# Rules of the Road OSIRIS-REx Asteroid Sample Return Mission

# **OSIRIS-REX DOCUMENT**

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#### **CM FORWARD**

This document is an OSIRIS-REx Project controlled document. Changes to this document require prior approval of the OSIRIS-REx Configuration Control Board (CCB) and Configuration Management Lead (CML). Proposed changes shall be submitted to the OSIRIS-REx Project CML, along with supportive material justifying the proposed change.

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# **DOCUMENT CHANGE LOG**

Version	Description of Change/Remarks	Engineering Change #	DATE (MM/DD/YYYY)
	Updated Personnel Lists in Sections 5.1, 5.2. Expanded description of Science Working Group processes and procedures		04/01/2012
	David Vokrouhlicky (sponsor Bottke) and Chris Haberle (sponsor Marshall) added to collaborator list. DLR Co-Is removed.		04/24/2012
	Tom Zega (sponsor Lauretta) added to collaborator list		05/22/2012
	Cateline Lantz (sponsor Barucci) added to collaborator list		08/16/2012
	Jemma Davidson removed from collaborator list. Added reference to Phase C/D charters document. Changed title page to reflect continuation into Phase C/D		10/06/2012
	Ian Thomas (sponsor Bowles) added to collaborator list		10/26/2012
	Kevin Walsh (sponsor Bottke) added to collaborator list		11/26/2012
	Driss Takir (sponsor Beth Clark) and Ellyne Kinney-Spano (sponsor Smith) added to collaborator list.		04/01/2013
	Ryan Park (sponsor Chesley) added to collaborator list.		04/24/2013
	Added Renu Malhotra, Benjamin Rozitis, Sara Russell, and Devin Schrader to collaborator list. Removed Francesca DeMeo from collaborator list.		08/05/2013
	HQ edit: Reorganized; added language about GIP Co-Is; added language about "newsworthiness"; edited social media language		10/05/2016
	Changes accepted – ready for signature		01/07/2017



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	Final changes from NASA HQ	01/26/2017
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# **ABBREVIATIONS AND ACRONYMS**

#### Table 1-1: Abbreviations and Acronyms

Phrase/Acronym	Description
Co-Is	Co-Investigators
PSP	Participating Scientist Program

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#### 1 SCOPE

This plan applies to all phases of the OSIRIS-REx mission, all data returned from the mission, and any laboratory, ground-based or orbital data collected in support of OSIRIS-REx by Co-Is and other team members. This plan does not apply to any flight operations of the OSIRIS-REx spacecraft after the delivery of the SRC to Earth.

#### 1.1 Purpose

The purpose of this document is to govern data rights for the OSIRIS-REx mission and ensure the orderly conduct in the dissemination of information resulting from OSIRIS-REx science investigations and engineering achievements. The OSIRIS-REx Mission is different from many NASA planetary missions in that the major objective is to collect a sample from the surface of an asteroid and deliver it safely to Earth for laboratory study. In support of this objective, much ancillary data will be taken, both in astronomical studies of candidate asteroids and in characterization of the target asteroid using instruments on OSIRIS-REx. This mission is also different in that the instrument scientists are instrument suppliers and not leaders of a scientific investigation in the normal sense. Nevertheless, it is expected that the instrument scientists know their instruments better than anyone else on the science team and will be actively involved in the operation of the instruments and processing of the data for characterizing the asteroid and selecting the sample site.

This plan serves to define the responsibilities, privileges, and expectations of Co-Investigators (Co-Is) and other team members. It provides for the proper use of the data generated by the OSIRIS-REx mission and proper means of communication of scientific results, engineering achievements, and mission-related news. Everyone on this mission must work together to satisfy the mission objectives. It is the responsibility of all team members to maintain the highest scientific and ethical standards in the collection, analysis, and dissemination of data and information.

#### 1.2 Revisions

This plan will be revised as needed to accommodate changes in the OSIRIS-REx mission. Revisions may be proposed by any team member, and require the approval of the Principal Investigator (PI) and the OSIRIS-REx Program Scientist. Changes to the list of Co-Is, also requires approval of NASA HQ. Changes to the list of other project personnel, require PI approval only. The PI will ensure that proper procedures are followed regarding addition and removal of team members.

