "their" pages. My hunch is that this isn't something done with GTM, but by the CMS. Curious to know if that's the case! (I've seen this concept of passing along people's names in this way described in a web analytics blog or two.)

Sincerely,  
 David Kaufmann  
 USAGov

#####  
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**Subject:** Re: Best practices for virtual Townhalls/All hands meetings  
**From:** (b) (6) @STATE.MA.US>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) (PER)  
**Date:** Tue, 12 Jan 2021 16:46:46 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (25 kB) , text/html (37 kB)

Hello all,  
I am also interested in participating in a deeper discussion on this topic. Hopefully state agencies can be included as this is all very timely to all the work we are doing.

Thank you,

(b) (6)  
Communications Director  
Commonwealth of Massachusetts  
Public Employees Retirement Administration Commission

[www.mass.gov/perac](http://www.mass.gov/perac)

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Minton, Vern T. <000002e3d6093a52-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Friday, January 8, 2021 12:54 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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Shawn,

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**Sent:** Friday, January 8, 2021 12:45 PM  
**To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Minton, Vern T. <Vern.Minton@va.gov>  
**Subject:** [EXTERNAL] RE: Best practices for virtual Townhalls/All hands meetings

See my comments referenced below in Red

**Shawn Winthrop** | Audio Visual Production Specialist  
Office of Personnel Management  
Office of Communications  
Desk: (202) 606-2863  
Cell/Text: (b) (6)

---

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7/27/2021

**Sent:** Friday, January 8, 2021 12:09 PM

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Vern (Terry) Minton  
Public Affairs Specialist, Web Management  
Communication and Outreach (PAO)  
(317) 988-2172

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** (b) (6)  
(/MNIT)

(b) (6)

**Sent:** Friday, January 8, 2021 10:11 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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(b) (6)

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Ellison, Ben A

**Sent:** Friday, January 8, 2021 8:02 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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  - Be prepared to throw up a slide stating ‘we are have technical difficulties so please hold’ or ‘the



event will be rescheduled' could be very handy.

Regards,  
--Ben

Benjamin A. Ellison, CISSP  
Chief Information Officer, Hanford (RL/ORP)  
Department of Energy  
Special Assignment to DOE Artificial Intelligence & Technology Office  
t 509-376-5318  
c (b) (6)  
he/nim

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Larrimore, Laura  
**Sent:** Wednesday, January 6, 2021 05:54  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

I know others have been doing Townhalls during the pandemic – **what’s worked well for you in this totally remote format?**

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We have a couple things to think through and I could use your advice!

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- We have the usual bandwidth concerns, but are there other tech issues I’m not thinking of?

Thank you all in advance for your advice,  
~Laura

Laura Larrimore

Digital and Creative Services Branch Chief  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

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**From:** "Minton, Vern T." <Vern.Minton@VA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Minton, Vern T.  
**Date:** Tue, 12 Jan 2021 16:51:11 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (30 kB) , [text/html](#) (78 kB)

I've not been able to find a virtual solution (within VA) that allows interagency discussion. Teams will do this, but as a VA employee, I cannot invite others outside VA to my Team (at least not in my IT region I can't). If anyone is willing to create a Microsoft Team that allows both state and federal agencies to join, I can send you a list of email addresses of fellow communicators who want to join the discussion. This would be an excellent group and capitalize on what Teams is for.

---

**From:** (b) (6) @state.ma.us>  
**Sent:** Tuesday, January 12, 2021 11:47 AM  
**To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Minton, Vern T. <Vern.Minton@va.gov>  
**Subject:** [EXTERNAL] Re: Best practices for virtual Townhalls/All hands meetings

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**Shawn Winthrop** | Audio Visual Production Specialist  
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Benjamin A. Ellison, CISSP  
Chief Information Officer, Hanford (RL/ORP)  
Department of Energy  
Special Assignment to DOE Artificial Intelligence & Technology Office  
t 509-376-5318  
c (b) (6)  
he/nim

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Larrimore, Laura

**Sent:** Wednesday, January 6, 2021 05:54

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

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<https://digital.gov/communities/manage-your-subscription/>

---

**Subject:** Re: Heads up: check that your employee names aren't revealed  
**From:** (b) (6), (b) (7)(C) @CBP.DHS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)  
**Date:** Tue, 12 Jan 2021 17:34:33 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (4 kB) , text/html (11 kB) , image001.png (195 kB) , image002.png (8 kB)

Everyone,

Also wanted to highlight that if anyone is using the 'datalayer' module in conjunction with Google Tag manager, be sure to configure the metadata section under admin/config/search/datalayer to not send out 'name' or 'uid' as this will expose your usernames on your public site.

\*We run Drupal here, so this may be a different process in wordpress, or another CMS system

Note that not having anything checked in the metadata or vocabulary sections tells datalayer to expose all, so be sure to select at least some (like below). The minimum would probably be language. The 'Vocabularies' section will be specific to your site, and may differ from what you see below. 'Vocabularies' are listings of your taxonomy tags and you may leave it default (nothing checked) or specify which vocabularies to expose, depending on your configuration and business needs.

Global

- Add entity meta data to pages
- Include taxonomy terms
- Include "data layer helper" library

---

Meta data

The meta data details to ouput for client-side consumption. Marking none will output everything available.

- language
- tnid
- vid
- name
- uid
- created
- status

---

Vocabularies

The vocabularies which should be output within page meta data. Marking none will output everything available.

- Document
- Event Types
- FAQ Topics
- Newsroom
- Office Titles
- Ports



- Profile
- Sections
- States and Territories
- Tags
- Video Specific Categories

(b) (6), (b) (7)(C)

Branch Chief, Web and Digital Media  
Digital Engagement Division  
Office of Public Affairs  
U.S. Customs and Border Protection

[www.cbp.gov](http://www.cbp.gov)

(b) (6), (b) (7)(C) desk

(b) (6), (b) (7)(C) cell



[Chat with me on teams!](#)

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Date:** Tuesday, January 12, 2021 at 10:07 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Subject:** [CONTENT-MANAGERS-L] Heads up: check that your employee names aren't revealed

**CAUTION:** This email originated from outside of DHS. DO NOT click links or open attachments unless you recognize and/or trust the sender. Contact the [CBP Security Operations Center](#) with questions or concerns.

Hi everyone.

We discovered that on our site, in each web page's source code, a Google tag manager code revealed who edited that page.

I strongly believe the public needs to know the organization who owns each page, including even individual units within an agency, but we should not reveal staff names, especially in these times when people can find personal information with only a name and an employer.

We've removed that code. Please make sure nothing in your system reveals staff names associated with specific pages, whether it's that code or anything else.

(b) (6)

Director | Office of Global Web Platforms  
DAS Digital Strategy  
Bureau of Global Public Affairs  
U.S. Department of State

(b) (6)@state.gov

(b) (6)

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Global

- Add entity meta data to pages
- Include taxonomy terms
- Include "data layer helper" library

Save configuration

Meta data

The meta data details to output for client-side consumption. Marking none will output everything available.

- language
- tnid
- vid
- name
- uid
- created
- status

Vocabularies

The vocabularies which should be output within page meta data. Marking none will output everything available.

- Document
- Event Types
- FAQ Topics
- Newsroom
- Office Titles
- Ports
- Profile
- Sections
- States and Territories
- Tags
- Video Specific Categories



**Subject:** Sample Communications to your Agency re: 21st Century IDEA Implementation Exercises  
**From:** "Grecco, Solymar" <Grecco.Solymar@EPA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Grecco, Solymar  
**Date:** Tue, 12 Jan 2021 19:37:20 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1878 bytes) , [text/html](#) (9 kB)

Good afternoon, all!

I am hoping you would be open to sharing any sample text you used to inform your agency (or components) of exercises related to 21<sup>st</sup> Century IDEA compliance in any aspect (internet, intranet, forms, digital services, eSignatures, etc.) For example, if you were kicking off associated data calls as part of the implementation deadlines, or focusing on specific aspects to remediate, I am interested in them all!

If you have any questions please feel free to reach out to me and I'm happy to clarify.

Thanks very much in advance!

Soly

Solymar Grecco

Accessibility allows us to tap into everyone's potential.  
- Debra Ruh, Advocate

Agency External Forms Program Manager  
Regulatory Support Division (RSD)  
Office of Enterprise Information Programs (OEIP)  
Office of Mission Support (OMS)  
United States Environmental Protection Agency  
Phone: (202) 566 0950  
Click [here](#) to chat with me on Microsoft Teams

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**Subject:** Re: Best practices for virtual Townhalls/All hands meetings  
**From:** "Centner, Teri" <mcen@LOC.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Centner, Teri  
**Date:** Tue, 12 Jan 2021 21:18:41 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (32 kB) , [text/html](#) (52 kB)

Two options you might want to look into are OMB Max and DoD's APAN

---

On: 12 January 2021 12:13,  
"Minton, Vern T." <[000002e3d6093a52-dmarc-request@LISTSERV.GSA.GOV](mailto:000002e3d6093a52-dmarc-request@LISTSERV.GSA.GOV)> wrote:

I've not been able to find a virtual solution (within VA) that allows interagency discussion. Teams will do this, but as a VA employee, I cannot invite others outside VA to my Team (at least not in my IT region I can't). If anyone is willing to create a Microsoft Team that allows both state and federal agencies to join, I can send you a list of email addresses of fellow communicators who want to join the discussion. This would be an excellent group and capitalize on what Teams is for.

---

**From:** (b) (6) @state.ma.us>  
**Sent:** Tuesday, January 12, 2021 11:47 AM  
**To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Minton, Vern T. <Vern.Minton@va.gov>  
**Subject:** [EXTERNAL] Re: Best practices for virtual Townhalls/All hands meetings

Hello all,

I am also interested in participating in a deeper discussion on this topic. Hopefully state agencies can be included as this is all very timely to all the work we are doing.

Thank you,

(b) (6)  
Communications Director  
Commonwealth of Massachusetts  
Public Employees Retirement Administration Commission

[www.mass.gov/perac](http://www.mass.gov/perac)

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> on behalf of Minton, Vern T. <[000002e3d6093a52-dmarc-request@LISTSERV.GSA.GOV](mailto:000002e3d6093a52-dmarc-request@LISTSERV.GSA.GOV)>  
**Sent:** Friday, January 8, 2021 12:54 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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Shawn,

Excellent comments!

I have access to WebEx, which has an excellent chalkboard tool as well.

I am going to test that – the team keeps growing.

---

**From:** Winthrop, Shawn C. <[Shawn.Winthrop@opm.gov](mailto:Shawn.Winthrop@opm.gov)>  
**Sent:** Friday, January 8, 2021 12:45 PM  
**To:** Content Managers List <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>; Minton, Vern T. <[Vern.Minton@va.gov](mailto:Vern.Minton@va.gov)>  
**Subject:** [EXTERNAL] RE: Best practices for virtual Townhalls/All hands meetings

See my comments referenced below in Red

**Shawn Winthrop** | Audio Visual Production Specialist  
Office of Personnel Management  
Office of Communications  
Desk: (202) 606-2863  
Cell/Text: (b) (6)

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Minton, Vern T.  
**Sent:** Friday, January 8, 2021 12:09 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

I tested and Jim is correct. Can't use Team across agencies. That is unfortunate.  
This may be blocked by your CIO department. I used Teams outside the agency when I was at DOJ.

I know I can't use my Sharepoint across agencies either. Tried that the other day.  
This is part of your CIO's Microsoft 360 account. It shouldn't have access outside your intranet.

Our facility does not have the ZoomGOV subscription, though I can join ZoomGOV meetings. I wonder if it would allow a Team-like discussion/chat group across agencies? I also have Slack, though I don't know if it would cross agencies.

Work with your CIO office. Many of the meetings platforms require expensive fee's and they don't advertise to the entire agency what is available. They might have a solution for you. At the DOJ, prior to Covid, all the meeting platforms were primarily only available within the agency. Once Covid forced us to operate differently, they invested in making some of the services (WebEx and Teams) available to those outside the agency.

Thoughts? (I've already gotten several who want to join)

---

**From:** Richards, Jim <[Jim.richards@ed.gov](mailto:Jim.richards@ed.gov)>  
**Sent:** Friday, January 8, 2021 11:41 AM  
**To:** Content Managers List <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>; Minton, Vern T. <[Vern.Minton@va.gov](mailto:Vern.Minton@va.gov)>  
**Subject:** [EXTERNAL] RE: Best practices for virtual Townhalls/All hands meetings

Some of our Departments or Agencies allow for chatting with people who are outside of your Department/Agency, but I doubt you will be able to leverage Teams with Microsoft Teams to invite external participants. [This](#) site is slightly outdated, but it gives you insight into some common questions regarding Teams.

That being said you could leverage a SharePoint site to collaborate if your Department/Agency allows external access.

Feel free to invite me and I can try to fill in whatever blanks I can assist with,

Jim

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Minton, Vern T.  
**Sent:** Friday, January 8, 2021 11:26 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

I really appreciate all the extra effort you folks have put into this subject string. It is very timely for us as I'm sure it is for many other "silent observers". Would anyone like to join a small team of experts for an ongoing discussion in a Microsoft Team? I'd create it and invite you to the group. I promise it will not be overwhelming. I plan to create a document from all these suggestions and could use that as our starting point for discussion.

Vern (Terry) Minton  
Public Affairs Specialist, Web Management  
Communication and Outreach (PAO)  
(317) 988-2172

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** (b) (6)  
(MNIT)  
**Sent:** Friday, January 8, 2021 10:11 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

And, to be redundant (in more ways than one), please include live captioning. You'd be surprised at how often it saves you when there are audio glitches. Plus it ensures equitable access for many.

(b) (6)

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Ellison, Ben A  
**Sent:** Friday, January 8, 2021 8:02 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

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In addition to the great feedback/ideas I've already seen (some of this is duplicative):

- Slide decks
  - Accessibility/Access to presentations – provide attendees the option to obtain any slide decks/materials beforehand. This is especially helpful if they utilize accessibility tools.
  - Slide decks/presentation materials – visibility of "eye chart" type slides can be spotty depending on the video streaming mechanism. Keeping things widely spaced out & with decent contrast (from a graphic design perspective) helps.
- Access
  - Depending on how your enterprise/users are set up, you may have issues if you select a streaming platform that is blocked.
- Organize
  - Absolutely have a moderator or ideally two -- an MC that's on audio/video when needed to handle the speakers & agenda transitions, and a person monitoring chat for Q&A

- Make sure everyone knows the agenda may be flexible/modular. If a speaker loses connectivity, punt to Q&A for 60 seconds and if they haven't come back online, shuffle the agenda.
- If possible, sending a "presenter in a box" kit (even if it'll be returned afterward) with a pre-configured laptop, quality camera, tripod, lighting, microphone, etc. can eliminate a lot of variables and improve the quality
- Facilitate/Format
  - A good MC is invaluable... if you have the flexibility (and especially if your presenters aren't dynamic speakers), changing the format so that there's a routine switch between voices (versus a monologue) helps keep people engaged. When you send out your call-for-questions in advance, you could structure it so that you are asking for questions specific to topics that the execs already want to address as well as open questions. This creates a more responsive and interactive feel to the agenda... it's a bit difficult to describe, but there's a difference between:

<p>MC: "And now our VP of Widgets, Jane."          Jane: "Thanks Bob. I'm going to monologue for 15 minutes about the following things.... A) budget, B) strategy, and C) mission success."          ZZZzzzzzzzzzz...zzzz...zzz.</p>	<p>MC: "And now our VP of Widgets, Jane."          Jane: "Thanks Bob. {short intro}"          MC: "Jane, folks are asking if you could address the budget situation. Specifically, ..."          Jane: "Certainly. This fiscal year we've..."</p>
--	---

- Resiliency
  - Have personnel immediately at hand that are attending the virtual event (as users will be) and able to provide real-time feedback
  - Have a person who will take over from another computer (or even location)
  - Have redundant means of connecting devices (such as WIFI and a cell hotspot). We do this when at hosting in-person events where we are broadcasting as well (event centers like hotels).
  - Be prepared to throw up a slide stating 'we are have technical difficulties so please hold' or 'the event will be rescheduled' could be very handy.

Regards,  
--Ben

Benjamin A. Ellison, CISSP  
 Chief Information Officer, Hanford (RL/ORP)  
 Department of Energy  
 Special Assignment to DOE Artificial Intelligence & Technology Office  
 t 509-376-5318  
 c (b) (6)  
 he/nim

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Larrimore, Laura  
**Sent:** Wednesday, January 6, 2021 05:54  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Best practices for virtual Townhalls/All hands meetings

I know others have been doing Townhalls during the pandemic – **what's worked well for you in this totally remote format?**

Our situation: Our outgoing executives want to do an all-employee Townhall next week – the first one since the pandemic. We normally hold these in a 300-person auditorium with multiple cameras, with a separate video stream broadcast from a control room for 1,000s of remote workers.

We have a couple things to think through and I could use your advice!

- How best to replicate the energy of a townhall in the virtual format so it doesn't drag?
- Have you done events where executives patch in from their homes/offices? How to do optimize the visuals and audio?
- Have you done an event where you put 1-4 executives in the auditorium or large boardroom with appropriate protocols?



- [No need to give \*me\* the public health reasons, please. This is a question I am likely to get from my executives, who have done some smaller online events in this format. I am a former EMT and public health school official. If there are COMMS reasons why this format doesn't work, please share.]
- If all remote, do we need a moderator/MC to help transition between speakers to smooth that awkward time when cameras are switching between speakers?
- What are the best ways for employees to ask questions, but without it being chaos? [Normally, we ask questions to be sent to a mailbox in advance, and collect question cards during the event from in person participants, screen them and pass them up to the executives]
- We have the usual bandwidth concerns, but are there other tech issues I'm not thinking of?

Thank you all in advance for your advice,  
~Laura

Laura Larrimore

Digital and Creative Services Branch Chief  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

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7/27/2021

**Subject:** [Google reCaptcha](#)  
**From:** "Robinson, Toni" <Toni.Robinson@MSPB.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Robinson, Toni  
**Date:** Wed, 13 Jan 2021 20:56:10 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (12 kB) , [text/html](#) (41 kB)

Hello, I am testing Google reCaptcha, and am wondering what process others went through to use the API. I know GSA is testing it on the Beta regulations.gov site - are others using it, and what did you need to do in for TOS agreement or notices? Thanks in advance!

**Toni L. Robinson**  
**Applications Team**  
**Information Resources Management**  
**U.S. Merit Systems Protection Board**  
**Office: 202-254-4427**  
**Cell: (b) (6)**

**Subject:** [Email services on GSA schedule](#)  
**From:** Gregory Your <[gyour@USAID.GOV](mailto:gyour@USAID.GOV)>  
**Reply To:** Content Managers List <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>, Gregory Your <[gyour@USAID.GOV](mailto:gyour@USAID.GOV)>  
**Date:** Thu, 14 Jan 2021 12:35:17 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1155 bytes) , [text/html](#) (1476 bytes)

Good afternoon,

Section 889 is bedeviling us; does anyone have an email service that is GSA schedule and 889 friendly?

