

# Social Networking Monitoring Center (SNMC) Concept of Operations For the Presidential Inauguration

**Operational Phase**  
Friday, 1/16/2009 through Wednesday, 1/21/2009

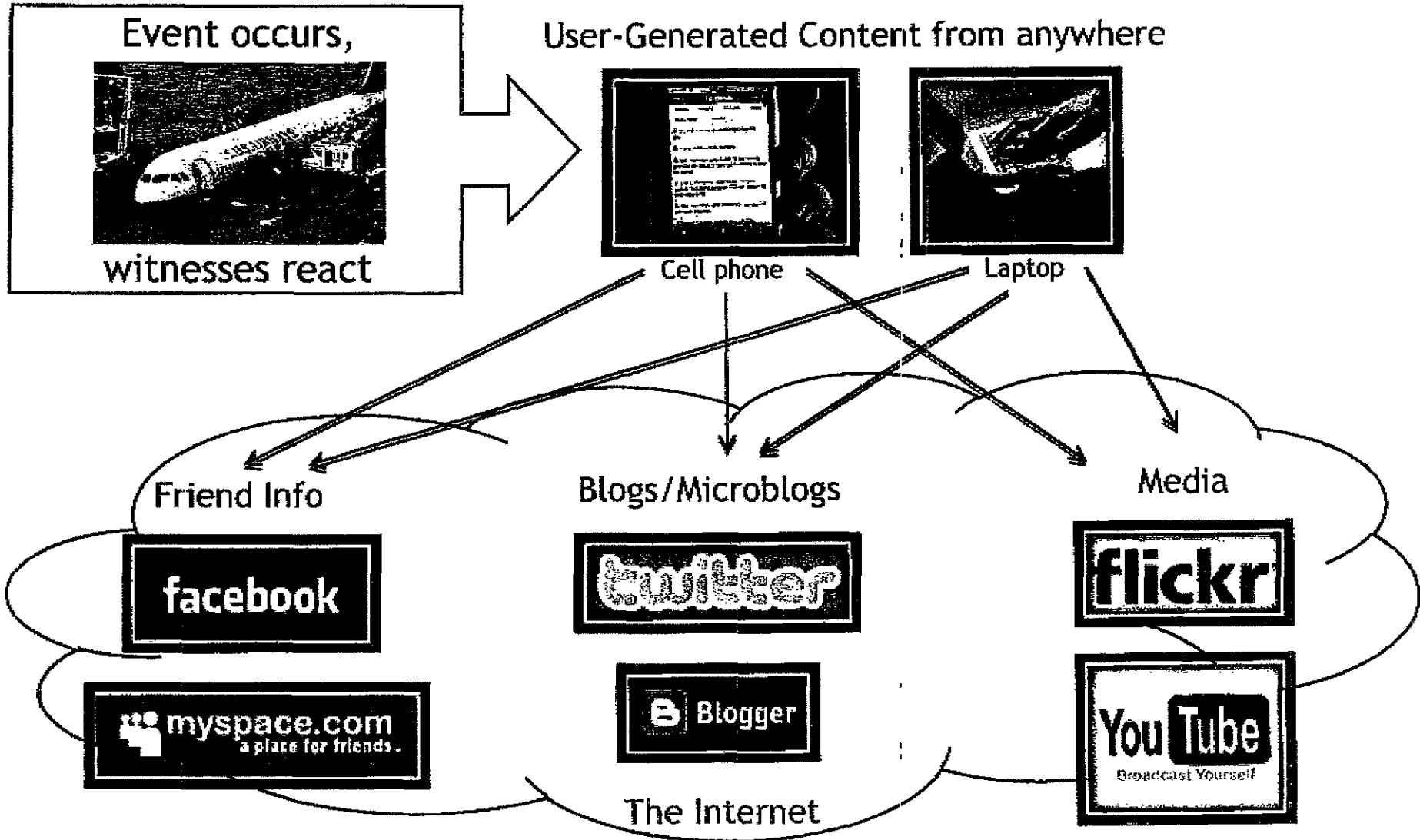
# Overview:

- Privacy
- Background
- Purpose/Approach
- Concept of Operations
- Reporting
- Coordination
- Template

# Privacy Concerns

- SNMC will not collect Personally Identifiable Information (PII) such as full name, email address, mailing address, telephone numbers, credit card number, IP addresses or specific locations during the Inauguration period.
- Usernames (CowboyJohn or CecilBDeRoadtrip) do not by themselves identify an individual. Other forms of aliases will not be collected.
- Openly divulged information excluding PII will be used for future corroborating purposes and trend analysis during the Inauguration period.
- In all situations, the SNMC will adhere to the Fair Information Practice Principles set forth in DHS Privacy Technology Implementation Guide.