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#### 2 APPLICABLE DOCUMENTS

The following documents, of the exact revision and/or date shown, form a part of this specification to the extent specified herein. In the event of conflict between the documents referenced herein and the contents of this specification, the contents of this specification shall be considered a superseding requirement.

Table 2-1: Applicable Documents

Ref.	Title
AD-1	Program Level Requirements Appendix
AD-2	Communication Plan
AD-3	Mission Requirements Document – Rev K
AD-4	Design Reference Mission – Rev C
AD-5	Design Reference Asteroid – v10
AD-6	Mission Plan
AD-7	Mission Operations Plan, Vol. 1 - 10
AD-8	Navigation Plan
AD-9	Contingency Plans
AD-10	Science Team Working Group Charters and Deliverables
AD-11	Science Implementation Plan
AD-12	Science Data Management Plan
AD-13	OSIRIS-REx Rules of the Road
AD-14	Contamination Control Plan
AD-15	Earth Targeting and Entry Safety Plan
AD-16	Sample Return Capsule Recovery Plan
AD-17	Curation Plan

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#### 3 INTRODUCTION

The Origins, Spectral Interpretation, Resource Identification, and Security–Regolith Explorer (OSIRIS-REx) mission will return the first pristine samples of carbonaceous material from the surface of a primitive asteroid. OSIRIS-REx's target asteroid (101955) Bennu is the most exciting, accessible, volatile, and organic-rich remnant from the early solar system, as well as one of the most potentially hazardous asteroids known.

After launching in September 2016, OSIRIS-REx begins a two-year cruise to Bennu that includes an Earth flyby in September of 2017. OSIRIS-REx detects Bennu 60 days in advance of rendezvous and surveys its environment for natural satellites and other hazards. OSIRIS-REx then spends the next 7 months characterizing the surface and orbital environment of Bennu. Four candidate sample sites are characterized with OSIRIS-REx's instrument suite and the Touch-And-Go (TAG) maneuver sequence is practiced. In October 2019, OSIRIS-REx executes the TAG maneuver and collects both bulk and surface samples. After a period of quiescent drifting away from Bennu, in March of 2021, OSIRIS-REx begins its return journey to the Earth. Following a 2.5 year return cruise, the Sample Return Capsule (SRC) is released, re-entering Earth's atmosphere and landing at the Utah Test & Training Range in September of 2023.

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#### **4 TEAM MEMBERS**

#### 4.1 Definitions

<u>Co-Investigators (Co-Is)</u>: The Co-Is of the OSIRIS-REx science team are active participants in all aspects of mission implementation. These positions come with many privileges and responsibilities. This document defines these aspects of being a mission Co-I. Co-Is receive direct support for their role on the mission, either from NASA or another agency that is contributing their support to OSIRIS-REx. Co-Is are directly responsible for the data acquisition or data analysis required to satisfy one or more of the Level-2 science requirements. OSIRIS-REx Co-Is are listed in the Science Team Organization section of the <u>Science Implementation Plan</u>.

<u>Collaborators:</u> The Collaborators of the OSIRIS-REx science team are team members who work in support of team activities. Each collaborator must be specifically associated by name with an individual Co-I. Collaborators are typically people who work closely with a Co-I and provide important support that enhances the science return from OSIRIS-REx. Collaborators are brought into the science team for specific periods of time to perform research of interest to the mission team. A complete list of OSIRIS-REx science team Collaborators is provided in the Science Team Organization section of the <u>Science Implementation Plan</u>.

Engineers: The Engineers on OSIRIS-REx are members of the spacecraft operations, flight dynamics, science operations, and management teams on the mission. Given the unique engineering challenges of OSIRIS-REx, it is expected that many publications will be generated by these team members. Publications on engineering topics related to OSIRIS-REx are also governed by this document. A complete list of all OSIRIS-REx team members is contained in the team roster.

Participating Scientist Team Members: Any scientists selected by NASA to be part of a Participating Scientist Program (PSP) team will also be OSIRIS-REx team members. Principal investigators of PSP awards shall be designated as Participating Scientist Co-Is. Such Co-Is have the same privileges and responsibilities and are subject to these rules of the road as are other Co-Is. Other scientists who are team members of PSP awards shall be Participating Scientist Collaborators and are subject to these rules of the road as are other Collaborators. All scientists who join the OSIRIS-REx team through PSP awards shall maintain their status in the mission and be bound by these Rules of the Road until their mission work is complete, including all publications and other required mission data products.