Thanks in advance,

Gregg

**G. P. Your**

**Director of Web Management**

**Bureau of Legislative and Public Affairs (LPA)**

**U. S. Agency for International Development**

**(desk) 202-712-0301**

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**Subject:** [Fwd: What email marketing product or marketing automation tool is your team using?](#)  
**From:** Claire Loxsom - QQBA <claire.loxsom@GSA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Claire Loxsom - QQBA <claire.loxsom@GSA.GOV>  
**Date:** Thu, 14 Jan 2021 13:53:37 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2252 bytes) , [text/html](#) (4 kB)

Content managers, bumping this again to see if you have any thoughts! Thanks in advance for any info you can provide.

----- Forwarded message -----

From: **Claire Loxsom - QQBA** <[claire.loxsom@gsa.gov](mailto:claire.loxsom@gsa.gov)>

Date: Wed, Oct 28, 2020 at 2:18 PM

Subject: What email marketing product or marketing automation tool is your team using?

To: <[CONTENT-MANAGERS-L@listserv.gsa.gov](mailto:CONTENT-MANAGERS-L@listserv.gsa.gov)>

Good afternoon, content managers!

I'm looking for information about the tools used by other agencies and communications/outreach teams. Requesting information and experiences using:

1. Email delivery products
2. Marketing automation tools

Any and all information would be extremely helpful - feel free to directly email me or reply all if this could be helpful for others.

Thanks in advance!

Claire

--



**Claire Loxsom**

Senior Program Analyst, USAGov Outreach (She/Her)

Gen Administration, Technology Transformation Services

M: (b) (6)

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**Claire Loxsom**

Senior Program Analyst, USAGov Outreach (She/Her)

Gen Administration, Technology Transformation Services

M: (b) (6)

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**Subject:** [Emergency response research: U.S. Web Design System](#)  
**From:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Reply To:** ammie.farrajfeijoo@gsa.gov  
**Date:** Thu, 14 Jan 2021 14:09:54 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3914 bytes) , [text/html](#) (12 kB)

For millions of Americans, access to digital services isn't a luxury — it's critical. And, their experiences using federal websites to apply for housing benefits, find reliable health information, or file taxes, among other services, can dramatically affect how they feel about the government.

The [U.S. Web Design System](#) (USWDS) provides guidance and code to transform how government delivers a great digital experience to the public. It helps agencies build mobile-friendly, accessible websites and digital services.

**Subject:** Re: Fwd: What email marketing product or marketing automation tool is your team using?  
**From:** (b) (6) @IOWA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)  
**Date:** Thu, 14 Jan 2021 13:21:09 -0600  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (3752 bytes) , text/html (9 kB)

The State of Iowa uses GovDelivery Communications Cloud at an enterprise level for almost 2M subscribers and over 400 topics.

On Thu, Jan 14, 2021 at 12:57 PM Claire Loxsom - QQBA <[claire.loxsom@gsa.gov](mailto:claire.loxsom@gsa.gov)> wrote:  
 Content managers, bumping this again to see if you have any thoughts! Thanks in advance for any info you can provide.

----- Forwarded message -----

**From:** Claire Loxsom - QQBA <[claire.loxsom@gsa.gov](mailto:claire.loxsom@gsa.gov)>  
**Date:** Wed, Oct 28, 2020 at 2:18 PM  
**Subject:** What email marketing product or marketing automation tool is your team using?  
**To:** <[CONTENT-MANAGERS-L@listserv.gsa.gov](mailto:CONTENT-MANAGERS-L@listserv.gsa.gov)>

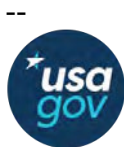
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Any and all information would be extremely helpful - feel free to directly email me or reply all if this could be helpful for others.

Thanks in advance!  
 Claire



**Claire Loxsom**  
 Senior Program Analyst, USAGov Outreach (She/Her)  
 Gen Administration, Technology Transformation Services  
 M: (b) (6)  
 Interested in more? [Subscribe to USAGov emails](#) or [partner with us!](#)



Claire Loxsom



**Claire Loxson**

Senior Program Analyst, USAGov Outreach (She/Her)  
General Administration, Technology Transformation Services  
M: (b) (6)  
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--



(b) (6)  
Pronouns: She/Her/Hers  
eGovernment Services Coordinator  
200 E. Grand Avenue | Des Moines, IA 50309  
(b) (6)  
[ocio.iowa.gov](mailto:ocio.iowa.gov)



---

To unsubscribe from the CONTENT-MANAGERS-L list, create a new email message, addressed to

**Subject:** Re: Fwd: What email marketing product or marketing automation tool is your team using?

**From:** (b) (6) (Bureau of Administration)"  
COOKCOUNTYIL.GOV>

**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) (Bureau of Administration)  
(b) (6) @COOKCOUNTYIL.GOV>

**Date:** Thu, 14 Jan 2021 20:29:41 +0000

**Content-Type:** multipart/alternative

**Parts/Attachments:** text/plain (6 kB) , text/html (16 kB)

Cook County, IL (county of Chicago and its surrounding suburbs) also uses govDelivery Communication Cloud.  
We use it for both external and internal mass emailing. Though we do not have the extended package to use with A/B testing, and automated response logic.

(and met Dawn at a govDelivery Customer Advisory Board and she is a super user to be sure!)

(b) (6)

Information Technology Communications Manager  
Cook County Bureau of Administration Communications Program  
p: (b) (6) e: (b) (6) @cookcountyil.gov

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6)  
**Sent:** Thursday, January 14, 2021 1:21 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Fwd: What email marketing product or marketing automation tool is your team using?

**External Message Disclaimer**

This message originated from an external source. Please use proper judgment and caution when opening attachments, clicking links, or responding to this email.

The State of Iowa uses GovDelivery Communications Cloud at an enterprise level for almost 2M subscribers and over 400 topics.

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- 2. Marketing automation tools

Any and all information would be extremely helpful - feel free to directly email me or reply all if this could be helpful for others.

Thanks in advance!  
Claire

--



**Claire Loxsom**

Senior Program Analyst, USAGov Outreach (She/Her)  
General Services Administration, Technology Transformation Services

M: (b) (6)

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**Claire Loxsom**

Senior Program Analyst, USAGov Outreach (She/Her)  
General Services Administration, Technology Transformation Services

M: (b) (6)

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--



(b) (6)

Pronouns: She/Her/Hers  
eGovernment Services Coordinator  
200 E. Grand Avenue | Des Moines, IA 50309

(b) (6)  
[ocio.iowa.gov](http://ocio.iowa.gov)



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**Subject:** [Let's talk about journey mapping and service blueprints](#)  
**From:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Reply To:** ammie.farrajfeijoo@gsa.gov  
**Date:** Fri, 15 Jan 2021 09:30:00 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2322 bytes) , [text/html](#) (5 kB)

Content managers,

Join the [U.S. Web Design System](#) team on Thursday, January 21, at 2:30 p.m. ET for our first monthly call of 2021. It's a new year, and as good a time as any to revisit the design principles that guide our work.

This month, we'll discuss how we can use journey maps and service blueprints to understand how people *really* use our sites and services to do what they need to do. We hope you'll leave the call with a fresh perspective on [promoting continuity](#) and [starting with real user needs](#). This month's call should be of particular interest to anyone interested in user experience, customer experience, and the design decision-making process.

**Register at <http://go.usa.gov/xAmsV> to join us next Thursday.**

And just a quick reminder to set a recurring calendar invite to join us every third Thursday of the month at 2:30 p.m. ET. There are a lot of exciting sessions to come, and you won't want to miss a thing!

Ammie

---

**Ammie Farraj Feijoo (she/her)**  
Technology Transformation Services  
U.S. General Services Administration  
202-394-3670 | [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)

Contact the U.S. Web Design System: [uswds@support.digitalgov.gov](mailto:uswds@support.digitalgov.gov)

---

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7/27/2021

**Subject:** [FW: COVID-19 Materials Available in Multiple Accessible Formats](#)  
**From:** "Urban, Mark (CDC/OCOO/OCIO)" <fka2@CDC.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Urban, Mark (CDC/OCOO/OCIO)  
**Date:** Fri, 15 Jan 2021 14:47:12 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (7 kB) , [text/html](#) (10 kB) , [image001.png](#) (7 kB)

All,

We wanted to let you know that [Easy to Read COVID-19 Safety resources](#) are now available on the CDC website.

These resources are available thanks to the COVID-19 Accessible Materials and Culturally Relevant Messages for Individuals with Disabilities Project, led by Georgia Tech's Center for Inclusive Design and Innovation ([CIDI](#)). This is a CDC Foundation-funded communications initiative to which CDC is an advisor. The project aims to deliver essential COVID-19 information in [Braille](#), American Sign Language (ASL), simplified text, and [other alternative formats](#) to people with disabilities, their families, and caregivers. [ASL \(American Sign Language\) videos](#) continue to be available on the CDC YouTube channel and more are being produced in the coming weeks, so check back periodically.

If the hyperlinks get corrupted during transmission of this message, here they are:

- Easy to Read COVID-19 Safety resources: <https://www.cdc.gov/coronavirus/2019-ncov/easy-to-read/index.html>
- COVID-19 ASL videos: <https://www.youtube.com/playlist?list=PLvrp9iOILTQatwnqm61jqFrsfUB4RKh6J>
- CIDI: <https://cidi.gatech.edu/covid>
- Braille Resources: <https://cidi.gatech.edu/covid/braille>
- Request documents embossed in Braille: <https://cidi.gatech.edu/covid/braille/request>
- Other alternative formats (e.g., for people who access the Internet with screen readers or other assistive technology): <https://cidi.gatech.edu/covid/accessible>

Special Kudos to Jennifer Meunier and Sarah Anderson here at CDC for making this happen!

Regards,

**[Mark D. Urban](#)**

**[Co-Chair, HHS Section 508 Operations Board](#)**

**[CDC/ATSDR Accessibility Program Manager](#)**

Office of the Chief Information Officer (OCIO)

Office of the Chief Operating Officer (OCOO)

**[Murban@CDC.gov](mailto:Murban@CDC.gov)** | **919-541-0562 office**



---

**Subject:** Job Position: Technical Writer/Editor  
**From:** "Finegold, Diana (NIH/NINR) [E]" <diana.finegold@NIH.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Finegold, Diana (NIH/NINR) [E]  
**Date:** Fri, 15 Jan 2021 14:55:05 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1523 bytes) , [text/html](#) (3923 bytes)

Dear Colleagues,

The National Institute of Nursing Research at the National Institutes of Health is hiring a Technical Writer/Editor in its Office of Communications and Public Liaison. The job posting is for a GS 9/11, with promotion potential to a GS 12. Two links are listed below—one for internal and one for external candidates. The postings are open through Tuesday, January 19, 2021.

- \* DE - OPEN to all US Citizens: <https://www.usajobs.gov/GetJob/ViewDetails/589208600>
- \* MP - OPEN to Status Candidates: <https://www.usajobs.gov/GetJob/ViewDetails/589208700>

Please share with your networks and anyone you think would be a good fit.

Thank you!

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**Subject:** Re: COVID-19 Materials Available in Multiple Accessible Formats  
**From:** (b) (6) @SUSSEX.NJ.US>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) @SUSSEX.NJ.US  
**Date:** Fri, 15 Jan 2021 14:57:37 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (5 kB) , text/html (13 kB) , image001.png (7 kB)

This is fantastic, thank you!

---

(b) (6)  
 Sussex County Website Management  
 One Spring Street  
 \_\_\_\_\_, NJ 07860

(b) (6)  
 (P) (b) (6)

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---

**From:** Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** Urban, Mark (CDC/OCOO/OCIO)  
**Sent:** Friday, January 15, 2021 9:47 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] FW: COVID-19 Materials Available in Multiple Accessible Formats

All,

We wanted to let you know that [Easy to Read COVID-19 Safety resources](#) are now available on the CDC website.

These resources are available thanks to the COVID-19 Accessible Materials and Culturally Relevant Messages for Individuals with Disabilities Project, led by Georgia Tech’s Center for Inclusive Design and Innovation ([CIDI](#)). This is a CDC Foundation-funded communications initiative to which CDC is an advisor. The project aims to deliver essential COVID-19 information in [Braille](#), American Sign Language (ASL), simplified text, and [other alternative formats](#) to people with disabilities, their families, and caregivers. [ASL \(American Sign Language\) videos](#) continue to be available on the CDC YouTube channel and more are being produced in the coming weeks, so check back periodically.

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- CIDI: <https://cidi.gatech.edu/covid>
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- Request documents embossed in Braille: <https://cidi.gatech.edu/covid/braille/request>

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Special Kudos to Jennifer Meunier and Sarah Anderson here at CDC for making this happen!

Regards,

**Mark D. Urban**

**Co-Chair, HHS Section 508 Operations Board**

**CDC/ATSDR Accessibility Program Manager**

Office of the Chief Information Officer (OCIO)

Office of the Chief Operating Officer (OCOO)

**Murban@CDC.gov | 919-541-0562 office**



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For help with this listserv, to manage your settings, or to view list archives, visit: <https://digital.gov/communities/manage-your-subscription/>

7/27/2021

**Subject:** [Google reCaptcha](#)  
**From:** "Robinson, Toni" <Toni.Robinson@MSPB.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Robinson, Toni  
**Date:** Fri, 15 Jan 2021 17:14:42 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1317 bytes) , [text/html](#) (3231 bytes)

Hello, I am testing Google reCaptcha, and am wondering what process others went through to use the API. I know GSA is testing it on the Beta regulations.gov site - are others using it, and what did you need to do in for TOS agreement or notices? Thanks in advance!

**Toni L. Robinson**  
**Applications Team**  
**Information Resources Management**  
**U.S. Merit Systems Protection Board**  
**Office: 202-254-4427**  
**Cell: (b) (6)**

**Subject:** Re: COVID-19 Materials Available in Multiple Accessible Formats  
**From:** (b) (6) @HAWAII.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)  
**Date:** Fri, 15 Jan 2021 18:09:30 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (5 kB) , text/html (14 kB) , image001.png (7 kB)

Thank you.

I will share this.

(b) (6)  
State of Hawaii, Dept. of Taxation, Information Technology Band A

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Urban, Mark (CDC/OCOO/OCIO)  
**Sent:** Friday, January 15, 2021 4:47 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] FW: COVID-19 Materials Available in Multiple Accessible Formats

All,

We wanted to let you know that [Easy to Read COVID-19 Safety resources](#) are now available on the CDC website.

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7/27/2021

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**Mark D. Urban**

**Co-Chair, HHS Section 508 Operations Board**

**CDC/ATSDR Accessibility Program Manager**

Office of the Chief Information Officer (OCIO)

Office of the Chief Operating Officer (OCOO)

**[Murban@CDC.gov](mailto:Murban@CDC.gov) | 919-541-0562 office**



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**From:** "Robinson, Toni" <Toni.Robinson@MSPB.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Robinson, Toni  
**Date:** Fri, 15 Jan 2021 18:50:27 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1320 bytes) , [text/html](#) (5 kB)

Hello, I am testing Google reCaptcha, and I'm wondering what process others went through to use the API. I know GSA is testing it on the Beta regulations.gov site - are others using it, and what did you need to do in for TOS agreement or notices? Thanks in advance!

**Toni L. Robinson**  
**Applications Team**  
**Information Resources Management**  
**U.S. Merit Systems Protection Board**  
**Office: 202-254-4427**  
**Cell:** (b) (6)  
[toni.robinson@mspb.gov](mailto:toni.robinson@mspb.gov)  
<http://www.mspb.gov/>

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Subject: Do CSS?  
From: (b) (6) @HAWAII.GOV>  
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)  
Date: Fri, 15 Jan 2021 19:13:28 +0000  
Content-Type: text/plain  
Parts/Attachments: text/plain (35 lines)

Greetings all,

Happy New Year because it seems like such a long time ago, I thought to look up somebody old - like Eric Meyer and CSS.

Guess he's still out there. It makes me feel better.

Here he talks about more than one page. For so many, a website seems to begin and end on the home page. But not for Eric Meyer.

<https://meyerweb.com/eric/thoughts/2020/07/01/accordion-rows-in-css-grid/>

Accordion Rows in CSS Grid

"Another aspect of the meyerweb redesign I'd like to explore is the way I'm using CSS Grid rows to give myself more layout flexibility."

I think it's more than a decade ago that Eric Meyer helped me see page layout. I guess it's time to refresh.

Happy January you all.

(b) (6)

State of Hawaii, Dept. of Taxation, Information Technology Band A

PS I still use #633399 beccapurple.

#####

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**Subject:** [Reducing PDFs](#)  
**From:** "Rush, Rachel (HRSA)" <RRush.hrsa@MAIL.NIH.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Rush, Rachel (HRSA)  
**Date:** Fri, 15 Jan 2021 20:13:25 +0000  
**Content-Type:** multipart/related  
[text/plain](#) (10 kB) , [text/html](#) (12 kB) , [image001.png](#) (10 kB) ,  
**Parts/Attachments:** [image002.png](#) (10 kB) , [image003.png](#) (10 kB) , [image004.png](#) (10 kB)  
 , [image005.png](#) (10 kB) , [image006.png](#) (10 kB) , [image007.png](#) (10 kB)

Web colleagues,

Our agency has a large grantee program with several funding opportunities throughout the year. As part of our funding application process, we have posted sample forms as PDFs that are part of the application requirements. Anecdotally, we've heard from the program staff that our grantees use these to preview what information is needed to apply and for planning purposes with their board of directors. We are currently undergoing a web redesign, and we are focused on reducing the number of PDFs. The program's practice of providing sample application documents generates a lot of PDFs several times per year. We are researching whether grantees need sample forms to successfully complete applications.



**Subject:** [Website RFPs](#)  
**From:** Nicholas Sabula <nsabula@NCD.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Nicholas Sabula <nsabula@NCD.GOV>  
**Date:** Fri, 15 Jan 2021 20:52:39 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1219 bytes) , [text/html](#) (2671 bytes)

We're in the process of upgrading our agency's Drupal 7 site that reaches end-of-life status late this year. Have any of you recently upgraded (or are currently) and are willing to share your Request for Proposals you drafted or provide any feedback on essentials to address?

Thanks,

Nick Sabula  
Public Affairs Specialist  
National Council on Disability

---

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7/27/2021

**Subject:** [Re: Website RFPs](#)  
**From:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Reply To:** ammie.farrajfeijoo@gsa.gov  
**Date:** Tue, 19 Jan 2021 10:05:08 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3090 bytes) , [text/html](#) (6 kB)

Nick,

We recently published sample contract language for 21st Century IDEA to document requirements related to website modernization in contracts: <https://designsystem.digital.gov/documentation/sample-contract-language/>

GSA's Office of Government-wide Policy has also published some resources on how to buy accessible and include Section 508 requirements in the procurement lifecycle: <https://section508.gov/buy>.