# Background: Mobile Social Networking and Media



As shown in Mumbai, plane crashes & hurricanes, abundance of SN is potential wealth of info.

# Purpose/Approach

- Provide enhanced situational awareness and social networking monitoring support to DHS OPS/NOC during Inauguration activities
- During the Inauguration, the SNMC will focus on:
  - Major and Niche social networks
  - Blog networks
  - User-generated media (photos/video)
  - Social bookmarking sites
  - Aggregators and Search engines
  - “Mashups” (a tool combining multiple data sources)

# Concept of Operations Candidates for Analysis:



- Twitter •
- MySpace •
- BlackPlanet •
- Blogpulse •
- Blogger •
- CNN's iReport •
- TwitterMap •
- Wikipedia\* •
- *Craigslist\** •
- Bebo •
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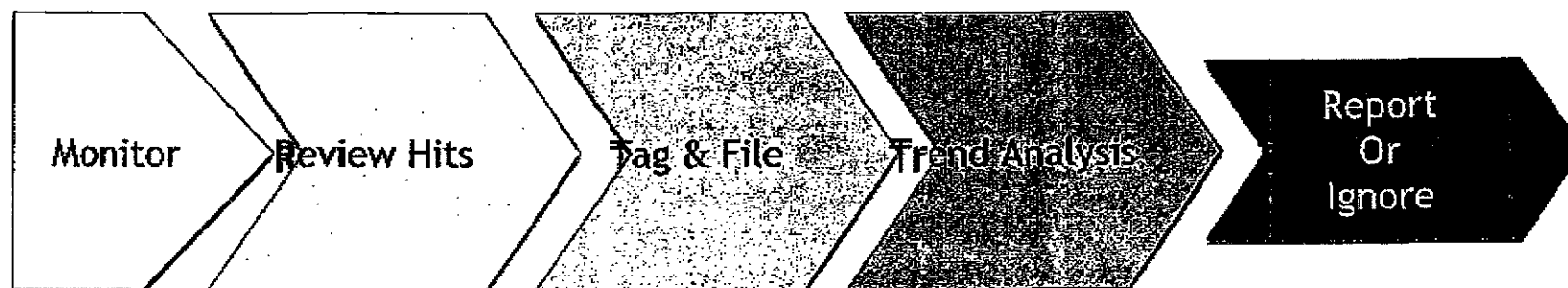
facebook  
 YouTube  
 Digg  
 DailyKos  
 Flickr  
 Friendster  
 FlickrVision  
 Hi5  
 MiGente  
 NPR  
 And 30+ others

\* May require an "event" to assess value

# Concept of Operations cont'd

**SNMC in concert with the MMC will provide reports and updates to DHS OPS/NOC via email communications**

- **Operations Ramp-up**
  - Fri-Sun Jan. 16-18: - 12 hours per day
  - Mon-Wed Jan. 19-21: - 14 hours per day
  - Prepared to surge to 24-hour coverage
- **Throughout the Inauguration SNMC will look for “items of interest” in the routine of social networking posts on the events, organizations, activities and environment**
- **SNMC will use Trend Analysis and established Critical Information Requirements (CIRs) for reportable events**