The Science Community: The "science community," for the purposes of this document, is defined to be all scientists who are not OSIRIS-REx team members.

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#### 4.2 Addition of Team Members

Regular Co-Is and collaborators. Regular (non-PSP) Co-Is may only be added with the approval of the PI and NASA HQ, following established procedures. The OSIRIS-REx PI has the authority to approve Collaborators. Nominations for new Collaborators must be made by a Co-I. Nominations must include the proposed scientific contributions of the candidates to OSIRIS-REx as well as their qualifications to make the contributions. Nominations for Collaborators should also include a proposed duration for the appointment. The OSIRIS-REx Science Team Executive Council will review nominations and make recommendations to the PI.

<u>PSP Co-Is and collaborators</u>. Selections of new PSP Co-Is and their Collaborators will be made by the NASA HQ Research and Analysis Program Lead Scientist, on the recommendation of the OSIRIS-REx Program Scientist. Additions of Collaborators to be associated with existing PSP Co-Is shall be made by the Program Scientist. In unusual circumstances, replacement of a PSP Co-I may also be made by the Program Scientist.

<u>Engineers</u>. Given the long duration of OSIRIS-REx, it is likely that members of the engineering team will join and leave the team regularly. These decisions are made by the home institution of the team members. It is expected that the team roster will be maintained and regularly updated to document the current membership of the OSIRIS-REx team.

# 4.3 Evaluation and Change in Status of Team Members

The PI will evaluate all regular (non-PSP) members of the OSIRIS-REx Science Team on a regular basis to realign their roles, responsibilities, and resources with upcoming mission challenges. Co-Is may leave the project and relinquish their Co-I status by mutual agreement with the PI (e.g., resignations, retirement, etc.). Co-Is may lose their status on the mission based on approval from both the PI and the Program Scientist, and probably also will need the Associate Administrator's approval as well.

If team members disassociate from the OSIRIS-REx project (e.g., by removal, resignation, or expiration of their term) they may not prepare or submit papers based on OSIRIS-REx data or otherwise release data to which they have had privileged access until those data are released to the public.

# 4.4 Responsibilities of Team members

All team members must comply with the policies below on data, publications, and communications. In addition:

# 4.4.1 Science Team Meetings.

Science Team Co-Is (regular and PSP) should attend all OSIRIS-REx Science Team meetings unless prior arrangements are made with the PI or a member of the

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Science Team Executive Council. All other team members are welcome to attend. Two OSIRIS-REx science team meetings are planned each year in FY 2017-25. The PI may adjust this schedule as required. These meetings should take place at or near a Science Team member's home city. The PI will select the venue, with concurrence from the Program Scientist required for non-US meetings. Science team meetings will last for a minimum of three full days, unless waived by the PI. Members should plan on traveling on the days before and after each meeting.

## 4.4.2 Asteroid Proximity Operations.

The Science Processing and Operations Team will be co-located at the Michael J. Drake building in Tucson, Arizona, during a portion of the asteroid encounter. Science Team Co-Is are expected to participate in science operations while OSIRIS-REx is in proximity to the target asteroid. In addition, other team members will be able to participate in these operations, based on their interest and mission needs. All team members participating in science operations must participate in all Operational Readiness Tests (ORTs) at the SPOC. During this time, the Science Processing and Operations Team is responsible for instrument operations, data validation, data processing, data product development, and sample-site selection. Team members will be assigned various responsibilities based on their expertise and interests. A detailed schedule of ORTs and Science Team staffing plans will be finalized early in Phase E.

## 4.4.3 Newsworthy information.

Any observations, publications, data releases, images, or events that have the potential to gain the attention of the news media, social media, or the public must remain confidential until an appropriate plan for communications is authorized by the PI. News is defined by NASA as any previously "unreleased information with the potential to generate significant media, or public interest or inquiry." Team members should bring potentially newsworthy information to the immediate attention of the PI, copying the Communication and Public Engagement Team. This group will ensure that others with access to the information are aware of the need for confidentiality, and inform the PI and other members of the CPE team at the earliest possible opportunity. The CPE team will liaise with the GSFC public affairs office and NASA HQ communications as required for a discussion on how to proceed. Once a plan is in place, or if the information is deemed not to be newsworthy, the PI or communications lead will inform the team member of how to proceed.

If in doubt about what is newsworthy, please ask.