Specifically, the Accessibility Requirements Tool (ART) Resources page contains downloadable pre-determined accessibility requirements and solicitation language for over 40 categories: <https://section508.gov/buy/accessibility-requirements-tool>

Ammie

---

**Ammie Farraj Feijoo (she/her)**

Technology Transformation Services  
U.S. General Services Administration  
202-394-3670 | [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)

Contact the U.S. Web Design System: [uswds@support.digitalgov.gov](mailto:uswds@support.digitalgov.gov)

On Fri, Jan 15, 2021 at 3:55 PM Nicholas Sabula <[nsabula@ncd.gov](mailto:nsabula@ncd.gov)> wrote:

We're in the process of upgrading our agency's Drupal 7 site that reaches end-of-life status late this year. Have any of you recently upgraded (or are currently) and are willing to share your Request for Proposals you drafted or provide any feedback on essentials to address?

Thanks,

Nick Sabula  
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National Council on Disability

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**Subject:** WCAG 3.0 FPWD  
**From:** Bruce Bailey <Bailey@ACCESS-BOARD.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Bruce Bailey <Bailey@ACCESS-BOARD.GOV>  
**Date:** Fri, 22 Jan 2021 19:40:00 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3778 bytes) , [text/html](#) (10 kB)

Yesterday, the W3C published the First Public Working Draft (FPWD) of WCAG 3.0. Please see the “WCAG 3 Introduction” at: [www.w3.org/WAI/wcag3](http://www.w3.org/WAI/wcag3)

As noted in the “Status: Draft for Review”, the “W3C Accessibility Guidelines (WCAG) 3.0 Working Draft is currently an **incomplete, unpolished Draft**” (emphasis as in the original). It will be **a few years** before WCAG 3.0 is finalized! Obviously, it will take even more time before WCAG 3.0 could have a direct impact on Section 508 regulation. That said, some of us live for this sort of thing, and you are still reading, you may be interested in some of the links which follow.

Web version of email notice:  
<https://lists.w3.org/Archives/Public/public-wai-announce/2021JanMar/0002.html>

WCAG 3 FPWD Published news posting:  
<https://www.w3.org/blog/2021/01/wcag-3-fpwd/>

The official tweet:  
[https://twitter.com/w3c\\_wai/status/1352161287275499520](https://twitter.com/w3c_wai/status/1352161287275499520)

Here are some overviews by participants (shorter to longer):

- [www.deque.com/blog/first-public-working-draft-wcag-3](http://www.deque.com/blog/first-public-working-draft-wcag-3)
- <https://sheribyrnehaber.medium.com/silver-wcag-3-0-first-public-working-draft-released-15f765b9525e>
- <https://jspellman-77432.medium.com/an-insider-look-at-wcag-3-0-276e9b964a33>

My apologies to the people who have been double/triple posted on this email. I was not careful enough with the addies I used. So here is a bonus paragraph from the [Access Board blog post](#):  
Since the late 1990s, the Board and the WCAG working groups have engaged in ongoing collaboration to make web content more accessible to users with disabilities. The Board’s original Section 508 Standards (2000) cited WCAG 1.0 and included a mapping between specific WCAG 1.0 checkpoints and 508 provisions. The refreshed 508 Standards (2017) incorporate significant portions of WCAG 2.0 by reference.

--  
Bruce Bailey  
Accessibility IT Specialist  
U.S. Access Board  
1331 F Street NW, Suite 1000  
Washington, DC 20004-1111  
202-272-0024 (voice)  
202-272-0070 (TTY)  
202-272-0081 (Fax)  
[bailey@access-board.gov](mailto:bailey@access-board.gov)

Thank you for your questions concerning section 508 of the Rehabilitation Act Amendments of 1998. Section 508 authorizes the Access Board to provide technical assistance to individuals and Federal departments and agencies concerning the requirements of this section. Technical assistance provided in this email is intended solely as informal guidance; it is neither a determination of your legal rights or responsibilities, nor a statement of the official views of the U.S. Access Board or any other federal agency. Any links to non-federal websites are provided as a courtesy and do not represent an endorsement of the linked information, products, or services.

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**Subject:** [Re: WCAG 3.0 FPWD](#)  
**From:** "Wilcox, Lisa - REE-ERS, Washington, DC" <lisa.wilcox@USDA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wilcox, Lisa - REE-ERS, Washington, DC  
**Date:** Fri, 22 Jan 2021 19:44:04 +0000  
**Content-Type:** multipart/related  
[text/plain](#) (9 kB) , [text/html](#) (19 kB) , [image001.png](#) (19 kB) ,  
**Parts/Attachments:** [image002.png](#) (19 kB) , [image003.png](#) (19 kB) , [image004.png](#) (19 kB) ,  
[image005.png](#) (19 kB) , [image006.png](#) (19 kB)

This is awesome! Thanks for sharing!

Thanks,  
Lisa

**Lisa G. Wilcox / Web Design Lead / FAC-COR Level I  
Advanced Certified Scrum Master /  
Certified Scrum Master**  
[lisa.wilcox@usda.gov](mailto:lisa.wilcox@usda.gov) / 202-999-9619

**USDA ERS**

Office: 202-694-5574 / Fax: 202-245-4781  
355 E. Street S.W.  
Washington DC 20024-3221  
<https://www.usda.gov/>



---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Bruce Bailey  
**Sent:** Friday, January 22, 2021 2:40 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] WCAG 3.0 FPWD

Yesterday, the W3C published the First Public Working Draft (FPWD) of WCAG 3.0. Please see the “WCAG 3 Introduction” at: [www.w3.org/WAI/wcag3](http://www.w3.org/WAI/wcag3)

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- Here are some overviews by participants (shorter to longer):
- [www.deque.com/blog/first-public-working-draft-wcag-3](http://www.deque.com/blog/first-public-working-draft-wcag-3)
  - <https://sheribyrenehaber.medium.com/silver-wcag-3-0-first-public-working-draft-released-15f765b9525e>
  - <https://ispellman-77432.medium.com/an-insider-look-at-wcag-3-0-276e9b964a33>

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--

Bruce Bailey  
Accessibility IT Specialist  
U.S. Access Board  
1331 F Street NW, Suite 1000  
Washington, DC 20004-1111  
202-272-0024 (voice)  
202-272-0070 (TTY)  
202-272-0081 (Fax)  
[bailey@access-board.gov](mailto:bailey@access-board.gov)

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**Subject:** [Video on SEO for government](#)  
**From:** David Kaufmann - QQBB <david.kaufmann@GSA.GOV>  
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, David Kaufmann - QQBB  
**Reply To:** <david.kaufmann@GSA.GOV>  
**Date:** Mon, 25 Jan 2021 15:16:55 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2303 bytes) , [text/html](#) (3100 bytes)

Hello! Google shared the below video about search engine optimization (SEO) for governments via their COVID19 listserv. I thought I would cross-post as it has some good basics.

[https://youtu.be/jNh\\_-xPhTzM](https://youtu.be/jNh_-xPhTzM)

Apologies to CX-subscribers who received this twice.

Sincerely,

David Kaufmann  
GSA / TTS / USAGov

----- Forwarded message -----

**From:** COVID19 Google Search Group <[covid19-google-search-group-external@googlegroups.com](mailto:covid19-google-search-group-external@googlegroups.com)>  
**Date:** Fri, Jan 22, 2021 at 12:12 AM  
**Subject:** [covid19-google-search-group-external] Update from Google: YouTube Video on SEO for Governments and Authority Entities  
**To:** COVID19 Google Search Group <[covid19-google-search-group-external@googlegroups.com](mailto:covid19-google-search-group-external@googlegroups.com)>

Hi all,

We hope you're doing well and staying safe during this unprecedented time.

We're excited to share that Daniel Waisberg, Search Advocate at Google, has published a [YouTube video on SEO for Governments and Authority entities](#). The video discusses how you can optimize your site appearance on Google Search, how to make sure Google can find and index your pages, and how to analyze queries that you do and don't rank for.

Please don't hesitate to send Google Search specific questions to this forum, we're here to help. We also encourage you to continue to use this forum to share any learnings you have had with the rest of this group.

Happy New Year!

Google Search Central team

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Subject: [Question about anchor/jump links and use of NAME being depreciated in HTML5](#) -

From: "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>

Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Erville, Kathleen (CFPB)

Date: Tue, 26 Jan 2021 15:01:46 +0000

Content-Type: multipart/alternative

Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (12 kB)

Hi everyone –

I would like to call upon the wisdom of this community to validate some online research I've been doing about the future of anchor links/jump links.

It appears that although [browsers continue to support the NAME attribute](#), certain technologies are starting to toss the use of the NAME tag when used in anchor links. When we updated our Salesforce instance to the so-called "Lightning Experience" our anchor links started to fail in all of our knowledge articles for our end users. Authors with the role to publish articles can still use them successfully, but what worked in Salesforce Classic for anchors no longer works in the Lightning Experience version.

For example, here is a note from [Mozilla](#): *NAME - Obsolete since HTML5 - Was required to define a possible target location in a page. In HTML 4.01, id and name could both be used on <a>, as long as they had identical values.*

[W3.org](#) says: The id attribute assigns a unique identifier to an element (which may be verified by an SGML parser). The id attribute has several roles in HTML:

- As a style sheet selector.
- As a target anchor for hypertext links.

There are also [some rules about the id \(and NAME\) token](#) -- *ID and NAME tokens must begin with a letter ([A-Za-z]) and may be followed by any number of letters, digits ([0-9]), hyphens ("-"), underscores ("\_"), colons (":"), and periods (".").*

According to this [Stack Exchange message board](#), it appears that my terminology may be out of date – they referenced [fragment identifiers] as the term of art for what I tend to call [anchor links] or [jump links] and their examples nest things in <section></section> tags. **Is this the new way of doing things? What are folks doing about the depreciation of anchor links and should we be thinking/talking about them as fragment identifiers and nesting in section tags versus**

Whatever Salesforce did to the platform, however, they did not update their rich text editor, so it still styles anchor links like this, which still includes NAME – and these are failing to work right:

```
<a href="#comments"></a>
...
<a id="comments" name="comments"></a>
```

**Another question – is there flexibility on nesting the anchor part so it is still valid code?** For the <a href> part, is there any downside to putting the anchor in the document link this <a id="comments" name="comments"></a> instead of this <a id="comments"



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*name="comments">comments here</a>?* Is that just a personal preference or will HTML play tricks with me if I don't nest it?

Thanks in advance for any help from the community in unraveling this – Our support desk has been swamped and (surprise, surprise) content is not getting priority action. Since anchors are used across our KB, I need to get a handle on this one.

kme

//////////

Kathleen Erville  
Content Strategist | Office of Consumer Response  
Office: (202) 435-7949 | Mobile: (b) (6)

Bureau of Consumer Financial Protection  
[consumerfinance.gov](http://consumerfinance.gov)

Confidentiality Notice: If you received this email by mistake, you should notify the sender of the mistake and delete the e-mail and any attachments. An inadvertent disclosure is not intended to waive any privileges.

**Subject:** Invitation: Web Managers Community Huddle @ Fri Feb 5, 2021 2:30pm - 3:30pm (EST) (content-managers-l@listserv.gsa.gov)  
**From:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Reply To:** ammie.farrajfeijoo@gsa.gov  
**Date:** Tue, 26 Jan 2021 15:14:57 +0000  
**Content-Type:** multipart/mixed  
**Parts/Attachments:** [text/plain](#) (3771 bytes) , [text/html](#) (13 kB) , [text/calendar](#) (13 kB) , [invite.ics](#) (13 kB)

You have been invited to the following event.

### Web Managers Community Huddle

**When** Fri Feb 5, 2021 2:30pm – 3:30pm Eastern Time - New York  
**Where** (b) (6) [\(map\)](#)  
**Calendar** content-managers-l@listserv.gsa.gov  
**Who** (Guest list has been hidden at organizer's request)

[more details »](#)

Join us for the latest Web Managers Community Huddle, an informational meeting for open and organic information exchange.

(b) (6)

**Norah Maki**, a design strategist with 18F and the U.S. Web Design System, will help us kick off 2021. The topic for this huddle will be **journey mapping and service blueprints** — two methods you can use to [start with real user needs](#), the design system's first design principle.

You will need to accept this invitation to join the huddle. Please also let me know if you need any accommodations to participate in this meeting fully.

Ammie

#### More details on how to join:

Live captioning  
(b) (6)

Join ZoomGov Meeting  
(b) (6)

Meeting ID: (b) (6)  
Passcode: (b) (6)  
One tap mobile

(b) (6)

Dial by your location

(b) (6)

Meeting ID: (b) (6)  
Passcode: (b) (6)  
Find your local number: (b) (6)

Going (content-managers-l@listserv.gsa.gov)? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

7/27/2021

invitation from [Google Calendar](#)

You are receiving this courtesy email at the account content-managers-l@listserv.gsa.gov because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at <https://calendar.google.com/calendar/> and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. [Learn More](#).

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**Subject:** Spanish translation of websites?  
**From:** "Abercrombie, Ann (HHS/OASH)" <Ann.Abercrombie@HHS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Abercrombie, Ann (HHS/OASH)  
**Date:** Tue, 26 Jan 2021 18:55:40 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (1385 bytes) , [text/html](#) (3097 bytes) , [Picture \(Device Independent Bitmap\) 1.jpg](#) (3499 bytes)

Hey everyone,

What are some companies that offer real time Spanish translation services that work well?

Ideally they would work well with consumer-focused health information including pdf translation, and video captioning.

We have been using Motion Point for a few years, but it's contract time, so I'm interested in hearing about other options, if you know of any.

Thanks,

Ann

**R. Ann Abercrombie**

Program Analyst  
Office on Women's Health

**Email:** [ann.abercrombie@hhs.gov](mailto:ann.abercrombie@hhs.gov)  
**Desk:** 202-401-9588



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**Subject:** [February 9, 2021 Accessibility Community Meeting](#)  
**From:** Section 508 <Section.508@GSA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Section 508 <Section.508@GSA.GOV>  
**Date:** Tue, 26 Jan 2021 16:19:30 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2404 bytes) , [text/html](#) (10 kB)

Greetings,

The next IT Accessibility Community Meeting will be held virtually on Tuesday, February 9th, 2021. Our theme, ***“Moving Forward: Leaving No One Behind,”*** continues to focus on reconnecting our broader accessibility community and looking at the path ahead. Topics that we’ll discuss during the meeting include:

7/27/2021

**Subject:** [The Top 20 for 2020 - USAGov Blog](#)  
**From:** Nancy Tyler <nancy.tyler@GSA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-  
L@LISTSERV.GSA.GOV>, Nancy Tyler <nancy.tyler@GSA.GOV>  
**Date:** Wed, 27 Jan 2021 11:23:05 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1748 bytes) , [text/html](#) (6 kB)

Hi Content Managers!

The coronavirus and election season dominated not just news headlines but USA.gov's top 20 pages for 2020 as well. In our most recent pair of USAGov Blog posts, find out which [top pages users visited in English](#), and compare the differences with our [Spanish top 20 list from USAGov en Español](#).

We're always discovering new ways to use data and technology to connect people with their government. We'd love for you to learn along with us, and [subscribe to the blog](#).

Thanks,

Nancy

--

Nancy Tyler  
Senior Editor  
USAGov--*Your Guide to Government Information and Services*



FAS Technology Transformation Services - TTS Solutions  
U.S. General Services Administration

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**Subject:** Presidential Photo - Who to Contact  
**From:** "Burke, Jennifer" <Jennifer.Burke@SSS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Burke, Jennifer  
**Date:** Thu, 28 Jan 2021 22:26:46 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (2056 bytes) , text/html (6 kB) , image001.png (6 kB) , image002.png (6 kB) , image003.png (6 kB) , image004.png (6 kB) , image005.png (6 kB) , image006.jpg (6 kB) , image007.png (6 kB) , image008.png (6 kB)

Hello, Web Content Managers,

Does anyone know how to get the official photo for President Joe Biden?

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Thank you!

**Jennifer Burke**

*Public Affairs Specialist \* Reasonable Accommodations Officer*

Public and Intergovernmental Affairs

Selective Service System | National Headquarters



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**Subject:** [508 Remediation Issues with Redacted PDFs](#)  
**From:** "Pitt, Ruth" <pittr@SEC.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Pitt, Ruth  
**Date:** Thu, 28 Jan 2021 22:44:26 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1496 bytes) , [text/html](#) (6 kB)

Good evening, everyone.

We're facing a challenge with trying to do effective, functional accessibility remediation on PDFs of public-distribution Inspector General reports that have been redacted for privacy etc.

The end result is a PDF with weird issues on pages that have been redacted, like bad font substitutions and random font size changes.

Has anyone else run into this?

How did you handle it?

Did a product like Common Look help?

Thank you!

- Ruth

---

- **Ruth Pitt @ telework**

Web Technology Specialist

Digital Innovation and Design / Office of Public Affairs / U.S. Securities and Exchange Commission

Tel.: (202) 705-9269

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**Subject:** Re: Presidential Photo - Who to Contact  
**From:** "Somerset, Gary G." <gsomerset@GPO.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Somerset, Gary G.  
**Date:** Thu, 28 Jan 2021 22:51:25 +0000  
**Content-Type:** multipart/related  
text/plain (6 kB) , text/html (13 kB) , image001.png (13 kB) ,  
**Parts/Attachments:** image002.png (13 kB) , image003.png (13 kB) , image004.png (13 kB) ,  
image005.png (13 kB) , image006.jpg (13 kB) , image007.png (13 kB) ,  
image008.png (13 kB)

Hello Jennifer and colleagues:

The Government Publishing Office (GPO) will print and distribute the photos when ready.

For now, this is the information I am sharing and you can pass on to those at your agencies :

GPO is standing by to reproduce copies of the President and the Vice President's photos for official use in Federal facilities, and will do so as soon as the official photo files are provided to us. I do not have a timeline on when GPO will receive those files from The White House.

Feel free to email me individually with any other questions. I will let the group know more information, as I receive it.

Hope this helps!

Gary

Gary Somerset  
Chief Public Relations Officer  
U.S Government Pub  
ph [202.512.1957](tel:202.512.1957) mb (b) (6)

On Jan 28, 2021, at 5:32 PM, Burke, Jennifer <00000bd22457c363-dmarc-request@listserv.gsa.gov> wrote:

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*Public Affairs Specialist \* Reasonable Accommodations Officer*  
Public and Intergovernmental Affairs  
Selective Service System I National Headquarters  
[<image001.png>](#)

[<image002.png>](#)

[<image003.png>](#)

[<image004.png>](#)

[<image005.png>](#)

[<image006.jpg>](#)

[<image007.png>](#)

[<image008.png>](#)

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**Subject:** [Re: Presidential Photo - Who to Contact](#)  
**From:** Pekarik John M <John.M.Pekarik@IRS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Pekarik John M <John.M.Pekarik@IRS.GOV>  
**Date:** Thu, 28 Jan 2021 22:55:40 +0000  
**Content-Type:** multipart/related  
[text/plain](#) (9 kB) , [text/html](#) (12 kB) , [image009.jpg](#) (9 kB) ,  
**Parts/Attachments:** [image011.png](#) (9 kB) , [image012.png](#) (9 kB) , [image013.png](#) (9 kB) ,  
[image014.png](#) (9 kB) , [image015.png](#) (9 kB) , [image016.jpg](#) (9 kB) ,  
[image017.png](#) (9 kB) , [image018.png](#) (9 kB) , [image001.jpg](#) (9 kB)

Isn't it usually GSA that distributes those?