# Concept of Operations cont'd

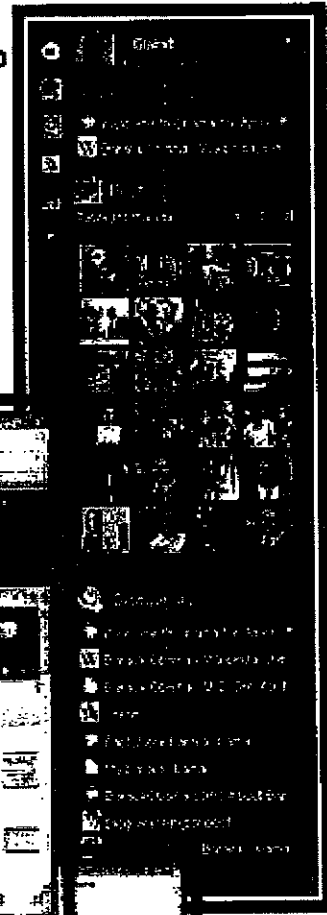
## Reportable Status Criteria

- **Critical Information Requirements**
  - Fulfills established MMC and DHS OPS/NOC requirements
  
- **Trend Analysis Requirements**
  - Credible Source (verifiable reporter or expert)
  - Credible Evidence (photo, video, audio)
  - Collection of corroborating “hits” indicating a trend (posts, observations and opinions from multiple sources)
  - Official Alerts (local, state, national, NGO)

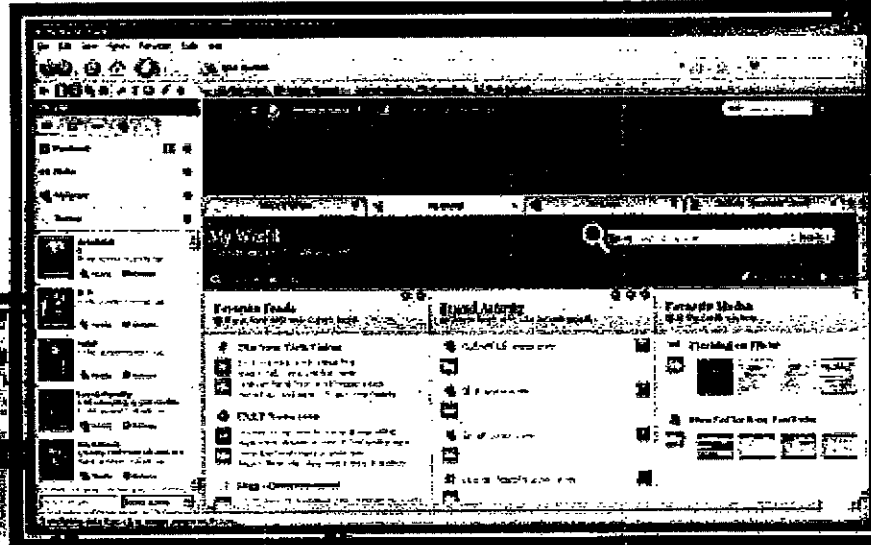
# Concept of Operations cont'd

- Incorporate Social Networking Tools
  - Flock Browser
  - YooNo
  - Yahoo! Pipes
  - Mashups

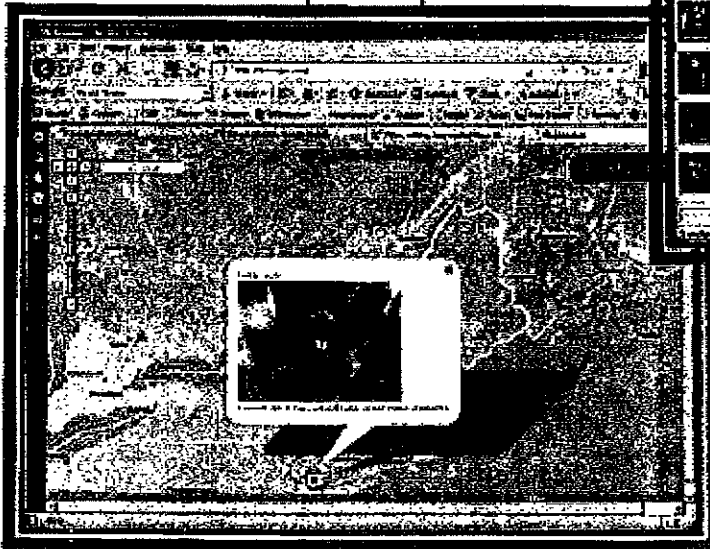
YooNo



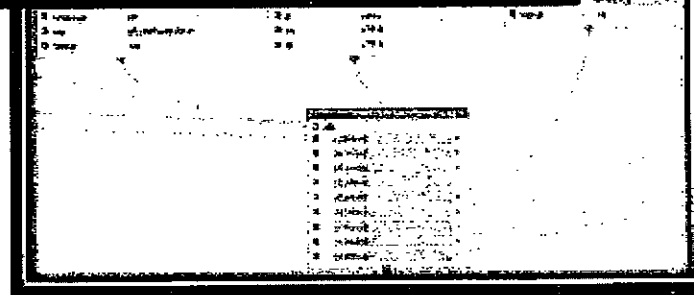
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Mashup Example