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#### 5 DATA POLICY

The OSIRIS-REx Mission Data Management Plan governs data rights for the OSIRIS-REx mission. This plan provides for timely validation and release to the science community of all data from the OSIRIS-REx mission through the Small Bodies Node of the NASA Planetary Data System (PDS). Before delivery to the PDS, no data products shall be released to the science community or the public without the approval of the PI.

Any OSIRIS-REx data product shall be made available to any OSIRIS-REx team member upon request. To ensure proper use and interpretation of data, any team member wishing to publish unreleased data from any of the OSIRIS-REx instruments (specifically L0, L1, or L2 data) shall consult with the Instrument Scientist, or their delegate, of the relevant instrument and the PI. Any team member wishing to publish an unreleased processed data product from one of the Science Team Working Groups shall first consult with the Working Group Lead, or their delegate, and the PI. The Instrument Scientist or Working Group Lead must inform the PI within one week that unreleased data are being used and by whom.

At the discretion of NASA Headquarters or the PI, short-term embargoes on particular data releases might occasionally be put in place (for example, in order to maximize the impact of a specific press conference or to comply with a particular journal publisher's embargo policy), but such embargoes are expected to be exceptions rather than the rule.

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#### **6 PUBLICATIONS POLICY**

# 6.1 Restricted publications

Any team member intending to produce a written publication, including an abstract or conference proceedings, that is (a) funded by the mission, (b) based on mission data that have not yet been released to the scientific community, or (c) based on mission data that have been released for less than six months, shall inform the relevant Working Group lead or the PI when plans for the work are just past the conception stage, or, for PSP Co-Is, upon selection. Once a mature version of the publication is produced, the authors will provide the PI with a copy for final circulation to the team prior to release to any person outside the team. In addition, publications that are contractual deliverables to the mission must always be submitted to the PI.

Any publication produced by a team member that is likely to be newsworthy (see section 4.4.3), including publications which do not meet any of the criteria (a-c) above, should not be released or shared beyond the team or discussed in public until a communications plan is in place as specified in section 4.4.3, or the publication is deemed not to be newsworthy. In the latter case, the publication may proceed as in section 6.2.

## 6.2 Open publications

Any team member intending to produce a written publication that is relevant to the mission but does not meet any of the criteria (a-c) in section 6.1 above should inform the PI when the plans for the work are just past the conception stage and provide a copy of the publication prior to submission.

# 6.3 Authorship

Authorship of manuscripts and abstracts is encouraged by all team members according to the following conditions: Team members other than Co-Is must coordinate their publication plans through a Co-I or the PI. Any team member who asks to be an author of any paper, and who makes a substantive contribution to that paper, shall be an author. Any individual who is invited by a Co-I to be an author on a paper, and who makes a substantive contribution to that paper, shall be an author. In this context, a "substantive contribution" is defined as an intellectual or technical contribution to the production of the manuscript, without which the manuscript could not exist in its submitted form. This includes analyses important for the manuscript or the examination, which produced negative results. This does not include simple data gathering or secretarial work. It is anticipated that lead authorship will be established by consensus. Any team member may be a lead author where appropriate.

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## 6.4 The Sample Catalog.

The OSIRIS-REx mission is scheduled to deliver samples from Bennu to Earth in September 2023. The Preliminary Examination (PE) period starts with the receipt of the sample canister at the Curation Facility at JSC and ends 6 months later. During the PE period, the OSIRIS-REx science team will produce a catalog containing sufficient information to allow the scientific community to propose research with the samples. The publication of this catalog is subject to the approval of the PI, the NASA Astromaterials Curator, and the Program Scientist.

#### 6.5 Results of the Preliminary Examination

The PE includes sample analysis effort to be conducted by the OSIRIS-REx science team under the direction of the Mission Sample Scientist and the PI. The effort will be distributed across subteams, each with a subteam leader. The members of each subteam will be expected to publish their initial findings as a group and at the same time as other subteams. Once the initial set of manuscripts has been submitted, OSIRIS-REx team members can publish the results of additional analyses on the returned samples. Publication of all laboratory work in this phase of the OSIRIS-REx mission is subject to the rules described in sections 6.1 and 6.3 above.

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#### 7 COMMUNICATIONS POLICY

All communication by team members with the public must follow the *OSIRIS-REx Communications Plan* and section above when information may be considered newsworthy.