**John Pekarik**  
Director, IRS.gov

Office Address  
5000 Ellin Road  
Room C4-401  
Lanham, MD 20706

Mailing Address  
1111 Constitution Ave. NW  
Room 3331  
Washington, DC 20224

Contact Telephone  
O: (240) 613-6247  
C: (b) (6)

7/27/2021

**Subject:** [Re: Presidential Photo - Who to Contact](#)  
**From:** "Burke, Jennifer" <Jennifer.Burke@SSS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Burke, Jennifer  
**Date:** Fri, 29 Jan 2021 17:24:47 +0000  
**Content-Type:** multipart/related  
[text/plain](#) (4 kB) , [text/html](#) (17 kB) , [image001.png](#) (17 kB) ,  
**Parts/Attachments:** [image002.png](#) (17 kB) , [image003.png](#) (17 kB) , [image004.png](#) (17 kB) ,  
[image005.png](#) (17 kB) , [image006.jpg](#) (17 kB) , [image007.png](#) (17 kB) ,  
[image008.png](#) (17 kB)

Thank you, everyone! It is good to know others have the answers to share. 😊

Have a wonderful weekend,

**Jennifer Burke**

*Public Affairs Specialist \* Reasonable Accommodations Officer*  
Public and Intergovernmental Affairs  
Selective Service System I National Headquarters

**Subject:** [January 2021 highlights from the Federal Web Council](#)  
**From:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Reply To:** ammie.farrajfeijoo@gsa.gov  
**Date:** Wed, 3 Feb 2021 08:20:32 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3097 bytes) , [text/html](#) (9 kB)

Web managers community,

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I sent an invitation for the huddle to the listserv last week. Please accept the calendar invite from me to attend.

Ammie

---

### **Ammie Farraj Feijoo (she/her)**

Technology Transformation Services  
U.S. General Services Administration  
202-394-3670 | [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)

---

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**Subject:** [Re: January 2021 highlights from the Federal Web Council](#)  
**From:** "Gillick, Lawrence - FPAC-FBC, Washington, DC"  
 <Larry.Gillick@USDA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Date:** Wed, 3 Feb 2021 16:47:43 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (9 kB) , [text/html](#) (17 kB)

Ammie's note – and especially her, “Rebuilding trust the American people have in our government will require transforming public service delivery. This must include building a deep understanding of how individuals experience service journeys from their perspective, rather than our bureaucratic one” reminded me of a recent government experience that I was already writing-up for another purpose. So, story time!

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I was applying for my daughter's passport the other day, when I was reminded of a long-baking thought that we all know, but don't always see examples of -- that digital transformation goes a bit deeper than a re-skin.

A few years back, I went through the same passport-seeking mission for my son. The passport office's site was pretty enough (It used the government's then-newish common design system); but we could barely figure out what sort of passport to apply for, much less actually apply for it. The site's text was something other than crystal clear. Soon after, the site went through a redesign and rewrite (fortunately for me, as we came to realize that I would have applied for the wrong passport, if I hadn't put plans on hold until the redesign was complete). Excellent accidental timing!

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Larry

---

Larry Gillick  
 Chief, Web & Digital Strategy  
 Farm Production and Conservation Business Center

U.S. Department of Agriculture

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Ammie Farraj Feijoo  
**Sent:** Wednesday, February 3, 2021 8:21 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] January 2021 highlights from the Federal Web Council

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U.S. General Services Administration  
202-394-3670 | [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)

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**Subject:** Re: January 2021 highlights from the Federal Web Council  
**From:** (b) (6) @STATE.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Date:** Wed, 3 Feb 2021 16:54:46 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (13 kB) , text/html (29 kB)

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This is a great example of how "user experience" goes WAY deeper and broader than "website usability."

Also, I'll pass this along to the folks who run the passport site at State, although I think several are on this list. :)

---

(b) (6)  
 Director's Office of Global Web Platforms  
 DAS Digital Strategy  
 Bureau of Global Public Affairs  
 U.S. Department of State  
 (b) (6)@state.gov  
 (b) (6)

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Gillick, Lawrence - FPAC-FBC, Washington, DC <000009602db4ed6e-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Wednesday, February 3, 2021 11:47 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Subject:** Re: [CONTENT-MANAGERS-L] January 2021 highlights from the Federal Web Council

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U.S. Department of Agriculture

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**Sent:** Wednesday, February 3, 2021 8:21 AM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** [CONTENT-MANAGERS-L] January 2021 highlights from the Federal Web Council

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Technology Transformation Services  
U.S. General Services Administration  
202-394-3670 | [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)

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**Subject:** Re: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] January 2021 highlights from the Federal Web Council

**From:** "(b) (6)" USARMY HQDA ASA MRA (USA)"  
 "(b) (6)"@MAIL.MIL>

**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

**Date:** Wed, 3 Feb 2021 17:19:40 +0000

**Content-Type:** multipart/signed

**Parts/Attachments:** [text/plain](#) (16 kB) , [text/html](#) (31 kB) , [smime.p7s](#) (6 kB)

Seeing that we aren't getting the moving sidewalks and flying cars they promised us in grade school, ill take digitally advanced government processes for our future technology!  
 Sounds like Passport process can act as a great model for others to follow. Still drives me nuts when you go to a site and they present you with a PDF you have to print and fill out by hand.....

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6)

**Sent:** Wednesday, February 3, 2021 11:55 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [Non-DoD Source] Re: [CONTENT-MANAGERS-L] January 2021 highlights from the Federal Web Council

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

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(b) (6)  
 Director | Office of Global Web Platforms  
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 U.S. Department of State  
 (b) (6)@state.gov  
 (b) (6)

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> on behalf of Gillick, Lawrence - FPAC-FBC, Washington, DC <[000009602db4ed6e-dmarc-request@LISTSERV.GSA.GOV](mailto:000009602db4ed6e-dmarc-request@LISTSERV.GSA.GOV)>  
**Sent:** Wednesday, February 3, 2021 11:47 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV) <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>  
**Subject:** Re: [CONTENT-MANAGERS-L] January 2021 highlights from the Federal Web Council

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## Sighted in the real world: Digital Transformation

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Still, there were tasks: pay the fee, gather documentation & references (to affirm that my son's photo was actually of him), complete a not-quite-PDF-friendly form. It wasn't fun, but the application got in the mail. Eventually, we wound up with a fresh passport for my son and all of our materials returned.

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This is digital transformation. The process hasn't just become prettier. It works better. And not just the site, but the underlying process. In just a few years, it has been redesigned twice, each time with the sort of improvements that digital designers outside of government would prescribe.

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Larry

---

Larry Gillick  
Chief, Web & Digital Strategy  
Farm Production and Conservation Business Center  
U.S. Department of Agriculture

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Ammie Farraj Feijoo  
**Sent:** Wednesday, February 3, 2021 8:21 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] January 2021 highlights from the Federal Web Council

Web managers community,

The [Federal Web Council](#) < Caution-<https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdigital.gov%2Fresources%2Ffederal-web-council%2F&data=04%7C01%7CLevyJM2%40state.gov%7Ce4069dff32ca47e1a43b08d8c863b270%7C66cf50745a1> > is an interagency group of digital and web directors, collaborates across agencies to improve federal digital services. We've heard from several of you that you'd like to hear more about what the Federal Web Council is working on, so we're sending out occasional Council updates.

The Council last met on Thursday, January 28, 2020. Below are highlights from the meeting.

### **Cross-agency customer journeys**

Rebuilding trust the American people have in our government will require transforming public service delivery. This must include building a deep understanding of how individuals experience service journeys from their perspective, rather than our bureaucratic one.

To begin to build further understanding of the individuals we serve, OMB's federal customer experience (CX) team collaborated with civil servants representing more than a dozen agencies to [develop three customer journey maps](#) < Caution-<https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fcaution-www.performance.gov%2Fcx%2Fblog%2Fjourney-mapping%2F&data=04%7C01%7CLevyJM2%40state.gov%7Ce4069dff32ca47e1a43b08d8c863b270%7C66cf50745a1> >

Read the federal CX blog and view CX projects on [performance.gov/cx](#) < Caution-<https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fcaution-www.performance.gov%2Fcx%2F&data=04%7C01%7CLevyJM2%40state.gov%7Ce4069dff32ca47e1a43b08d8c863b270%7C66cf50745a1> > learn more about this work.

### **U.S. Web Design System updates**

The U.S. Web Design System's January monthly call was on journey maps and service blueprints. [Watch the video](#) < Caution-<https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdigital.gov%2Fevent%2F2021%2F01%2F21%2Fuswds-monthly-call-journey-mapping-service-blueprints-jan-2021%2F&data=04%7C01%7CLevyJM2%40state.gov%7Ce4069dff32ca47e1a43b08d8c863b270%7C66cf50745a1> > learn more about the federal cross-agency customer journeys and case studies from other teams.

### **Web managers huddle**

The next Web Managers Community Huddle will be held on Friday, February 5, at 2:30 p.m. ET. The topic for this huddle will be journey mapping and service blueprints — two methods you can use to [start with real user needs](#) < Caution-<https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdesignsystem.digital.gov%2Fdesign-principles%2F%23start-with-real-user-needs&data=04%7C01%7CLevyJM2%40state.gov%7Ce4069dff32ca47e1a43b08d8c863b270%7C66cf50745a1> > at the U.S. Web Design's first design principle.

I sent an invitation for the huddle to the listserv last week. Please accept the calendar invite from me to attend.

Ammie

**Ammie Farraj Feijoo (she/her)**



Technology Transformation Services  
U.S. General Services Administration  
202-394-3670 | [ammie.farrajfejoo@gsa.gov](mailto:ammie.farrajfejoo@gsa.gov)  
< Caution-mailto:ammie.farrajfejoo@gsa.gov >

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[url=https%3A%2F%2Fdigital.gov%2F&data=04%7C01%7CLevyJM2%40state.gov%7Ce4069dff32ca47e1a43](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdigital.gov%2F&data=04%7C01%7CLevyJM2%40state.gov%7Ce4069dff32ca47e1a43)  
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[https://gcc02.safelinks.protection.outlook.com/?](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdigital.gov%2Fcommunities%2Fmanage-your-subscription%2F&data=04%7C01%7CLevyJM2%40state.gov%7Ce4069dff32ca47e1a43b08d8c863b270%7C6)

[url=https%3A%2F%2Fdigital.gov%2Fcommunities%2Fmanage-your-subscription%2F&data=04%7C01%7CLevyJM2%40state.gov%7Ce4069dff32ca47e1a43b08d8c863b270%7C6](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdigital.gov%2Fcommunities%2Fmanage-your-subscription%2F&data=04%7C01%7CLevyJM2%40state.gov%7Ce4069dff32ca47e1a43b08d8c863b270%7C6)



**Subject:** Re: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] January 2021 highlights from the Federal Web Council  
**From:** Amanda Dean - QTIF <amanda.dean@GSA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Date:** Wed, 3 Feb 2021 12:56:47 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (17 kB) , [text/html](#) (38 kB)

Every file inventory, user-centered content edit, and plain language rewrite project is a step in the right direction! People have to access and understand information before they can use it, and the only way that can happen is if we're delivering digital services simply and clearly in the places and languages our audiences use.

What works best for your teams when breaking off "pieces of the elephant" and improving usability one chunk at a time? Is it better to focus on smaller projects first or larger cross-cutting ones? What content work offers the fastest or most rewarding ROI? How did you pull the right people together to focus your efforts?

On Wed, Feb 3, 2021 at 12:23 PM Welther, Michael S CIV USARMY HQDA ASA MRA (USA) <[000030841a0f145-dmarc-request@listserv.gsa.gov](mailto:000030841a0f145-dmarc-request@listserv.gsa.gov)> wrote:

Seeing that we aren't getting the moving sidewalks and flying cars they promised us in grade school, ill take digitally advanced government processes for our future technology!

Sounds like Passport process can act as a great model for others to follow. Still drives me nuts when you go to a site and they present you with a PDF you have to print and fill out by hand.....

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> On Behalf Of (b) (6)

**Sent:** Wednesday, February 3, 2021 11:55 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [Non-DoD Source] Re: [CONTENT-MANAGERS-L] January 2021 highlights from the Federal Web Council

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

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Thanks, Larry!

This is a great example of how "user experience" goes WAY deeper and broader than "website usability."

Also, I'll pass this along to the folks who run the passport site at State, although I think several are on this list. :)

---

(b) (6)

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6)@state.gov

(b) (6)

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**Sent:** Wednesday, February 3, 2021 11:47 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV) <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>  
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A few years back, I went through the same passport-seeking mission for my son. The passport office's site was pretty enough (It used the government's then-newish common design system); but we could barely figure out what sort of passport to apply for, much less actually apply for it. The site's text was something other than crystal clear. Soon after, the site went through a redesign and rewrite (fortunately for me, as we came to realize that I would have applied for the wrong passport, if I hadn't put plans on hold until the redesign was complete). Excellent accidental timing!

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Larry

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Larry Gillick

Chief, Web & Digital Strategy

Farm Production and Conservation Business Center

U.S. Department of Agriculture

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**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Ammie Farraj Feijoo  
**Sent:** Wednesday, February 3, 2021 8:21 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] January 2021 highlights from the Federal Web Council

Web managers community,

The Federal Web Council < Caution-<https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdigital.gov%2Fresources%2Ffederal-web-council%2F&data=04%7C01%7CLevyJM2%40state.gov%7Ce4069dff32ca47e1a43b08d8c863b270%7C66c> > an interagency group of digital and web directors, collaborates across agencies to improve federal digital services. We've heard from several of you that you'd like to hear more about what the Federal Web Council is working on, so we're sending out occasional Council updates.

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Read the federal CX blog and view CX projects on [performance.gov/cx](#) < Caution-<https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-www.performance.gov%2Fcx%2F&data=04%7C01%7CLevyJM2%40state.gov%7Ce4069dff32ca47e1a43b08d8c863b270%7C66c> > learn more about this work.



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7/27/2021

**Subject:** [Calling all Knowledge Managers](#)  
**From:** "(b) (6) [REDACTED] USN COMNAVWARSSYSCOM (USA)"  
<(b) (6) [REDACTED]@NAVY.MIL>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-  
L@LISTSERV.GSA.GOV>  
**Date:** Wed, 3 Feb 2021 22:45:03 +0000  
**Content-Type:** multipart/signed  
**Parts/Attachments:** [text/plain](#) (2249 bytes) , [text/html](#) (17 kB) , [smime.p7s](#) (6 kB)

Hello Colleagues,

The DoD KM community has been working with OPM for a while on a new job series for Knowledge Management. At this point, OPM needs to get input from other agencies. They are particularly interested in hearing from:

- Commerce
- HUD
- Treasury
- EPA
- GSA
- Energy
- Interior
- VA
- FCC
- National Archives
- Smithsonian
- SBA
- SEC
- NSF
- OPM (yes – I find this a little funny ;-)

If any of you can provide input, or know someone(s) in your organization who could, please reach out to (b) (6) @mail.mil (Army). She's been the "hard charger" on this effort and needs your support!

Thanks.

(b) (6)

Digital Workforce Development & Communications

Office of the CIO  
Naval Information Warfare Systems Command

(b) (6) @navy.mil

(b) (6) @cvr.mil

619.200.1923

## Agility II Customer Focus II Teamwork

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7/27/2021

**Subject:** [Re: Calling all Knowledge Managers](#)  
**From:** (b) (6) @NGA.MIL>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Date:** Thu, 4 Feb 2021 00:46:00 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3904 bytes) , [text/html](#) (12 kB)

That is pretty funny. I hope she finds the contacts she needs. Great idea sending the RFI through this channel. If al else fails, maybe LinkedIn profiles?

Stay well all.

(b) (6) Strategic Communications Officer/HR Analyst

**Subject:** [WebEx specific questions\\_ Re: Best practices for virtual Townhalls/All hands meetings](#)  
**From:** (b) (6) @NGA.MIL>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Date:** Thu, 4 Feb 2021 02:06:17 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (37 kB) , [text/html](#) (59 kB)

Good evening team of teams, I hope this email finds everyone well.

I have looked through the thread and didn't find the answers. Forgive me in advance if I over looked them.

My team is holding a pretty large WebEx meeting at the end of Feb. May you provide your suggestions on the following:

**Subject:** Re: Calling all Knowledge Managers  
**From:** "Dexter, Turo (FTA)" <Arthur.Dexter@DOT.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Date:** Thu, 4 Feb 2021 13:02:50 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (6 kB) , [text/html](#) (23 kB)

I am involved with this initiative also. OPM specifically is looking for Federal employees performing significant knowledge management work, or supervisors/HR professionals who have hired for such work, to provide input on required competencies, share position descriptions and performance elements, etc. There is good representation already from DOD, so OPM is especially interested in hearing from civilian Federal agencies. As stated in the original post, Cynthia Hilsinger [cynthia.j.hilsinger.civ@mail.mil](mailto:cynthia.j.hilsinger.civ@mail.mil) is the POC.

Turo Dexter  
Convener, Federal KM Community

---

**Turo Dexter**  
Knowledge Management Officer / Intranet Manager  
Office of Administration – Talent and Organizational Development  
US DOT / Federal Transit Administration  
Personal email: [arthur.dexter@dot.gov](mailto:arthur.dexter@dot.gov)

Knowledge management is the deliberate development, management, sharing, and application of intellectual assets and expertise, in conjunction with related information, to advance organizational goals.

---

**From:** Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] On Behalf Of (b) (6)  
NGA-DCO USA CIV  
Wednesday, February 3, 2021 7:46 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Calling all Knowledge Managers

**CAUTION:** This email originated from outside of the Department of Transportation (DOT). Do not click on links or open attachments unless you recognize the sender and know the content is safe.

That is pretty funny. I hope she finds the contacts she needs. Great idea sending the RFI through this channel. If al else fails, maybe LinkedIn profiles?

Stay well all.

(b) (6), Strategic Communications Officer/HR Analyst  
National Geospatial-Intelligence Agency (NGA)  
Office of Strategic Operations (OSO)  
Telework: (b) (6)  
OSO Email: [OSOFrontOffice@nga.mil](mailto:OSOFrontOffice@nga.mil)  
Combat Workplace Bullying: <https://workplacebullying.org/>

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> on behalf of (b) (6)

USN COMNAVWARSSYSCOM (USA) (b) (6) [@NAVY.MIL](mailto: @NAVY.MIL)

Wednesday, February 3, 2021 5:45 PM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [Non-DoD Source] [CONTENT-MANAGERS-L] Calling all Knowledge Managers

Hello Colleagues,

The DoD KM community has been working with OPM for a while on a new job series for Knowledge Management. At this point, OPM needs to get input from other agencies. They are particularly interested in hearing from:

- Commerce
- HUD
- Treasury
- EPA
- GSA
- Energy
- Interior
- VA
- FCC
- National Archives
- Smithsonian
- SBA
- SEC
- NSF
- OPM (yes – I find this a little funny ;-)

If any of you can provide input, or know someone(s) in your organization who could, please reach out to (b) (6) [@mail.mil](mailto: @mail.mil) (Army). She’s been the “hard charger” on this effort and needs your support!