Yahoo! Pipes




# Concept of Operations cont'd

## • Reporting

- Summary and Exception Reports about the Inauguration from the SNMC will contain filtered information regarding the trends and analysis during the 24 hour cycle

### Template Example

	DATE TRANSMITTED
Inauguration Social Network Summary DHS OPS/NOC Social Networking Monitoring Center (SNMC)	
<u>Topic - 44<sup>th</sup> President's Inauguration</u>	
<ul style="list-style-type: none"> <li>• Summary of Analysis and Trends</li> <li>• Description of Report</li> <li>• Table of Contents (linked to each topic/trend)</li> </ul>	
<u>Current Reports (current 24 hour period)</u>	
<ul style="list-style-type: none"> <li>&gt; <b>Infrastructure: Topic/Trend</b> <ul style="list-style-type: none"> <li>• Summary</li> <li>• Examples/Hits</li> <li>• Links</li> </ul> </li> <li>&gt; <b>Security: Topic/Trend</b> <ul style="list-style-type: none"> <li>• Summary</li> <li>• Examples/Hits</li> <li>• Links</li> </ul> </li> <li>&gt; <b>Threats: Topic/Trend</b> <ul style="list-style-type: none"> <li>• Summary</li> <li>• Examples/Hits</li> <li>• Links</li> </ul> </li> </ul>	

## • Coordination

- SNMC and MMC will be collocated to support and augment analysis and reporting
- SNMC will coordinate findings with senior MMC OPS advisors. Distribution will be to a limited group specified by DHS OPS/NOC
- SNMC will participate in Blast Calls as directed

# Summary

- SNMC is currently operational and monitoring Inauguration activities in coordination with MMC
- SNMC will adhere to the DHS Privacy Technology Implementation Guide at all times
- SNMC will coordinate findings with MMC, senior OPS advisors, and DHS OPS/NOC as required.
- Distribution limited to a group specified by DHS OPS/NOC
- Post-Inauguration, SNMC will address:
  - Posting and sharing information through various Social Networking channels, technologies and widgets
  - Facilitating the public going through established social networking sites and links, to provide information to DHS

# Backup Slides

# Contact Information

- SNMC

- Hotline: (b) (6)

- (b) (6) - Asst. Director, Social Network Operations  
(b) (6)  
Cell: (b) (6)

- (b) (6) - Asst. Director, Social Network Technical Systems  
(b) (6)  
Cell: (b) (6)

# SN Expertise:

- The SNMC is led by social networking experts who have been in the field for 30 years of combined experience. They have conceptualized, designed and built online communities and learned from experience, the social dynamics and technological issues required to understand Social Networking. Staff and processes are difficult to replicate without the possibility of a serious break in services provided to DHS.

- Notable accomplishments include:

- (b) (6) [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

# DO NOT STORE PERSONALLY IDENTIFIABLE INFORMATION (PII)!



- What is PII?**
- Names
  - Email Addresses
  - Mailing Addresses
  - Telephone Numbers
  - Usernames
  - Photos
  - Specific Locations
  - Credit Card Number
  - IP Addresses and URL's
  - Other PII

**CNNReporter:** Joe Smith, a student at GW has guns, has taken hostages, and is making demands *about 3 minutes ago from web*

- No PII issue because the info was obtained from a media news report.