#### 7.1 Oral communications

Oral communications where abstracts are not required (departmental colloquia, seminars, and public lectures) are permissible by all team members, and advance approval is not required unless new results are to be discussed that have not been published or presented at a scientific meeting, or the information in the oral communication is likely to be newsworthy (section 4.4.3). In all cases, advance notification of simple oral presentations should be provided to the PI. If new results are to be discussed that have not been published or presented at a scientific meeting, then the requirements for communication shall be the same as those for a formal publication (section 6); this will require preparation of a written summary of the planned presentation, which can be submitted to the PI in advance. A copy of any visual aids used in these presentations should be made available to the team upon request.

#### 7.2 Use of Social Media

Members of the OSIRIS-REx team are encouraged to use personal social media accounts to communicate OSIRIS-REx stories to the public, subject to the rules described below.

Team members' personal social media accounts should never be used to release OSIRIS-REx "news," as defined in section 4.4.3. If newsworthy communications are required, the instructions in section 4.4.3 must be followed to develop an appropriate plan for the communication involving official platforms consistent with the mission *Communications Plan* and NASA policy. Team members who are active on social media should read and understand the guidance on use of social media by NASA employees and contractors from NASA's Office of the Chief Information Officer, which is reproduced below in **Appendix 1**.

<u>Dissemination of news:</u> Once mission news has been made public, personal accounts may be used to further disseminate the information.

<u>Dissemination of information as it is happening:</u> All plans to convey in real time the ongoing events or activities of any not-yet public OSIRIS-REx activity require prior approval from the PI, and the announcement to all participants in the activity that this is being done.

<u>Dissemination of Results:</u> All descriptions or announcements of any OSIRIS-REx results that are not already public require approval of the PI.

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Announcements of mission, spacecraft or instrument status: General information (which by definition must be compliant with §4.8, ITAR restrictions and proprietary data) on the mission, spacecraft or instruments can be distributed by personal social media accounts only in coordination with NASA and the institution-specific lead, e.g. Lockheed Martin Flight Systems Manager for spacecraft information. Announcement of significant issues and newsworthy events such as mission anomaly status may not be announced by personal social media accounts.

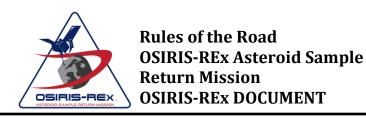
#### 7.3 Interaction with Media

<u>Press Releases and other public announcements:</u> All press releases issued by team members from NASA Centers must be approved by NASA HQ PAO first. An electronic version of press releases issued by team-member organizations should be provided to the PI, the Communications and Public Engagement lead, and the GSFC Public Affairs Officer immediately after approval by NASA HQ Public Affairs Officer.

<u>Unsolicited contact by media outlets:</u> The Communications and Public Engagement lead will compile and submit for PI approval, guidelines and recommendations for news interviews for distribution to the science team. These will include proper acknowledgements, identification of illegitimate news, and staying "on message." If you are contacted by a member of the media for an interview, please contact the Communications and Public Engagement team for guidance as to how to proceed.

#### 7.4 ITAR restrictions

No photos, drawings or information may be released in any medium that might violate International Traffic in Arms Regulations. Note that if such material should appear on the web, it would become available worldwide, in violation of United States law. If a team member is unsure about whether content violates ITAR regulations, they should consult with an institutional ITAR expert or the OSIRIS-REx PI or Project Office for guidance.



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#### **8 PERSONNEL LISTS**

Personnel lists and science team organization are now maintained on the Science Team Wiki:

https://orsamm2.lpl.arizona.edu/wiki/projects/scienceteamwikihttps://orsamm2.lpl.arizona.edu/wiki/projects/scienceteamwiki

https://orsamm2.lpl.arizona.edu/wiki/projects/scienceteamwiki

Contact the PI Office for access to this document.

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#### 9 APPENDIX: SOCIAL MEDIA GUIDANCE

Originally Published by the NASA Office of the Chief Information Officer, 2012

NASA has been on the forefront within the Federal Government in utilizing social media and Web 2.0 technologies. We've embraced the use of these technologies to enhance communication, collaboration, and information exchange in support of the Agency's mission. By openly sharing knowledge, best practices, and lessons learned, we can provide more effective solutions and efficiencies to enhance mission excellence.