Thanks.

(b) (6)

(b) (6)

Digital Workforce Development & Communications

Office of the CIO  
Naval Information Warfare Systems Command

(b) (6) [@navy.mil](mailto: @navy.mil)

(b) (6) [@cvr.mil](mailto: @cvr.mil)

619.200.1923

### Agility II Customer Focus II Teamwork

NOTE: This signature line and my digital signature is the equivalent of a hard copy signature, serving to authenticate that I have the authority to send this e-mail and to indicate I have consciously decided that it should have the same legal authority normally accorded to an actual hard copy signature.

---

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**Subject:** [Code/Performance Audit](#)  
**From:** "Sert, Yalcin" <Yalcin.Sert@ED.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Date:** Thu, 4 Feb 2021 14:58:32 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (7 kB) , [text/html](#) (7 kB) , [image001.png](#) (7 kB)

Hi Everyone,

We have some issues with webpage performance and I am looking for Statement of Work (SOW) primarily for code and performance audit, then possibly SEO for options in the project. Does anyone have any SOW's, sample code/performance audit reports or related resources that they could share for website audit work for their websites (Drupal 8)?

Many thanks in advance!

Yalcin

**M. Yalçın SERT**, COR, ITIL v3, PMP, CSM, CDSP, MS<sup>3</sup>  
Sr Web Solutions Architect | SEAD DCC Digital Platform  
Federal Student Aid | [StudentAid.gov](https://studentaid.gov)  
830 First Street NE, Washington, DC 20202  
Office: (202) 377-4849 | UCP-111B4



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**Subject:** Re: Code/Performance Audit  
**From:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Reply To:** ammie.farrajfeijoo@gsa.gov  
**Date:** Thu, 4 Feb 2021 10:13:23 -0500  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (7 kB) , [text/html](#) (5 kB) , [image001.png](#) (7 kB)

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Ammie

---

**Ammie Farraj Feijoo (she/her)**  
Technology Transformation Services  
U.S. General Services Administration  
202-394-3670 | [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)

Contact the U.S. Web Design System: [uswds@support.digitalgov.gov](mailto:uswds@support.digitalgov.gov)

On Thu, Feb 4, 2021 at 10:01 AM Sert, Yalcin <[000004c3c67f2875-dmarc-request@listserv.gsa.gov](mailto:000004c3c67f2875-dmarc-request@listserv.gsa.gov)> wrote:

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**Subject:** Re: [Non-DoD Source] [CONTENT-MANAGERS-L] Code/Performance Audit  
**From:** "(b) (6)" USARMY HQDA ASA MRA (USA)" <(b) (6)@MAIL.MIL>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Date:** Thu, 4 Feb 2021 15:22:38 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (7 kB) , text/html (5 kB) , image001.png (7 kB)

I don't have an SOW for that but I have a suggestion: You can go to GSA's 18F and see if can give you an estimate to do this work or if they can provide you with a SOW for this type of work. I used them to help me out with a complete website redesign estimate -- they know their stuff when it comes to Digital solutions. Just an idea...

<https://18f.gsa.gov/>

V/R,  
(b) (6)  
People Analytics  
ASA M&RA

---

**From:** Content Managers [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] on behalf of Sert, Yalcin [000004c3c67f2875-dmarc-request@LISTSERV.GSA.GOV]  
**Sent:** Thursday, February 04, 2021 9:58 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [Non-DoD Source] [CONTENT-MANAGERS-L] Code/Performance Audit

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

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Many thanks in advance!

Yalcin

**M. Yalçın SERT**, COR,ITIL v3, PMP, CSM, CDSP, MS<sup>3</sup>  
Sr Web Solutions Architect | SEAD DCC Digital Platform  
Federal Student Aid | [StudentAid.gov](http://StudentAid.gov) < Caution-http://studentaid.gov/ >  
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---

**Subject:** [Re: Code/Performance Audit](#)  
**From:** "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Date:** Thu, 4 Feb 2021 15:26:54 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (6 kB) , [text/html](#) (12 kB) , [image001.png](#) (7 kB)

I love the [pic-list for tech system performance metrics](#) on Performance dot gov that you point to

Is there a similar list of content performance metrics you can recommend?

kme

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Ammie Farraj Feijoo

**Sent:** Thursday, February 04, 2021 10:13 AM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** Re: [CONTENT-MANAGERS-L] Code/Performance Audit

Yalcin, Check out the U.S. Web Design System's performance guidelines at <https://designsystem.digital.gov/performance/>. These guidelines include information on how and why to track performance.

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Ammie

---

**Ammie Farraj Feijoo (she/her)**

Technology Transformation Services  
U.S. General Services Administration  
202-394-3670 | [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)

Contact the U.S. Web Design System: [uswds@support.digitalgov.gov](mailto:uswds@support.digitalgov.gov)

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7/27/2021

**Subject:** [Have You Registered?! The February 9th, 2021 IT Accessibility Community Meeting Is Just Around The Corner](#)  
**From:** Section 508 <[Section.508@GSA.GOV](mailto:Section.508@GSA.GOV)>  
**Reply To:** Content Managers List <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>  
**Date:** Thu, 4 Feb 2021 12:09:11 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2404 bytes) , [text/html](#) (10 kB)

Greetings,

The next IT Accessibility Community Meeting will be held virtually on Tuesday, February 9th, 2021. Our theme, **“Moving Forward: Leaving No One Behind,”** continues to focus on reconnecting our broader accessibility community and looking at the path ahead. Topics that we’ll discuss during the meeting include:

- **Evaluating ACR’s and VPATS** - *Accessibility Conformance Report (ACR) creation, evaluation and validation processes can be challenging. Hear about solutions on how to evaluate ACRs developed from Voluntary Product Accessibility Templates (VPATS)*
- **Get Certified** - *Improving the accessibility profession through education and certification. Come hear from the International Association of Accessibility Professionals (IAAP) about certification programs that can bolster your credentials as an accessibility professional.*

### Event Details

**WHEN:** February 9, 2021; 9:30 am - 12:00 pm EST

**WHERE:** Virtual [See the link below]

**WHO:** Anyone involved in Section 508

### REGISTRATION

To participate, please click on this [registration link](#). **Registration is now open and will close on Friday, February 5th!**

**\*This meeting will be supported by Zoom for Government (Fedramp certified). Please feel free to attend via your personal device.**

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Government-wide IT Accessibility Program  
General Services Administration  
Office of Government-wide Policy  
Section508.gov

\*Please allow 3 business days to receive a response from the Accessibility Team.

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**Subject:** [All of Us is Hiring](#)  
**From:** "Kloth, Yasmin (NIH/OD) [E]" <yasmin.kloth@NIH.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Date:** Thu, 4 Feb 2021 18:27:12 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (40 kB) , [text/html](#) (9 kB) , [image002.png](#) (38 kB) , [image003.png](#) (40 kB)

Hello Content Managers! Cross-posting some openings in the *All of Us* Division of Communications and Marketing. Please see below!

Thanks in advance,

Yasmin

Yasmin Kloth, MS  
Communications Team Lead  
*All of Us* Research Program  
National Institutes of Health  
work: (240) 479-1675  
[yasmin.kloth@nih.gov](mailto:yasmin.kloth@nih.gov)



---

**From:** Kloth, Yasmin (NIH/OD) [E]  
**Sent:** Thursday, February 4, 2021 1:21 PM  
**To:** List WAG-NUTS-AND-BOLTS <WAG-NUTS-AND-BOLTS@LIST.NIH.GOV>  
**Subject:** All of Us is Hiring

Dear Web Colleagues,

I hope this message finds you all well.

I wanted to share that the *All of Us* Research Program is continuing to look for smart and talented individuals to round out our Division of Communications and Marketing—this time in web. These are Web Content Specialist (GS-1035-12/13) positions. In particular, we are seeking to hire a web manager and a web strategist. We're looking for individuals with experience managing content in Drupal (CMS), overseeing web development and project planning, maintaining web standards, understanding and reviewing for 508 compliance, administering governance, and directing day-to-day operations of major public websites. Strong project management skills are a must for all positions. Come and join our amazing team!

Please share these links with your networks and anyone you think would be a good fit.

MP: <https://www.usajobs.gov/GetJob/ViewDetails/591164900>  
Public: <https://www.usajobs.gov/GetJob/ViewDetails/591164700>

Thank you!  
Yasmin

Yasmin Kloth, MS  
Communications Team Lead  
*All of Us* Research Program  
National Institutes of Health  
work: (240) 479-1675  
[yasmin.kloth@nih.gov](mailto:yasmin.kloth@nih.gov)



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**Subject:** Re: Code/Performance Audit  
**From:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Reply To:** ammie.farrajfeijoo@gsa.gov  
**Date:** Thu, 4 Feb 2021 16:03:37 -0500  
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Kathleen,

We recently published a case study case study from the U.S. Department of Health and Human Services (HHS) on how they're listening through their performance measurement program. HHS has adopted a few universal KPIs, including page load time, readability, search satisfaction, and search engine optimization (SEO).

<https://digital.gov/2020/08/04/measure-performance-to-make-continuous-improvements/>

The HHS team is doing great work in this area, and they deserve a big shout out!

Ammie

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Ammie

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**M. Yalçın SERT**, COR, ITIL v3, PMP, CSM, CDSP, MS<sup>3</sup>

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An OFFICE of the U.S. DEPARTMENT of EDUCATION the AMERICAN MIND<sup>SM</sup>

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**Subject:**  
**From:** "Kish, Daniel - FS" <Daniel.Kish@USDA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Date:** Fri, 5 Feb 2021 20:50:13 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1293 bytes) , [text/html](#) (1602 bytes)

set TESTLIST digest html

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**Subject:** [Helpdesk & website sync](#)  
**From:** "Gillick, Lawrence - FPAC-FBC, Washington, DC"  
<Lawrence.Gillick@USDA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@USDA.GOV>  
**Date:** Mon, 8 Feb 2021 14:10:20 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1932 bytes) , [text/html](#) (4 kB)

Good morning,

During the “huddle,” Friday afternoon, a question came up about syncing info on multiple platforms (e.g., voice/telephone helpdesk and website). I mentioned AskUSDA (202-720-2791, [askusda@usda.gov](mailto:askusda@usda.gov), and <https://ask.usda.gov/s/> -- no clue about the extra “/s”). One of our colleagues wanted to know the service USDA uses to make it work and I promised to share the info here.

It’s Salesforce.

Thus concludes my huddle homework. Have an excellent and safe Monday. “Plus Ultra.”

Larry

---

Larry Gillick  
Chief, Web & Digital Strategy  
Farm Production and Conservation Business Center  
U.S. Department of Agriculture  
Phone: 202-720-4024

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**Subject:** [FYA beta.regulations.gov is transitioning to regulations.gov next week](#)  
**From:** Rachel Flagg - M1ED <rachel.flagg@GSA.GOV>  
 Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Rachel Flagg - M1ED <rachel.flagg@GSA.GOV>  
**Reply To:** Rachel Flagg - M1ED <rachel.flagg@GSA.GOV>  
**Date:** Mon, 8 Feb 2021 09:17:12 -0800  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2482 bytes) , [text/html](#) (16 kB)

Hi, Web Managers,  
 I'm forwarding a notice from the team at [regulations.gov](#). They are moving from beta to live next week and wanted to flag that, if you have any links on your site(s) to [regulations.gov](#), you may need to update them on 2/18 to reflect their new link structure. For assistance, contact the team (their contact info is at the end of this message).

-----  
 GSA is planning to make [Beta.regulations.gov](#) the new [Regulations.gov](#) on February 18, 2021. To minimize the impact of broken links, please review any links you have to [regulations.gov](#) to determine if you'll need to make any updates once we go live. All current [regulations.gov](#) URLs to docket and document details pages will continue to work, but we will not provide automated redirects for older URL structures that include "#!", such as <https://www.regulations.gov/#!>

Links such as <https://www.regulations.gov/#!aboutus> will change to <https://www.regulations.gov/about>.

Please look for old links: [https://www.regulations.gov/#!docketDetail;D=\[docketID\]](https://www.regulations.gov/#!docketDetail;D=[docketID]) and replace with the new link structure: [https://www.regulations.gov/docket/\[docketID\]](https://www.regulations.gov/docket/[docketID]) on February 18.

**Questions? Please contact the helpdesk at [regulations@erulemakinghelpdesk.com](mailto:regulations@erulemakinghelpdesk.com) for technical support and [erulemaking@gsa.gov](mailto:erulemaking@gsa.gov) for all other questions.** Stay tuned for the public announcement from GSA.

Thanks!  
 -Rachel



**U.S. General Services Administration**

**Rachel Flagg**  
 Digital Strategist | Federal Web Council Co-Chair  
 Office of Government-wide Technology Policy  
[rachel.flagg@gsa.gov](mailto:rachel.flagg@gsa.gov)

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**Subject:** [Re: Google Analytics 4](#)  
**From:** "Jeffers, William" <William.Jeffers@EIA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Jeffers, William  
**Date:** Mon, 8 Feb 2021 19:41:12 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (8 kB) , [text/html](#) (19 kB)

Hello Tim,

Hoping this finds you well, I'm wondering if there's any updated news regarding the DAP team's examination/evaluation of Google Analytics 4. Any information you could share would be valuable and much appreciated. I believe the DAP team is likely to be the gold standard for Federal agencies in assessing this version of the tool, and we will all benefit from your assessment.

Best,  
 William Jeffers  
 U.S. Energy Information Administration  
 Resource & Technology Management/Office of Stakeholder Outreach & Communications  
 1000 Independence Ave SW  
 Washington DC 20585  
 202-586-8416  
[www.eia.gov](http://www.eia.gov)

**From:** Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** Timothy Lowden - QQA  
**Sent:** Thursday, October 22, 2020 4:08 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Google Analytics 4

The DAP team has begun early stages of examination of GA4. From my novice understanding of it now, it is quite a significant change, complete with a different data schema. We're working to set up a GA4 property in parallel so that we can start examining features. Our GA vendor relayed that the current "GA3" or Universal Analytics properties aren't likely to be "decommissioned" anytime soon (through 2021). So, to William's question: I am not sure if there are "immediate" needs, but it may be beneficial to consider standing up a parallel GA4 property to get familiar.

As for other, more privacy-focused analytics tools: there are quite a few available, and the two I see most often are Matomo and Fathom. It appears on the surface that those tools do not yet have the capacity to scale to a system as large as DAP, with 4-5B hits per month. I'd love to know if any agencies are using them on individual sites, though. My hunch is that those tools aren't in much significant usage--please let us know if you do!

Tim

On Thu, Oct 22, 2020 at 3:44 PM Gillick, Lawrence - FPAC-FBC, Washington, DC <[000009602db4ed6e-dmarc-request@listserv.gsa.gov](mailto:000009602db4ed6e-dmarc-request@listserv.gsa.gov)> wrote:

Alternatively, has anyone been working with any of the more privacy-oriented analytics solutions?

Over time, I've become more and more sensitive to the sort of data we're providing to Google, merely for the privilege of using Google Analytics. You may know that I've had a hand in purging at least one major federal website of unnecessary tracking by social media companies – and if it weren't for the DAP, I'd probably take a more serious look at running GA from my current AGO. (There's just much more in running

probably take a more serious look at purging GA from my current AO (there's not much point in purging GA from a site, if we're just going to provide Google with access to our users under the DAP umbrella).

Now, if you'll excuse me, I need to adjust my chapeau of tin lamé.

'-)

Larry

---

Larry Gillick  
Chief, Web & Digital Strategy  
Farm Production and Conservation Business Center  
U.S. Department of Agriculture  
Phone: 202-720-4024

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Jeffers, William  
**Sent:** Thursday, October 22, 2020 2:33 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Google Analytics 4

Hello All,

Have any Google Analytics users made plans to upgrade to Google Analytics 4 ([https://blog.google/products/marketingplatform/analytics/new\\_google\\_analytics/](https://blog.google/products/marketingplatform/analytics/new_google_analytics/)), or already done so? I'm trying to divine its particular value to public websites. I understand the aspect of Google targeting future support for GA4, and its potential supplemental benefit as the use of third-party cookies declines. I just wonder if there is an "immediate" case to be made for conversion/upgrade by government sites.

Thanks for any insight and perspective.

William Jeffers  
U.S. Energy Information Administration  
Resource & Technology Management/Office of Stakeholder Outreach & Communications  
1000 Independence Ave SW  
Washington DC 20585  
[www.eia.gov](http://www.eia.gov)

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

For help with this listserv, to manage your settings, or to view list archives, visit:  
<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

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before sharing outside our community.

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<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

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--

**Tim Lowden**

Program Manager

[Digital Analytics Program](#) (DAP)

Technology Transformation Services

U.S. General Services Administration

**Subject:** GovDelivery and SOC Services  
**From:** (b) (6), (b) (7)(C) @HQ.DHS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)  
**Date:** Tue, 9 Feb 2021 11:28:09 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (4 kB) , text/html (7 kB) , image001.png (4 kB)

Hi all,

For those who leverage GovDelivery, I'm looking for a contact that has successfully implemented SOC services (especially log transfer) to your Security Operations Center. I'm trying to wrap up our Authority To Operate and that's the current blocker.

For those who waived the requirement, I would be interested in seeing your waiver if you care to share. 😊

Thanks!

(b) (6), (b) (7)(C)

(b) (6), (b) (7)(C) as a Service & Enterprise Content Delivery as a Service  
**Enterprise Platform Software and Services Branch**  
Platforms and Solutions Division | Solutions Development Directorate (SDD)  
Department of Homeland Security | Office of the Chief Information Officer (OCIO)  
(o) 202-447-0986 | (m) (b) (6), (b) (7)(C) @hq.dhs.gov Room 4629-88

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**Subject:** [Learn What's Next for USWDS on February 18!](#)  
**From:** Digital Gov <digitalgov@GSA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>  
**Date:** Tue, 9 Feb 2021 09:30:00 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1978 bytes) , [text/html](#) (6 kB)

Hello!

Join the U.S. Web Design System team on **Thursday, February 18 at 2:30 p.m. ET** to hear about the 2021 Product Roadmap, as well as the plan, goals, features, and long-term direction of USWDS.

This month's call should be particularly exciting for anyone interested in the Design System and Product Management.