**Jazz42:** Bob Doe and I saw a plane crash into an apt bldg at 9 Downing St, in Baltimore *about 3 minutes ago from web*

- Bob Doe would be stripped as PII, before the data is stored or shared

**Exceptional Operations** – Examples of “life or death” incidents picked up via searches or because it was posted to a DHS widget or link for the public to provide information:

**JohnDoe:** I'm trapped in my house at 4200 Wisconsin Ave and the flood water is rising. I need help!! *about 3 minutes ago from web*

or

**JaneDoe:** just watched 10 guys in masks with guns and backpacks run into the Marriott Hotel in St Louis *about 3 minutes ago from web*

## Exceptional PII Handling:

Only essential PII is included in report to NOC, then deleted immediately upon NOC confirmation of receipt; or deleted within 24 hours if no confirmation is received. Either way, PII is never entered into a database.





# Social Networking/Media Capability Mission Statement

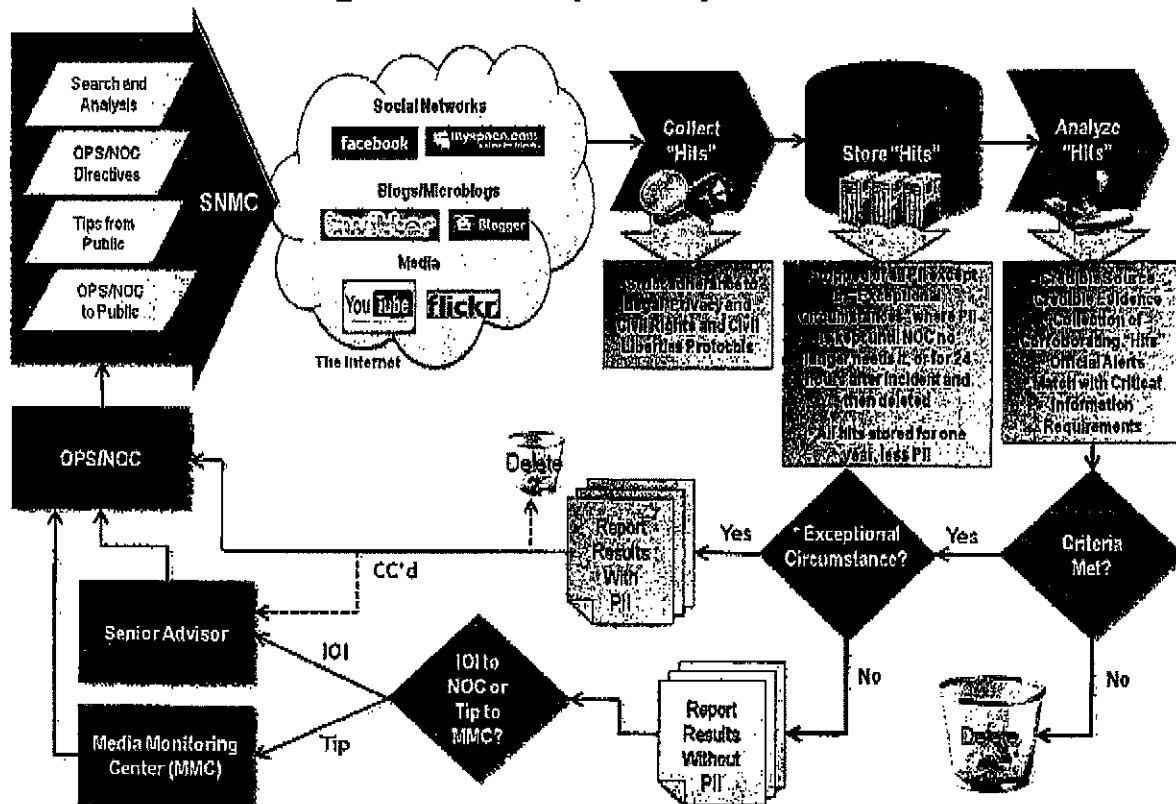
The SNMC has three primary missions:

Enhance situational awareness by continuously searching social networking sites for NOC Critical Information Requirements (CIRs).

Establish a presence on social networking sites to provide important information to the public regarding DHS NOC operations and alerts in order to assist the public in preparing for and mitigating the effects of natural and man-made disasters.

Facilitate the public's desire to knowingly submit operationally relevant information and interact with DHS Operations and the NOC.

## Social Networking / Media Capability Process



\* Exceptional Circumstances: SNMC will report PII information that relates to the rare situations that have "life or death" Implications