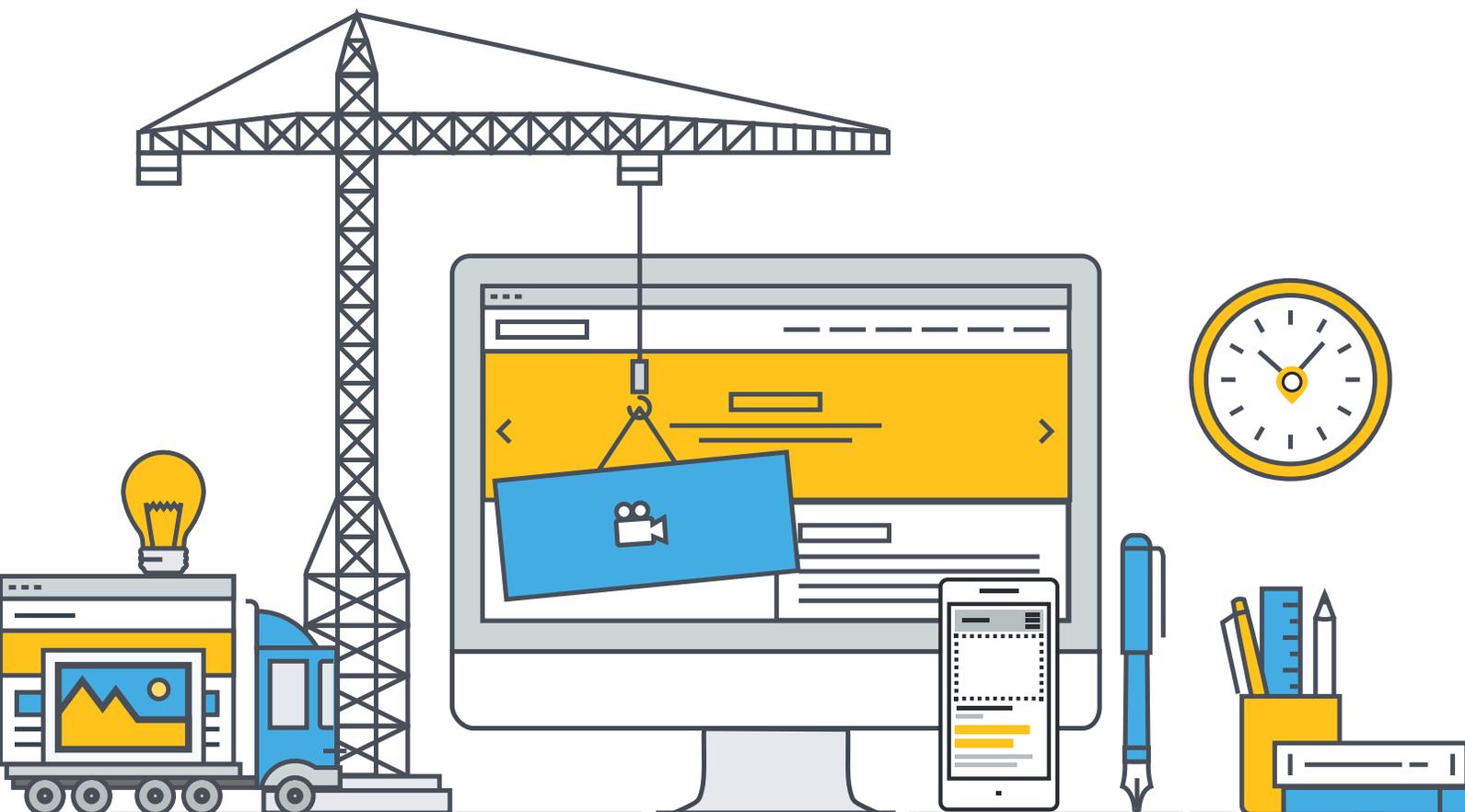


# SUMMARY OF CHANGES

communications guidance



# COMMUNICATIONS GUIDANCE CHANGES

- All new websites must be mobile responsive (III-p.7). Given the prevalence of mobile device use worldwide (4.61 billion in 2016 according to statista.com), the U.S. Department of State makes it a priority to meet the needs of audiences that access our information from mobile devices.

- To meet federal 508 compliance regulations, videos, live streams and webinars must be closed-captioned (III-p.6). We also recommend that you add captions to existing, older program videos. For assistance in adding bulk captions, please contact [ECA\\_PASC@state.gov](mailto:ECA_PASC@state.gov).

- It is now a requirement to display the Department of State seal and American flag in the footer of an ECA-funded website (III-p.6). Previously, this was a recommendation and was updated because from a digital perspective, our websites and social media properties are typically open to everyone on the internet, regardless of our primary audience. It simplifies the process to require that everyone always include both, and reinforces our branding.

- The “Credit and Link to U.S. Department of State in Footer” of all webpages and websites dedicated to a U.S. State Department of State funded program has moved from a recommendation to a requirement (III-p.6). This is to reinforce the program’s connection to the Department of State.

- It is now a requirement for recipient organizations to add Google Analytics tracking to their websites solely dedicated to one or more ECA programs and to provide administrative access to manage users, edit, collaborate, and read/analyze this Google Analytics data to their ECA Program Officer and to [ecawebsitesmail@gmail.com](mailto:ecawebsitesmail@gmail.com), ECA’s Public Affairs & Strategic Communications Office’s (PASC) Google Analytics account (III-p.7). This was added to comply with the directives from the 2015 “Policies for Federal Agency Public Websites and Digital Services.”

- In order to ensure that all requirements which need to be in place (e.g. Terms of Use, tracking new accounts, administrative-level access for program office, analytics access for IIP, etc.) are followed, it is now required for ECA program officers, in consultation with PASC, to approve the creation and closure of all ECA social media accounts before action is taken. (III-p. 8)

- Social media conduct expectations are now under the requirements, not recommendations, section. This was updated to stress the importance of managing the accounts appropriately and professionally. (III-p.9)

- It is now required that grant recipient organizations give ECA program officers

administrative access to ECA program social media properties (III-p.8). For crisis communications and because online communities and social media presences may exist beyond the period of your grant, it is valuable for ECA to have continuous access. Being able to access analytics data from across all of our social media properties at once allows U.S. Department of State leadership to view trends, determine which properties are performing well and explore the potential to reach different audiences.

- It is now Department policy per cable 16 STATE 17426 that all grant recipient organizations give the U.S. Department of State's Analytics team analytics-level access for ECA program social media accounts (III-p.8).
- It's now a requirement to add the U.S. flag and Department of State seal to all videos created for ECA programs (III-p.10).
- There is a new recommendation that recipient organizations create video plans before creating new videos (III-p.10). This was added as a suggested best practice to improve the quality of program videos and simplify the video production and clearance process.
- There is a new "Print Materials and Promotional Products" section (III-p.11) to clarify which requirements extend to physical materials.
- Obtaining participant consent authorizing the Department and recipient organizations to photograph, film, or otherwise record, use and release participant image and/or voice in connection with related public information programs and activities is now a requirement instead of a recommendation (III-p.12). With social media so pervasive, this was changed to ensure that participants have a chance to express any concerns regarding public promotion in connection with their exchange and to protect ECA and recipient organizations from lawsuits.