[Register here to join us!](#)

*And another quick reminder: Set a recurring calendar invite to join us every third Thursday of the month at 2:30 p.m. ET. There are a lot of exciting sessions to come, and you won't want to miss a thing!*

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**Digital.gov**

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Technology Transformation Service (TTS)

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**Subject:** [Vimeo & NDAA-889](#)  
**From:** "Gillick, Lawrence - FPAC-FBC, Washington, DC"  
<Lawrence.Gillick@USDA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@USDA.GOV>  
**Date:** Tue, 9 Feb 2021 18:53:43 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1614 bytes) , [text/html](#) (3444 bytes)

Hello!

Is anyone else facing issues with renewing Vimeo accounts? We're having trouble with the NDAA-889 (and yes, we know about the doc on SAM) and our account is likely to go the way of the dodo.

Larry

---

Larry Gillick  
Chief, Web & Digital Strategy  
Farm Production and Conservation Business Center  
U.S. Department of Agriculture  
Phone: 202-720-4024

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**Subject:** Send a #GovLove Valentine to your favorite content managers  
**From:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Reply To:** ammie.farrajfeijoo@gsa.gov  
**Date:** Wed, 10 Feb 2021 08:55:45 -0500  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (37 kB) , [text/html](#) (4 kB) , [Accordion to me.png](#) (37 kB)

Want to send some positive vibes out into the world in these early months of 2021? Valentine’s Day is the perfect occasion, especially when you share some #GovLove via the U.S. Web Design System (USWDS), a toolkit of principles, guidance, and code for federal websites and digital services. And it’s easier than ever to deliver the right content to the right people at the right time, especially those you care about and respect!

📧 [Share some #GovLove](#) alongside the USWDS community this Valentine’s Day week, and see all the options we have created for you — just drop them into the social platform of your choice.



Ammie, Dan, and the U.S. Web Design System team

---

**Ammie Farraj Feijoo (she/her)**  
Technology Transformation Services  
U.S. General Services Administration  
202-394-3670 | [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)

Contact the U.S. Web Design System: [uswds@support.digitalgov.gov](mailto:uswds@support.digitalgov.gov)

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**Accordion to me,  
you're the best.**



**Subject:** Re: [Non-DoD Source] [CONTENT-MANAGERS-L] Send a #GovLove Valentine to your favorite content managers

**From:** (b) (6) @NGA.MIL>

**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) @NGA.MIL>

**Date:** Wed, 10 Feb 2021 14:36:10 +0000

**Content-Type:** multipart/related

**Parts/Attachments:** [text/plain](#) (4 kB) , [text/html](#) (7 kB) , [Accordion to me.png](#) (37 kB)

Very cool. Thank you. #GoveLove to all members. Stay safe.

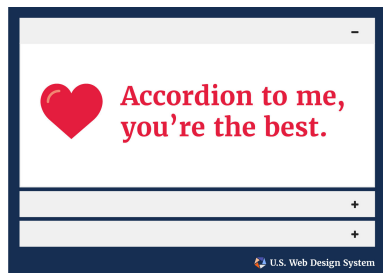
(b) (6), Strategic Communications Officer/HR Analyst  
 National Geospatial-Intelligence Agency (NGA)  
 Office of Strategic Operations (OSO)  
 Telework: (b) (6)  
 OSO Email: [OSOFrontOffice@nga.mil](mailto:OSOFrontOffice@nga.mil)  
 Combat Workplace Bullying: <https://workplacebullying.org/>

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Sent:** Wednesday, February 10, 2021 8:55 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [Non-DoD Source] [CONTENT-MANAGERS-L] Send a #GovLove Valentine to your favorite content managers

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◆◆ [Share some #GovLove](#) alongside the USWDS community this Valentine’s Day week, and see all the options we have created for you — just drop them into the social platform of your choice.



Ammie, Dan, and the U.S. Web Design System team

**Ammie Farraj Feijoo (she/her)**  
 Technology Transformation Services  
 U.S. General Services Administration  
 202-394-3670 | [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)

Contact the U.S. Web Design System: [uswds@support.digital.gov](mailto:uswds@support.digital.gov)

Contact the U.S. Web Design System: [uswds@support.digital.gov](mailto:uswds@support.digital.gov)

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<https://digital.gov/communities/manage-your-subscription/>



**Subject:** [Live stream captioning solution](#)  
**From:** "Quizon, Michael - REE-NIFA, Kansas City, MO"  
<Michael.Quizon@USDA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Quizon, Michael - REE-NIFA, Kansas City, MO  
<Michael.Quizon@USDA.GOV>  
**Date:** Thu, 11 Feb 2021 16:01:47 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (21 kB) , [text/html](#) (4 kB) , [image003.png](#) (21 kB)

Hi Everyone –

Can anyone recommend a solution for 508 accessible live-streamed video?

Many thanks!

**Mike Quizon**  
Web Communications Manager  
USDA | National Institute of Food and Agriculture  
Kansas City, MO  
[nifa.usda.gov](http://nifa.usda.gov)



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**Subject:** [Job Opening at the IRS's Office of Online Services](#)  
**From:** Clinesmith-Trupp Katherine <Katherine.Clinesmith-Trupp@IRS.GOV>  
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Clinesmith-Trupp Katherine  
**Reply To:** <Katherine.Clinesmith-Trupp@IRS.GOV>  
**Date:** Thu, 11 Feb 2021 16:19:16 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1565 bytes) , [text/html](#) (6 kB)

Come join us at the IRS! We are looking for web content strategists who are passionate about user-first content and design to help us continue transforming our site in ways that put the user first. If you're a usability guru, we have a LOT of content to play with and improve – and a terrifically collaborative, innovative culture. See our posting on USA Jobs:

- GS-0301-13, Web Strategist (3)
  - **External: 21BRK-OSX0261-0301-13**
    - Open 2/8/21-2/18/21

### **Kathy Clinesmith-Trupp**

Management and Program Analyst  
Office of Online Services, IRS.gov, Publishing  
240-613-6185 / [katherine.clinesmith-trupp@irs.gov](mailto:katherine.clinesmith-trupp@irs.gov)  
TOD: MON-THUR 7:00A-5:30P. FRI OFF.

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**Subject:** [Re: Live stream captioning solution](#)  
**From:** David Kitzmiller <David.Kitzmiller@FCC.GOV>  
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, David Kitzmiller  
**Reply To:** <David.Kitzmiller@FCC.GOV>  
**Date:** Thu, 11 Feb 2021 16:21:46 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (13 kB) , [text/html](#) (6 kB) , [image002.png](#) (13 kB)

The FCC uses:

<https://www.recapd.com/>

streaming a meeting right now until 4 PM

<https://www.fcc.gov/live>

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Quizon, Michael - REE-NIFA, Kansas City, MO  
**Sent:** Thursday, February 11, 2021 11:02 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Live stream captioning solution

Hi Everyone –

Can anyone recommend a solution for 508 accessible live-streamed video?

Many thanks!

**Mike Quizon**

Web Communications Manager

USDA | National Institute of Food and Agriculture

Kansas City, MO

[nifa.usda.gov](http://nifa.usda.gov)



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**Subject:** [Re: Live stream captioning solution](#)  
**From:** Michele Yorkman-Ramey <myorkman@USCCR.GOV>  
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Michele Yorkman-Ramey  
**Reply To:** <myorkman@USCCR.GOV>  
**Date:** Thu, 11 Feb 2021 16:35:25 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (4 kB) , [text/html](#) (9 kB) , [image001.png](#) (13 kB)

The US Commission on Civil Rights uses ACS Captions.

<https://www.acscaptions.com/>

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** David Kitzmiller  
**Sent:** Thursday, February 11, 2021 11:22 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Live stream captioning solution

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streaming a meeting right now until 4 PM  
<https://www.fcc.gov/live>

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**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Quizon, Michael - REE-NIFA, Kansas City, MO  
**Sent:** Thursday, February 11, 2021 11:02 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Live stream captioning solution

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Many thanks!

**Mike Quizon**  
Web Communications Manager  
USDA | National Institute of Food and Agriculture  
Kansas City, MO  
[nifa.usda.gov](http://nifa.usda.gov)

 **National Institute of Food and Agriculture**  
U.S. DEPARTMENT OF AGRICULTURE

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**Subject:** [Re: Live stream captioning solution](#)  
**From:** "Winthrop, Shawn C." <Shawn.Winthrop@OPM.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Winthrop, Shawn C.  
**Date:** Thu, 11 Feb 2021 16:42:17 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (13 kB) , [text/html](#) (7 kB) , [image001.png](#) (13 kB)

If your agency has moved to Office 365, check with your CIO office to see if Microsoft Stream is available to you. I am currently exploring this option for OPM. It checks most of the boxes for 508 and ADA compliance.

I checked with a contact of mine in DOJ Public Affairs who is responsible for coordinating external video and live streaming of press conferences and she said that there is no government mandate that requires an agency to use a live transcriptionist for captioning live streams. They are using EEG Falcon for Cloud Based caption embedding into the live stream, and they use EEG's 'Lexi' cloud-hosted live auto captioning service. However, Microsoft Stream has automated captioning built-in, and transcriptions. And corrections post-production can be made directly within Microsoft Stream.

Cheers,  
-Shawn

**Shawn Winthrop** | Audio Visual Production Specialist  
Office of Personnel Management  
Office of Communications  
Desk: (202) 606-2863  
Cell/Text: (b) (6)

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Quizon, Michael - REE-NIFA, Kansas City, MO  
**Sent:** Thursday, February 11, 2021 11:02 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Live stream captioning solution

Hi Everyone –

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Many thanks!

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USDA | National Institute of Food and Agriculture  
Kansas City, MO  
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**Subject:** [Re: Live stream captioning solution](#)  
**From:** Mike Shelby <mike.shelby@NOAA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Mike Shelby <mike.shelby@NOAA.GOV>  
**Date:** Thu, 11 Feb 2021 11:46:57 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (21 kB) [multipart/related](#) (21 kB) , [text/html](#) (7 kB) , [image003.png](#) (21 kB)

Mike - we are using Adobe Connect at NOAA as it has a captioning pod for live captioning. You can also record the stage with the captioning for posting later. It does have limits on participants but I wanted to share.

-Mike

On 2/11/21 11:01 AM, Quizon, Michael - REE-NIFA, Kansas City, MO wrote:

Hi Everyone –

Can anyone recommend a solution for 508 accessible live-streamed video?

Many thanks!

**Mike Quizon**

Web Communications Manager

USDA | National Institute of Food and Agriculture

Kansas City, MO

[nifa.usda.gov](http://nifa.usda.gov)



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**Subject:** [Web Application Firewall and Scanning Tools](#)  
**From:** "Morgan, Steven" <steven.morgan@NCPC.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Morgan, Steven  
**Date:** Thu, 11 Feb 2021 17:22:27 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1276 bytes) , [text/html](#) (2827 bytes)

Hi,

We have a Linux based server and are looking into increasing security of our website by including Web Application Firewall (WAF) and Malware Scanning Tools. I found an open source solution with ModSecurity, and a web based commercial solution called Securi. I am wondering if you have experience with either of these tools or if you have recommendations for something else?

Appreciate any insight.  
Steve

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**Subject:** [Social Media Policy](#)  
**From:** "Weichbrodt, Caleigh" <Caleigh.Weichbrodt@SSS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Weichbrodt, Caleigh  
**Date:** Thu, 11 Feb 2021 17:28:28 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (1597 bytes) , [text/html](#) (4 kB) , [image001.png](#) (4 kB) , [image002.png](#) (4 kB) , [image003.png](#) (4 kB) , [image004.png](#) (4 kB) , [image005.png](#) (4 kB)

Hi All,

We're in the process of updating our social media policy at the Selective Service System. If you'd be able to put me into contact with anyone from your social media department, or if you'd be willing to share your current social media policy, it would be greatly appreciated!

Best,

**Caleigh Weichbrodt**  
Digital Affairs Specialist  
Selective Service System  
National Headquarters | Office of PIA



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**Subject:** [Re: Social Media Policy](#)  
**From:** "Materese, Robin L. (Fed)" <robin.materese@NIST.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Materese, Robin L. (Fed)  
**Date:** Thu, 11 Feb 2021 17:38:26 +0000  
**Content-Type:** multipart/related  
[text/plain](#) (4 kB) , [text/html](#) (8 kB) , [image001.png](#) (8 kB) ,  
**Parts/Attachments:** [image002.png](#) (8 kB) , [image003.png](#) (8 kB) , [image004.png](#) (8 kB) ,  
[image005.png](#) (8 kB)

Caleigh,

Are you looking for policies around staff use of social media? Or “public” policies around issues like what comments we’ll remove?

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Weichbrodt, Caleigh  
**Sent:** Thursday, February 11, 2021 12:28 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Social Media Policy

Hi All,

We’re in the process of updating our social media policy at the Selective Service System. If you’d be able to put me into contact with anyone from your social media department, or if you’d be willing to share your current social media policy, it would be greatly appreciated!

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**Subject:** [Re: Social Media Policy](#)  
**From:** Gregory Your <gyour@USAID.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gregory Your <gyour@USAID.GOV>  
**Date:** Thu, 11 Feb 2021 12:41:32 -0500  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (2934 bytes) , [text/html](#) (5 kB) , [image001.png](#) (5 kB) , [image002.png](#) (5 kB) , [image003.png](#) (5 kB) , [image004.png](#) (5 kB) , [image005.png](#) (5 kB)

<https://www.usaid.gov/sites/default/files/documents/1869/558.pdf>

**Feel free to ping me if you have any questions.**

r/g

**G. P. Your**  
**Director of Web Management**  
**Bureau of Legislative and Public Affairs (LPA)**  
**U. S. Agency for International Development**  
**(desk) 202-712-0301**

On Thu, Feb 11, 2021 at 12:39 PM Weichbrodt, Caleigh <[00000acd5d5788cc-dmarc-request@listserv.gsa.gov](mailto:00000acd5d5788cc-dmarc-request@listserv.gsa.gov)> wrote:

Hi All,

We're in the process of updating our social media policy at the Selective Service System. If you'd be able to put me into contact with anyone from your social media department, or if you'd be willing to share your current social media policy, it would be greatly appreciated!

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Digital Affairs Specialist

Selective Service System  
National Headquarters | Office of PIA



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**Subject:** [Re: Social Media Policy](#)  
**From:** "Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Elizabeth W. Burke  
**Date:** Thu, 11 Feb 2021 17:44:22 +0000  
**Content-Type:** multipart/mixed  
[text/plain](#) (3258 bytes) , [text/html](#) (8 kB) , [image001.png](#) (8 kB) ,  
**Parts/Attachments:** [image002.png](#) (8 kB) , [image003.png](#) (8 kB) , [image004.png](#) (8 kB) ,  
[image005.png](#) (8 kB) , [704-1 Social Media for Business and Personal Use Policy.pdf](#) (86 kB)

Hi Caleigh

Attached is our social media policy at Fiscal Service. For more information on our social media policy, contact Kristi.Estep@fiscal.treasury.gov

**Lee Burke**

*Web Content Manager*

*Office of Legislative & Public Affairs*

Bureau of the Fiscal Service

U.S. Department of the Treasury

(o:) 202-504-3786 (m:) (b) (6)

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Weichbrodt, Caleigh <00000acd5d5788cc-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Thursday, February 11, 2021 12:28 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Subject:** [CONTENT-MANAGERS-L] Social Media Policy

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Digital Affairs Specialist

Selective Service System

National Headquarters | Office of PIA



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# FS Policy 704-1, Social Media for Business and Personal Use

Original Issue Date: October 2015  
Last Review Date: September 2020  
Next Review Date: September 2024

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## Executive Summary

Fiscal Service policy encourages the official use of social media technologies and applications to enhance communication, collaboration, and information exchange in support of Fiscal Service's mission and to foster the federal government's goal of open, accessible government. Social media technologies may be used for internal bureau communication, communication with external agency customers, communication with public constituents and other stakeholders, for media relations, and education outreach purposes.

As is true for all program decisions within Fiscal Service, the decision to use social media technology must be made based on a solid business case and supported at the appropriate level within the organization or by Departmental offices, when applicable. Accordingly, this policy includes guidelines and procedures designed to assist Fiscal Service business areas in the implementation of social media initiatives.

## Purpose

Fiscal Service recognizes the value in using appropriate social media technologies to enhance communication, collaboration, and information exchange in support of the bureau's mission and the Federal Government's emphasis on transparency and open government.

## Scope

This policy covers all Fiscal Service employees, contractors, and fiscal and financial agents.

## Cancellation

- Financial Management Service Social Media Policy
- Bureau of the Public Debt Social Media Policy

## References

- Privacy Act of 1974, 5 U.S.C. § 552a
- Federal Records Act of 1950, 44 U.S.C. chapters 29, 31, and 33
- Section 508 of the Rehabilitation Act of 1973, 29 U.S.C. § 794d
- OMB Memorandum, *Social Media, Web-Based Interactive Technologies, and the Paperwork Reduction Act* (April 7, 2010)
- OMB Memorandum M-10-23, *Guidance for Agency Use of Third-Party Websites and Applications* (June 25, 2010)
- Office of Special Counsel's Frequently Asked Questions Regarding Social Media and the Hatch Act (April 4, 2012)

- Office of Government Ethics Legal Advisory 15-03: Standards of Conduct as Applied to Personal Social Media Use
- Treasury Directive 85-10, *Department of the Treasury Information Technology (IT) Security Program* (March 10, 2008)

## **Responsibilities**

Within Fiscal Service, roles and responsibilities with respect to the use of social media are as follows:

- A. Assistant Commissioner – Ensure establishment of, and compliance with, guidelines and procedures for implementing social media policy within program or business area.
- B. Chief Counsel – Provide legal guidance regarding the legal issues and risks associated with the implementation of social media tools (including, but not limited to, privacy and ethics issues), and obtain Departmental legal clearance when necessary.
- C. Legislative and Public Affairs (LPA) – Provide guidance related to external public communication strategies and media relations and obtain Departmental Public Affairs clearance when necessary. Develop and maintain Fiscal Service policies regarding the use of social media. Provide guidance related to internal bureau communications. The LPA Social Media Program Manager is responsible for maintaining and managing the posted content to ensure integrity, clarity, consistency of tone and message, and transparency.

The primary administrator of the Fiscal Service social media sites, accounts, and applications will be a designated individual in LPA. The LPA Director will designate the primary Social Media Program Manager, and any other LPA member(s) to assist with administration of the social media site(s).

- D. Chief Information Security Officer, Information and Security Services (ISS) – Provide guidance related to the privacy, records retention and information security requirements relevant to the use of social media, as well as general information technology consideration relevant to the use of social media.

## **Introduction**

Fiscal Service will utilize social media technologies in an effort to promote and support open government, provide an additional medium to communicate to the public, and to conduct its business more effectively.

Social media includes Internet- and mobile-based websites, tools, and applications that integrate technology, social interaction, and user-generated content. Social media allows users to access, share, discuss, collaborate on and publish information.

Federal Government use of social media is growing rapidly and provides opportunities for federal agencies to share information and collaborate with their employees, constituents and stakeholders.