This page provides NASA guidance on the use of social media technologies, including, but not limited to, photo and video sharing, wikis, blogs, podcasts, mashups, Web feeds, social networking sites (e.g., Facebook, LinkedIn), microblogging (e.g., Twitter), and other Web-based forums. Use of social media technologies in an official capacity is covered by existing NASA regulations and policies on information accessibility, records management, privacy, security, information quality, and release of information to news and information media.

NASA employees and contractors are reminded that they remain accountable for responsible, safe, and judicious use of these technologies, whether in an official or personal capacity. When using social media technologies to discuss NASA and its activities in their personal capacities, NASA employees shall clearly identify personal communications and personal opinion (versus Agency) and include a disclaimer such as "The statements and opinions posted by me are my own and do not necessarily represent NASA's positions, strategies or opinions." Also, NASA employees and contractors should not use NASA identifiers, including the NASA Insignia (the "meatball"), mission patches, or program identifiers in connection with any personal communications or non-official representation. Finally, NASA managers and supervisors have the discretion to restrict personal use of social media technologies by employees during duty hours.

#### 9.1 Guidelines

- 1. Know and follow NASA rules and regulations as stated in the policies above.
- 2. Act responsibly-think before posting. Even if a comment can be removed from a site, once it is posted, it can be preserved by others and reposted.
- 3. Unless you are officially representing NASA as a spokesperson (Official Use), do not represent yourself as speaking for NASA.
- 4. Be yourself. Use the first person and speak for yourself, not for NASA.
- 5. Identify yourself-state your name and role when you discuss your work.



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- 6. Write what you know-stick to sharing facts and opinions about your areas of expertise.
- 7. You are personally responsible for the content you publish on blogs, wikis, or any other form of user-generated media.
- 8. Be honest and transparent-truth and sarcasm look the same on paper. The best way to make sure that you convey a truthful message is to be true.
- 9. Be professional and respectful at all times.
- 10. Contribute, engage, and get involved-the unique value of social media is to interact with others by commenting, replying, giving feedback, and letting your voice be heard. Without it, you're just broadcasting.
- 11. Maintain and update content to ensure accurate and timely information.
- 12. Correct and acknowledge mistakes-you might know that something you stated was not quite right and have corrected yourself. But do others?
- 13. Obey copyright, fair use, and financial disclosure laws.
- 14. Be prepared to spend time providing answers and responses to questions posed by the public. If the questions wander outside the bounds of your expertise, politely decline and/or refer them to the Public Inquiries group in the Office of Public Affairs (<a href="mailto:public-inquiries@hq.nasa.gov">public-inquiries@hq.nasa.gov</a>).
- 15. Any online communication regarding NASA financial data is strictly forbidden except via official NASA processes.
- 16. Information such as NASA's or a contractor's intellectual property, trade secrets, International Traffic in Arms Regulations (ITAR), Sensitive But Unclassified (SBU), and customer data are strictly forbidden from any online discourse except by authorized personnel in accordance with the specific NASA external communications process.
- 17. Do not use a public social media service for a NASA-related activity or discussion that is not meant for total public access. If the topic is not for release to the public, use an internal social media tool. For reasons of liability, do not participate in any type of personal recommendation of another individual related to employment considerations. Follow NASA policy and refer all communication of this type to human resources for verification.



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- 18. Do not provide any type of endorsement of a product or company for reasons of liability. Follow NASA policy and refer all communication of this type to the Office of the General Counsel for verification.
- 19. Violation of NASA policy may result in disciplinary action, up to and including termination or other intervention.
- 20. Don't blog proprietary or privileged information. Don't assume you can "tweet" or blog the meeting you just attended. Ask the meeting leader.
- 21. Don't cite or reference clients, partners, or suppliers without their approval. When you do make a reference, link back to the source where possible.
- 22. Don't use social media to release NASA "news." News can be any previously "unreleased information with the potential to generate significant media, or public interest or inquiry." Only official spokespeople are authorized to speak for NASA in an official capacity regarding NASA policy, programmatic, and budget issues. When in doubt, ask the Office of Public Affairs.
- 23. Don't forget your day job. You should make sure that your online activities do not interfere with your job commitments. Your manager does have the right to limit the use of social media at work.

For additional information and guidance, contact your Center's social media lead or the Agency's social media leadership at <a href="https://hq-socialmedia@lists.nasa.gov">hq-socialmedia@lists.nasa.gov</a>.