## **Guidelines for Social Media Content and Usage**

Before implementing social media initiatives, Fiscal Service program areas should adhere to the following guidelines for using social media tools:

### **A. Program Area Guidelines**

When considering how to use social media for official purposes, Fiscal Service staff should consider the following:

1. How does the use of social media support the Fiscal Service mission?
2. What are the anticipated benefits? How will the benefits be measured?
3. What are the anticipated costs of using social media? Do the anticipated benefits outweigh the anticipated costs, and if not, are there important non-monetary benefits to justify the costs?
4. What are the business, bureau reputation, security and legal risks associated with the use of social media and how are those risks mitigated?
5. Has the proposed use of social media been approved by appropriate levels of Fiscal Service management, and if necessary, by Departmental offices?

### **B. Posting Content**

1. Employees will submit content that has been approved by a Division Director to Legislative and Public Affairs (LPA).
2. Generally, content that will be posted to the social media sites will be content that can be found on any of the Fiscal Service websites; however, any original content must be approved by the Social Media Program Manager. In addition, content that is posted to any social media site must adhere to all records management policies and procedures. LPA will coordinate with the Fiscal Service records management staff to ensure proper methods of capturing and retaining records of postings and content.
3. Because social media sites and accounts are, or provide access to, open forums for the exchange of ideas, content will not be deleted by the social media outlet (e.g., Facebook, Twitter) from its sites unless it is in violation of its terms of use agreement or other requirement. Violations include, but are not limited to, content that is hateful, threatening, or pornographic; incites violence; or contains nudity or graphic or gratuitous violence.
4. All posts must comply with copyright and fair use laws, and rules prohibiting or restricting the disclosure of privacy, personally identifiable information (PII), and non-public information.

5. All posts must protect privacy and Sensitive But Unclassified (SBU) information, such as protected acquisition and personally identifiable information (PII). Do not publish or report on conversations that are meant to be pre-decisional or internal to Fiscal Service unless given permission by a Division Director, or more senior bureau official.

### **C. Posting Comments on External Fiscal Service Social Media Accounts**

1. Employees are prohibited from responding to any individual comment from a personal account while acting in an official capacity. If a comment warrants a direct response outside that particular forum, a representative from LPA will respond by email or official correspondence, in a manner that complies with all applicable laws, including privacy and record-keeping requirements.
2. LPA will not reply to comments made by the general public unless the reply would correct information or answer a question of a general nature, i.e., a question that might be covered as frequently asked questions. The Social Media Program Manager will determine whether a question or comment is appropriate for reply.

### **Procedures for Creation of New Social Media Accounts**

#### **A. Consultation**

1. Business owners should consult other program areas within and outside the business owner's Assistant Commissioner areas to mitigate any impact of the particular project on another area or obtain lessons learned from others who completed similar projects. The Office of Agency Outreach should be contacted when social media is directed at agency customers or when any new use of the Fiscal Service brand is proposed.
2. Business owners should consult LPA to ensure that any messaging, especially messages directed at the public, is consistent with Fiscal Service and Departmental policies; the appropriate communications tools are considered and selected; and any necessary Fiscal Service and Departmental clearance is obtained.
3. Business owners should, in coordination with LPA, consult the Information and Security Services (ISS) Chief Information Security Officer to ensure compliance with information security requirements and other information technology requirements.
  - a. Fiscal Service recognizes the public's concerns surrounding privacy and protection of personal information, to include PII, as it relates to social media technologies. Fiscal Service will protect personal information in accordance with all applicable requirements.
  - b. When using electronic media or any type of electronic communications, the laws and regulations that govern the proper management of archival records and releases (e.g., The Federal Records Act and the Freedom of Information Act) still apply. Therefore, Fiscal Service will utilize the most appropriate methods to capture and retain records of postings and content.

- c. Employees should follow the bureau’s privacy and records management policies and guidelines, as well as any Treasury, Office of Management and Budget (OMB), and National Archives and Records Administration (NARA) policies and guidelines on privacy and records management. Contractors, fiscal agents, financial agents, and the employees should be directed or instructed to comply with Fiscal Service policies related to social media initiatives, as appropriate.
4. Business owners should consult with the Office of the Chief Counsel to ensure compliance with privacy and other requirements. Contractors, fiscal agents, financial agents, and employees should be directed or instructed to comply with Fiscal Service policies related to social media initiatives, as appropriate.

## **B. Making a Business Case For New Social Media Accounts**

Information required to be included within a business case recommending the use of social media includes, but is not limited, to:

1. The goals expected to be achieved by the project, and how the goals relate to the Fiscal Service mission;
2. The metrics that will measure performance and success;
3. The intended audience and proposed messaging (format and content);
4. The process for reviewing, approving, and updating social media content on an ongoing basis;
5. The accessibility of social media by individuals with disabilities;
6. The plan for monitoring public discussion of Fiscal Service programs or initiatives and a strategy to address misinformation;
7. A plan to apply records management and retention rules and protocol to social media;
8. Research, analysis, and other background information supporting the decision to use social media, including lessons learned from other similar projects within Fiscal Service; and
9. An analysis of the risks associated with the particular project and how risks will be mitigated, including information security, privacy, public relations, and legal risks. In assessing risks, business owners should consider: the extent to which the social media is for internal or external purposes; whether Fiscal Service or others have control and access to the information available through the social media account; and whether the information available through the social media account contains Sensitive But Unclassified (SBU) information. No SBU information may be posted or displayed on social media without the advance approval of the Assistant Commissioner, Office of the Chief Counsel, LPA, and ISS (along with the Deputy Commissioner or Department, as appropriate).

10. Only Treasury employees authorized by Departmental or bureau Public Affairs may establish a Treasury presence on public social media sites or post Treasury information to social media sites.

### **C. Approval Process**

A bureau social media account or initiative must be approved by the appropriate Assistant Commissioner, the LPA Director, Office of the Chief Counsel, Chief Information Officer, Deputy Commissioner, and appropriate Departmental offices. Each Assistant Commissioner may also develop additional guidelines establishing controls within their business lines on the development of social media initiatives, which may be the same as other program approval processes if they are consistent with this policy.

## **Special Considerations Based on Target Audience**

### **A. Internal Bureau Communication**

Social media for internal communications within Fiscal Service will generally reside on the Fiscal Service intranet. Therefore, business owners need to consider how the social media application will impact Fiscal Service's intranet infrastructure. Normal governance policies, procedures, and rules apply when designing and implementing social media applications for internal communications purposes. The ISS Assistant Commissioner and LPA Director are available for support and guidance.

In addition, all communications to Fiscal Service employees should be reviewed and approved at the Division Director, or more senior bureau official, level in order to ensure consistent internal communications.

### **B. Posting Comments on Internal Fiscal Service Social Media Accounts**

When posting comments or other content on internal social media accounts such as blogs or wikis, employees must conduct themselves in a professional manner, respecting the opinions and ideas of others and ensuring their postings are business-related and meaningful to the topic. All comments and postings must adhere to Fiscal Service policies regarding employee conduct. If a comment or posting fails to meet these standards, LPA may remove it.

### **C. External Communications to Customers, Stakeholders, and the Public**

It is extremely important that all uses of social media for external communications be approved at the Assistant Commissioner level. Clear and consistent communications from all Fiscal Service areas is crucial. Consultation with the ISS Assistant Commissioner area, Office of the Chief Counsel, and LPA is necessary to ensure that business owners have mitigated or eliminated any information technology or information security, privacy, public affairs, and legal risks to the bureau, and that all appropriate Fiscal Service management and Departmental approvals have been obtained. It is also recommended that uses of social media for communication with customer agencies be coordinated with the Fiscal Service Office of Agency Outreach.



## **D. Media Relations and Education Outreach**

When social media is being used for education outreach purposes or is expected to generate any media interest, the business owner is required to first obtain Assistant Commissioner approval and then obtain LPA approval. LPA is available to provide informal guidance for any business owner prior to seeking Assistant Commissioner approval.

## **Social Media Personal Use**

### **A. Ethics**

Fiscal Service employees, like all other executive branch employees, are subject to certain standards of ethical conduct that apply at all times, including during duty hours and during non-work time. These standards also apply to employees' personal use of social media. For more information, employees should refer to the Executive Branch Standards of Conduct, Office of Government Ethics Legal Advisory 15-03: the Standards of Conduct as Applies to Personal Social Media Use, Department of the Treasury's Supplemental Standards of Ethical Conduct, and ethics information available on Alex.

### **B. Standards of Conduct**

The purpose of this section of the policy is to outline basic standards of conduct as well as provide guidance on how standards of conduct apply to the use of social media technologies. The Office of Legislative and Public Affairs and the Office of Chief Counsel maintain additional resources, including social media quick tips and other materials focusing on the personal use of social media technologies that help explain the policy. In addition, employees can contact the office of the Chief Security Officer / Chief Privacy Officer to obtain guidance on the appropriate use of social media as well as information that can be transmitted or stored on social media sites.

Employees are expected to adhere to the following standards of conduct in their personal use of social media:

1. The Standards of Ethical Conduct for Employees of the Executive Branch, 5 CFR Part 2635, prohibit employees from using their government position or title or any authority associated with their public office in a manner that could be construed to imply that their agency or the government sanctions or endorses their personal activities.
2. The Department of the Treasury Employee Rules of Conduct, 31 CFR Part 0, prohibits employees from engaging in criminal, infamous, dishonest, or notoriously disgraceful conduct or any other conduct prejudicial to the Government.

### **C. General Guidelines for Personal Use of Social Media**

If an employee is identified as a Fiscal Service or Treasury employee while engaging in activities involving social media applications, he or she should take care to:

1. Ensure his or her title or position is given no more prominence than other significant biographical details (Note: In some instances, due to security concerns, an employee may be asked to not display title or position information.);
2. Ensure that no information is given that could compromise Fiscal Service physical, personnel, or cybersecurity;
3. Refrain from posting content about specific work projects, internal processes, and bureau systems;
4. Refrain from displaying an official seal or other official image or making any statement that might suggest that the employee is acting in his or her official capacity;
5. Make clear that any views he/she expresses pertaining to Treasury matters do not necessarily represent the views of Treasury or any other federal agency or the United States Government;
6. Ensure that content does not raise questions about the employee's ability to perform his or her official duties in a professional and impartial manner free from any conflict of interest;
7. Refrain from personally soliciting gifts or fundraising, including accepting donations on behalf of non-profit organizations, from prohibited sources or subordinates;
8. Ensure that non-public information is not disclosed; and
9. Refrain from using his or her official authority or influence for the purpose of interfering with or affecting an election; or knowingly soliciting a political contribution from any person; or knowingly soliciting or discouraging the participation in any political activity of any person who has a matter pending with the bureau.

## **Risks**

Employees must adhere to the restrictions in Treasury Directive (TD) 87-04, *Personal Use of Government Information Technology Resources*, when using government information technology (IT) resources to engage in personal social media activities. TD 87-04 allows Treasury employees limited personal use of government IT resources during non-work time, provided that such limited use does not interfere with the agency's mission or operations, adversely affect the performance of official duties, or involve more than minimal additional expense to the government and does not overburden any of the government's IT resources. Certain uses, however, are prohibited, and employees should have no expectation of privacy when using government IT resources at any time.

Since social media communication can easily enter the public domain, officials in leadership or management positions should exercise additional caution when using social media. If an official engages in personal use of social media, there is a risk that the communications could be disseminated and misinterpreted as expressing official positions.

Employees should be aware of vulnerabilities inherent in the use of social media, including common threats such as phishing and spear phishing, social engineering, and web application attacks. In addition to complying with bureau IT security standards and controls, employees are responsible for taking reasonable steps to mitigate these risks when using bureau equipment.

### **Additional Guidance**

These guidelines are not intended to be all-inclusive. Employees should exercise good judgment and seek additional guidance if necessary.

### **Contacts**

For more information, contact:

- Legislative and Public Affairs
- Office of the Chief Counsel
- Information and Security Services

**Subject:** Re: Web Application Firewall and Scanning Tools  
**From:** "Williams, David A." <david.williams@USPTO.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Williams, David A.  
**Date:** Thu, 11 Feb 2021 17:47:14 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3021 bytes) , [text/html](#) (6 kB)

Steve,

We use mod\_security with [www.uspto.gov](http://www.uspto.gov) and we're generally happy with it. There is a round (likely several rounds) of tuning to remove the false positives depending on what your traffic looks like and what your web content expects or accepts. The community is pretty active and they seem to keep making improvements. Note that there is a standard set of rules that comes with mod\_security, by itself, it's a powerful engine for web traffic analysis, the rules are key to shaping the traffic you want to allow through.

-David

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Morgan, Steven

**Sent:** Thursday, February 11, 2021 12:22 PM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** [CONTENT-MANAGERS-L] Web Application Firewall and Scanning Tools

Hi,

We have a Linux based server and are looking into increasing security of our website by including Web Application Firewall (WAF) and Malware Scanning Tools. I found an open source solution with ModSecurity, and a web based commercial solution called Securi. I am wondering if you have experience with either of these tools or if you have recommendations for something else?

Appreciate any insight.

Steve

---

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Subject: Re: Web Application Firewall and Scanning Tools  
 From: (b) (6) @IOWA.GOV>  
 Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)  
 Date: Thu, 11 Feb 2021 12:39:06 -0600  
 Content-Type: multipart/alternative  
 Parts/Attachments: text/plain (4 kB) , text/html (10 kB)

Good point David - tuning takes time. Any tool will require several rounds of tuning. The State of Iowa uses Akamai.

On Thu, Feb 11, 2021 at 11:52 AM Williams, David A. <00000bcbf7791bbe-dmarc-request@listserv.gsa.gov> wrote:

Steve,

We use mod\_security with [www.uspto.gov](http://www.uspto.gov) and we're generally happy with it. There is a round (likely several rounds) of tuning to remove the false positives depending on what your traffic looks like and what your web content expects or accepts. The community is pretty active and they seem to keep making improvements. Note that there is a standard set of rules that comes with mod\_security, by itself, it's a powerful engine for web traffic analysis, the rules are key to shaping the traffic you want to allow through.

-David

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Morgan, Steven  
**Sent:** Thursday, February 11, 2021 12:22 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Web Application Firewall and Scanning Tools

Hi,

We have a Linux based server and are looking into increasing security of our website by including Web Application Firewall (WAF) and Malware Scanning Tools. I found an open source solution with ModSecurity, and a web based commercial solution called Securi. I am wondering if you have experience with either of these tools or if you have recommendations for something else?

Appreciate any insight.

Steve

---

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(b) (6)  
Pronouns: She/Her/Hers  
eGovernment Services Coordinator  
200 E. Grand Avenue | Des Moines, IA 50309  
(b) (6)  
[ocio@iowa.gov](mailto:ocio@iowa.gov)

**Subject:** Re: Social Media Policy  
**From:** (b) (6) @IOWA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)  
**Date:** Thu, 11 Feb 2021 12:51:15 -0600  
**Content-Type:** multipart/related  
text/plain (3723 bytes) , text/html (9 kB) , image001.png (9 kB) ,  
**Parts/Attachments:** image002.png (9 kB) , image003.png (9 kB) , image004.png (9 kB) , image005.png (9 kB)

We have three different social media policies:

- 1) Social Media Policy for the public is published on our website - <https://www.iowa.gov/policies#social>
- 2) State security standard for agency use of social media - <https://ocio.iowa.gov/social-networking-security-standard>
- 3) State employee policy on use of social media - See page 40 [https://das.iowa.gov/sites/default/files/hr/documents/SOI\\_EE\\_Handbook.pdf](https://das.iowa.gov/sites/default/files/hr/documents/SOI_EE_Handbook.pdf)

Another great resource on social media policies is <https://www.governmentalsocialmedia.com/> They have some free resources if you register and if you become a member there is even better information. I have attended their conference several times and find this to be an extremely valuable resource.

On Thu, Feb 11, 2021 at 11:39 AM Weichbrodt, Caleigh <[00000acd5d5788cc-dmarc-request@listserv.gsa.gov](mailto:00000acd5d5788cc-dmarc-request@listserv.gsa.gov)> wrote:

Hi All,

We're in the process of updating our social media policy at the Selective Service System. If you'd be able to put me into contact with anyone from your social media department, or if you'd be willing to share your current social media policy, it would be greatly appreciated!

Best,

**Caleigh Weichbrodt**

Digital Affairs Specialist

Selective Service System  
National Headquarters | Office of PIA



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and the sender's email address will be removed from the list.

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(b) (6)

Pronouns: She/Her/Hers

eGovernment Services Coordinator

200 E. Grand Avenue | Des Moines, IA 50309

(b) (6)  
[ocio.iowa.gov](http://ocio.iowa.gov)





**Subject:** [Re: Social Media Policy](#)  
**From:** "Weichbrodt, Caleigh" <Caleigh.Weichbrodt@SSS.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Weichbrodt, Caleigh  
**Date:** Thu, 11 Feb 2021 19:15:53 +0000  
**Content-Type:** multipart/related  
[text/plain](#) (6 kB) , [text/html](#) (13 kB) , [image001.png](#) (13 kB) ,  
**Parts/Attachments:** [image002.png](#) (13 kB) , [image003.png](#) (13 kB) , [image004.png](#) (13 kB) ,  
[image005.png](#) (13 kB)

Hi Robin,

Both types of policies would be helpful for us.

Thank you,

**Caleigh Weichbrodt**

Digital Affairs Specialist  
Selective Service System  
National Headquarters | Office of PIA



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**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Materese, Robin L. (Fed)  
**Sent:** Thursday, February 11, 2021 12:38 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Social Media Policy

Caleigh,

Are you looking for policies around staff use of social media? Or “public” policies around issues like what comments we’ll remove?

---

**From:** Content Managers <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)> **On Behalf Of** Weichbrodt, Caleigh  
**Sent:** Thursday, February 11, 2021 12:28 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Social Media Policy

Hi All,

We’re in the process of updating our social media policy at the Selective Service System. If you’d be able to put me into contact with anyone from your social media department, or if you’d be willing to share your current social media policy, it would be greatly appreciated!

Best,

**Caleigh Weichbrodt**

Digital Affairs Specialist  
Selective Service System  
National Headquarters | Office of PIA



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**Subject:** Journey mapping and service blueprints: recap from Feb. 5 huddle  
**From:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Reply To:** ammie.farrajfeijoo@gsa.gov  
**Date:** Fri, 12 Feb 2021 12:57:19 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3841 bytes) , [text/html](#) (10 kB)

Web managers,

According to a [2018 McKinsey survey](#), reliability and simplicity are the top two drivers of customer experience in the United States and most other countries in their survey.

At last week’s huddle, we learned more about **journey mapping and service blueprints** — two methods you can use to [start with real user needs](#) when building websites and digital services. Thank you, **Norah Maki**, for leading the discussion on this topic.

You can learn more about journey maps and governmentwide customer experience projects at [performance.gov/cx](https://performance.gov/cx).

For me, a key takeaway was the importance of using these methods to understand services through our customers’ eyes. Below are a few resources shared during the huddle:

- [Service Design 101: Frontstage vs. Backstage](#) - Nielsen Norman Group
- [The global case for customer experience in government](#) - McKinsey & Company
- [Americans’ views of government: low trust, but some positive performance ratings](#) - Pew Research Center
- [Design principles](#) - U.S. Web Design System
- [18F methods, a collection of tools to bring human-centered design into your project](#) - 18F
- [2020 Amplify Program and customer experience resources](#) - Federal Customer Experience Initiative team (feds-only via Max.gov)

[Watch the recording](#) from the U.S. Web Design System’s January 2021 monthly call to learn more about how journey maps and service blueprints, including a deeper dive into the information Norah presented at the huddle.

Happy Valentine’s Day, and thank you for your service. You deserve a lot of #GovLove for all you do to deliver an exceptional experience for the public!

Ammie

---

**Ammie Farraj Feijoo (she/her)**  
Technology Transformation Services  
U.S. General Services Administration  
202-394-3670 | [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)

Contact the U.S. Web Design System: [uswds@support.digitalgov.gov](mailto:uswds@support.digitalgov.gov)

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**Subject:** Re: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Live stream captioning solution  
**From:** (b) (6) @MAIL.MIL>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) (USA)  
**Date:** Fri, 12 Feb 2021 18:45:02 +0000  
**Content-Type:** multipart/signed  
**Parts/Attachments:** text/plain (4 kB) , smime.p7s (6 kB)

Hi Mike -

Do you use Adobe Connect for public live streaming or internal streaming?

(b) (6)

Chief of Digital Communications  
Military Health System and the  
Defense Health Agency  
Email: (b) (6) @mail.mil  
<https://health.mil/>  
<https://TRICARE.mil/>

-----Original Message-----

From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] On Behalf Of Mike Shelby  
Sent: Thursday, February 11, 2021 11:47 AM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Live stream captioning solution

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

---

Mike - we are using Adobe Connect at NOAA as it has a captioning pod for live captioning. You can also record the stage with the captioning for posting later. It does have limits on participants but I wanted to share.

-Mike

On 2/11/21 11:01 AM, Quizon, Michael - REE-NIFA, Kansas City, MO wrote:

Hi Everyone -

Can anyone recommend a solution for 508 accessible live-streamed video?

Many thanks!

Mike Quizon

Web Communications Manager  
USDA | National Institute of Food and Agriculture

Kansas City, MO

nifa.usda.gov < Caution-<https://nifa.usda.gov/> >

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For help with this listserv, to manage your settings, or to view list archives, visit: <https://digital.gov/communities/manage-your-subscription/>

**Subject:** [Re: Live stream captioning solution](#)  
**From:** "Morin, Gary (NIH/NCI) [E]" <moring@MAIL.NIH.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Morin, Gary (NIH/NCI) [E]  
**Date:** Fri, 12 Feb 2021 19:36:30 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (6 kB) , [text/html](#) (14 kB) , [image003.png](#) (25 kB)

Let's keep in mind what "508 accessible live-streamed video" means. Is the video platform itself Section 508-conformant, as software? Can a blind/partially sighted person navigate all the functions of the (Zoom, WebEx, etc.) with a ScreenReader or screen magnifier? Can a person with dexterity impairments navigate all the functions of the (Zoom, WebEx, etc.) with Dragon NaturallySpeaking or other speech recognition software? Could a blind/partially sighted person have someone providing real-time audio-description (particularly if there are slides being shown)? Captioning (professionally-generated Computer Assisted Real-Time Transcription/CART and **NOT** speech recognition/auto-generated cRaptioning ) is **CRITICAL**, no doubt. There's just more to accessibility and to Section 508-conformance.

At the NIH, we tend to recommend and use the [Federal Relay Service's Relay Conference Captioning](#). While FRS RCC doesn't integrate into Zoom, like it does with WebEx, and requires opening the StreamText website, but it's still beneficial in other ways (the transcript can be retained or downloaded, it follows GSA's security and privacy requirements for RCC, minimal lead time required to request the services (in English and in Spanish), and our agency already has a task order, so it's financially covered at the Agency level.

For a one-to-one meeting, **where the Deaf/hard-of-hearing person has the right of first refusal**, Otter.ai (integrated into a web platform or placing your smartphone next to your laptop or in a separate browser window) and Google Meets' 'auto captioning' is decent

Gary M. Morin, Section 508 Coordinator  
 NCI Office of Communications and Public Liaison (OCPL)  
 NCI Shady Grove Campus, Room 2E-568  
 9609 Medical Center Drive  
 Rockville, MD 20850  
 (240) 276-6920

[Web Accessibility - Section 508 Compliance](#): NCI Home Page for Section 508 Guidance  
[How Do I Make Documents 508-Conformant?](#): How Do I Go About Formatting Microsoft Office Documents and PDF Files (new MyNCI page, 4/28/2020)

Quietly Thinking About This: The difference between Inclusive Design and Accessibility:

- Accessibility asks: You have a barrier, what's the facilitator that gets you over that barrier?
- Inclusive Design asks: What if we just didn't have the barrier in the first place?

---

**From:** Mike Shelby <000000ed4f5640c6-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Thursday, February 11, 2021 11:47 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Live stream captioning solution

Mike - we are using Adobe Connect at NOAA as it has a captioning pod for live captioning. You can also record the stage with the captioning for posting later. It does have limits on participants but I wanted to share.

-Mike

On 2/11/21 11:01 AM, Quizon, Michael - REE-NIFA, Kansas City, MO wrote:

...





7/27/2021

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**Subject:** [Re: Live stream captioning solution](#)  
**From:** Gregory Your <gyour@USAID.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gregory Your <gyour@USAID.GOV>  
**Date:** Fri, 12 Feb 2021 14:54:39 -0500  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (8 kB) , [text/html](#) (14 kB) , [image003.png](#) (25 kB)

We're using Blue Jeans Events, a service recently acquired by Verizon. It does a great job with live events when it comes to captioning, etc. We have had town halls up to 10000 employees. They are working on their embedding the captions into the recording.

r/g

**G. P. Your**  
**Director of Web Management**  
**Bureau of Legislative and Public Affairs (LPA)**  
**U. S. Agency for International Development**  
**(desk) 202-712-0301**

On Fri, Feb 12, 2021 at 2:46 PM Morin, Gary (NIH/NCI) [E] <[000001e726dff659-dmarc-request@listserv.gsa.gov](mailto:000001e726dff659-dmarc-request@listserv.gsa.gov)> wrote:

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**Sent:** Thursday, February 11, 2021 11:47 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** Re: [CONTENT-MANAGERS-L] Live stream captioning solution

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-Mike

On 2/11/21 11:01 AM, Quizon, Michael - REE-NIFA, Kansas City, MO wrote:

Hi Everyone –

Can anyone recommend a solution for 508 accessible live-streamed video?

Many thanks!

**Mike Quizon**



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<https://digital.gov/communities/manage-your-subscription/>

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To unsubscribe from the CONTENT-MANAGERS-L list, create a new email message, addressed to

**Subject:** [What tools for reporting API usage?](#)  
**From:** "Wendling, Dan (NIH/NLM) [E]" <wendlingd@MAIL.NLM.NIH.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wendling, Dan (NIH/NLM) [E]  
**Date:** Tue, 16 Feb 2021 19:37:49 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1217 bytes) , [text/html](#) (5 kB)

What tools/resources are you using to tabulate and report your API usage? And where in your information stream are you pulling counts from? We are starting a project and could use a boost!

Dan Wendling  
U.S. National Library of Medicine/NIH/HHS

Teleworking 8 – 4:30  
And sometimes outside those hours  
And sometimes textable at 301-437-4918

---

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**Subject:** [Re: What tools for reporting API usage?](#)  
**From:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Reply To:** ammie.farrajfeijoo@gsa.gov  
**Date:** Tue, 16 Feb 2021 15:26:21 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2636 bytes) , [text/html](#) (4 kB)

Dan,

[api.data.gov](#) may be an option. It is a free API management service for federal agencies. You can learn more at <https://api.data.gov/about/>.

Ammie

---

**Ammie Farraj Feijoo (she/her)**  
Technology Transformation Services  
U.S. General Services Administration  
202-394-3670 | [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)

Contact the U.S. Web Design System: [uswds@support.digitalgov.gov](mailto:uswds@support.digitalgov.gov)

On Tue, Feb 16, 2021 at 2:51 PM Wendling, Dan (NIH/NLM) [E] <[000000f8cc95e16a-dmarc-request@listserv.gsa.gov](mailto:000000f8cc95e16a-dmarc-request@listserv.gsa.gov)> wrote:

What tools/resources are you using to tabulate and report your API usage? And where in your information stream are you pulling counts from? We are starting a project and could use a boost!

Dan Wendling

U.S. National Library of Medicine/NIH/HHS

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**Subject:** [FW: Drupal4Gov Configuration Management training: Thurs 2/18](#)  
**From:** "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Dearie, Jessica  
**Date:** Wed, 17 Feb 2021 16:30:42 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (13 kB) , [text/html](#) (45 kB)

More great stuff from Drupal4Gov!

2-hour Online TRAINING 

[View this email in your browser](#)



## Drupal4Gov Webinar Series: 2-hour Configuration Management Training

**Thursday, February 18, 2:30-4:30pm EST**

This webinar will provide an overview to Drupal's Configuration Management System and the Config Split Module. Attendees are encouraged to have a laptop configured to work locally (a couple of options for this are [Lando](#) or [DDEV](#)). However, just following along is perfectly acceptable as well.

### **Our Instructor:** [John Picozzi](#)

John's an Account Manager at [Oomph, Inc.](#) with a background in technology. John helps clients navigate the entire project process – from kick off to launch, and beyond.

Previously the Senior Drupal Architect at Oomph, John has years of experience building and leading successful, cutting edge web projects. No matter the position John's goals are the same: engaging the open source community through events, making new connections, cultivating new business opportunities, strengthening relationships, and crafting amazing solutions.

[Register for Configuration Management](#)

---

## Miss a Webinar or Drupal GovCon Session?

No worries! We got you!

Just head over to DrupalTV to see all our videos captured by the [Drupal Recording Initiative](#), our webinars and even Drupal GovCon the virtual edition. Can't get to Drupal.TV? No problem, you can also check out our [YouTube page](#).

[Take me to DrupalTV](#)

## What's Coming Up Next in Our Webinar Series?

How about Kubernetes in Government!?! We'll be welcoming Salim Lakhani -- topics will include:

- Getting started with Kubernetes
- Tooling up for production - things to watch out for.
- Learning Curve - skills required for management, support, etc.
- Dev, Test, Live Environments - what's involved
- Deployments - application and Kubernetes deployments
- Technical considerations - for scaling, logging, monitoring, etc.
- Cost Management - track and limit costs per site and per project
- Security, Support, and SLA - what's expected and how to address it
- Contingency Planning - for loss of data center / access / Fail-over / Fallback

If time allows, the webinar will conclude by summarizing what the team was expecting going into the project, what they learned on their journey, and what advice they can confidently share with others to help them with their journey to Kubernetes.

Webinar tickets will be available February 18th.

---

## Drupal Florida Camp Tickets Available Now!

Drupal Florida camp is virtual this year (aren't we all?). Drupal Florida Camp is one of the

oldest Drupal events in North America and we at Drupal4Gov know that this is going to be an amazing event **starting THURSDAY - yeah, TOMORROW!**

Tickets are **only \$20** and it helps Drupal Florida camp provide the technology needed to make the event possible. Don't miss out on the training, summits and sessions of Florida Drupal Camp.

[Get Drupal Florida Camp Tickets](#)

## And Don't Miss Upcoming Drupal Camps!

As we make it through the pandemic, Drupal camps and DrupalCon have moved online -- including these upcoming events!

[NERD Summit: March 19-21](#)

[MidCamp: March 24-27](#)

[DrupalCon: April 12-16](#)



---

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**Subject:** [Cost for Drupal 9 Contractor/Consultant](#)  
**From:** "Rumsey, Kathleen" <Kathleen.Rumsey@USITC.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Rumsey, Kathleen  
**Date:** Fri, 19 Feb 2021 22:57:51 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1581 bytes) , [text/html](#) (5 kB)

Hello all,

I am hoping that the group can assist me. We're interested in the average cost that was spent on obtaining an outsourced expert to upgrade your sites from Drupal 7 to Drupal 9. We are interested in upgrading our sites but would like to have a better understanding of the cost as well as length of time to complete. We have a knowledgeable Drupal system administrator but due to heavy work load we need a consultant/contractor to assist and/or lead.

Any information you can share would be greatly appreciated.

Thank you,

Kathy

Kathleen Rumsey  
Senior UX Web Designer/Developer  
Software Engineering Division/ OCIO  
U.S. International Trade Commission  
202-205-2005 | Kathleen.Rumsey@usitc.gov

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**Subject:** [Tomorrow! Learn about using chatbots to improve customer experience](#)  
**From:** Digital Gov <digitalgov@GSA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>  
**Date:** Mon, 22 Feb 2021 08:00:00 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2017 bytes) , [text/html](#) (8 kB)

Join us tomorrow, Tuesday, February 23, at 2:30 p.m. ET to learn about chatbots and hear from a cross-agency panel about how they have used chatbots and other virtual assistants to improve customer experience.

We'll kick off the event with a demo of a few agency virtual assistants, followed by a panel discussion and Q&A. We plan to have examples from Federal Student Aid, TSA, and USA.gov, plus discuss some of the challenges and approaches to building them.

 [Register](#) to join us tomorrow @ 2:30 p.m. ET.

---

## Digital.gov

### U.S. General Services Administration (GSA)

Technology Transformation Service (TTS)

[Blog](#), [Communities](#), [Tools](#), [Resources](#), [Events](#)

[Facebook](#), [Twitter](#), [YouTube](#), [Newsletter](#)

Thanks for contacting [DigitalGov](#). Get involved!

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**Subject:** We're hiring: GS-13 Digital Insurance Communications Specialist at FEMA/NFIP

**From:** (b) (6), (b) (7)(C) @FEMA.DHS.GOV>

**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)

**Date:** Mon, 22 Feb 2021 18:20:22 +0000

**Content-Type:** multipart/related

**Parts/Attachments:** [text/plain](#) (5 kB) , [text/html](#) (4 kB) , [image001.jpg](#) (5 kB)

Hello all,

My team is looking for a digital producer (web + social) to support our digital marketing and outreach efforts for the National Flood Insurance Program (NFIP) at FEMA. The NFIP is the nation's largest single-line insurance program, providing nearly \$1.3 trillion in coverage against flood. It operates as a public-private partnership between the government and about 60 insurance companies and NFIP Direct, which sell and service the policies.

<https://www.usajobs.gov/GetJob/ViewDetails/592690500>

The program is undergoing a transformation and exciting things are head in the digital space!

(b) (6), (b) (7)(C)

Digital Insurance Communications Specialist  
Marketing & Outreach | Federal Insurance | Federal Insurance and Mitigation Administration

(b) (6), (b) (7)(C)

(b) (6), (b) (7)(C) @fema.dhs.gov

Federal Emergency Management Agency  
[FEMA.GOV](https://www.fema.gov)



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**Subject:** Forest Service IT Specialist (INET) Vacancy Announcement GS-2210-11  
**From:** "Flaherty, Jason -FS" <jason.flaherty@USDA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Flaherty, Jason -FS  
**Date:** Mon, 22 Feb 2021 19:14:46 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1569 bytes) , [text/html](#) (4057 bytes)

Hello all,

Below is a link to the Information Technology Specialist (INET), GS-2210-11 vacancy announcement on USAJOBS. This position is within the Forest Service CIO web team. The announcement is open from 2/22/2021 – 2/26/2021.

<https://www.usajobs.gov/GetJob/ViewDetails/592895000>

Thanks,

Rob Herring

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

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**Subject:** [Google Analytics Chrome Extension Alternative](#)  
**From:** "Galbo, Joseph" <JGalbo@CPSC.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Galbo, Joseph  
**Date:** Mon, 22 Feb 2021 19:34:11 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1752 bytes) , [text/html](#) (3736 bytes)

Hey all,

Wondering if anyone has a recommendation for a Chrome Google Analytics extension. Heard Google's official version was EOL'd a few years ago.

Best,  
Joe G

Joseph Galbo  
Social Media Specialist, U.S. Consumer Product Safety Commission  
Follow us: [Facebook](#), [Twitter](#), [Instagram](#)

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**Subject:** Re: Google Analytics Chrome Extension Alternative  
**From:** "Flaherty, Jason -FS" <jason.flaherty@USDA.GOV>  
**Reply To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Flaherty, Jason -FS  
**Date:** Tue, 23 Feb 2021 15:32:51 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (4 kB) , [text/html](#) (8 kB)

Good Morning,

I use: <https://chrome.google.com/webstore/detail/google-analytics-debugger/jnkmdileelhofjcijamephohjchhna>

Our organization has approved it for our Chrome browsers.

Yours,  
Jason

---

**From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Galbo, Joseph  
**Sent:** Monday, February 22, 2021 11:34 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Google Analytics Chrome Extension Alternative

Hey all,

Wondering if anyone has a recommendation for a Chrome Google Analytics extension. Heard Google's official version was EOL'd a few years ago.

Best,  
Joe G

Joseph Galbo  
Social Media Specialist, U.S. Consumer Product Safety Commission  
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**Subject:** [February 2021 highlights from the Federal Web Council](#)  
**From:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Reply To:** ammie.farrajfeijoo@gsa.gov  
**Date:** Thu, 25 Feb 2021 12:01:06 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2822 bytes) , [text/html](#) (7 kB)

The [Federal Web Council](#), an interagency group of digital and web directors, collaborates across agencies to improve federal digital services. We've heard from several of you that you'd like to hear more about what the Federal Web Council is working on, so we're sending out occasional Council updates.

The Council last met on Thursday, February 18, 2021. Below are highlights from the meeting.

### **Presidential transition retrospective**

The Council reflected on what went well and what could have gone better for the 2021 presidential transition and identified potential actions for the next transition.

What went well for you, what challenges did you encounter, and how can GSA support you? Email [Rachel Flagg](#), Federal Web Council co-chair, to let her know your thoughts and experiences.

### **U.S. Web Design System updates**

The U.S. Web Design System team shared their updated [product roadmap](#) with the Council. Watch a video from the design system's February monthly call to learn more about [what's next for the design system](#) — what we're planning to do this year, and why.

### **Web managers huddle**

We will hold another Web Managers Community Huddle on Thursday, March 4, at 2:00 p.m. ET. Tim Lowden, Digital Analytics Program (DAP) program manager, will join us to talk about data and analytics. I will be sending a calendar invitation for the huddle to the listserv soon. Be on the lookout for the invite and, in the meantime, pencil it in!

Ammie

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### **Ammie Farraj Feijoo (she/her)**

Technology Transformation Services  
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202-394-3670 | [ammie.farrajfeijoo@gsa.gov](mailto:ammie.farrajfeijoo@gsa.gov)

Contact the U.S. Web Design System: [uswds@support.digitalgov.gov](mailto:uswds@support.digitalgov.gov)

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