

JPL Social Media & News Media Guidelines for Interns

Welcome to JPL! We are thrilled to have you and welcome your sharing of the internship experience with your friends, family, and educational community. However, as a federally funded research and development center, we have a few rules and guidelines that affect what details interns (and employees) are permitted to share externally about their work at JPL. Read on.

The external release of information – particularly newsworthy information – is a critical aspect of NASA's mission to inspire the world through discovery. NASA policy dictates that the release of information concerning NASA activities will be made by the agency. **While interning at JPL, you will have access to information that has not yet been made public by the agency but which may be newsworthy. You must always take care to protect privileged, proprietary, and/or unreleased information. When in doubt, ask.**

Even with these restrictions, social media is still a great way to share your experience here. Just be sure to abide by JPL rules and guidelines regarding posts to social media as well as those regarding interactions with news media, including publications/accounts based at your school. These rules guide what you are permitted to share. In brief:

NEVER share:

- Information from internal meetings, discussions, or websites
- Internal documents or emails
- Any uncleared images or videos taken at JPL or during off-site field work
- Images or video showing JPL badges (yours or others)
- Information (or speculation) about delays, data, anomalies, project/mission status, cost, that has not already been released by the agency

OK to share:

- Your enthusiasm!
- Overview-level description of your work at JPL (talk to your mentor to determine what info you can provide)
- Images/video taken in public tour locations plus the Mall and JPL sign at the Oak Grove entrance
- Broad description of routine operations on lab (to go with your images)
- Info from a public NASA website, NASA news release, or official agency social media post
- Reposts of official NASA social posts

NOTE: If you identify in your social profile bio as interning for NASA or JPL, add language indicating that opinions expressed are your own. Interns (and employees) must not give the impression they are speaking for NASA or JPL.

SOCIAL MEDIA TAKEOVERS

If asked to do a social media takeover – for example, by your educational institution or a student group – you must check with the JPL Digital News and Media Office before agreeing. The above restrictions apply to any social takeover posts. You are also expected to adhere to JPL ethics rules regarding endorsements. No JPL employee or intern is allowed to do livestreamed interviews from JPL without prior coordination and approval from the JPL media office.

Before you post, ask yourself:

- Am I breaking news? Is this my news to share?
- Is anything proprietary, privileged, or newsworthy?
- Does the imagery I want to share include a location or hardware/technology not approved for public release?

NEWS MEDIA INTERACTIONS AND INTERVIEWS

If you receive a request for a media interview (including with a publication linked to your school), notify the JPL media office, the JPL education office, and your mentor prior to responding to the media outlet. The media office will vet the request before determining whether to approve the interview, and can give you some basic guidance.

All in-person news media visits to lab must be approved in advance by the JPL media office and JPL security, and a media office representative must escort journalists while they are on lab. Since JPL has about 1,000 interns every year, the media office will discuss options with you and the outlet with the goal of satisfying the request – without overwhelming the lab.

Interns may not provide exclusive news or new visuals to news media. When speaking to news media or your school's news or marketing department, you must follow the rules mentioned above and the JPL ethics rules regarding endorsements.

QUESTIONS? Reach out to the JPL Digital News and Media Office

Working closely with mission/project teams and in coordination with NASA HQ, JPL's Digital News and Media Office is responsible for releasing information to the media and the public in the form of news releases, videos, and social media posts.

- Veronica McGregor, JPL digital news and media manager, veronica.c.mcgregor@jpl.nasa.gov
- Melissa Pamer, JPL copy chief, melissa.pamer@jpl.nasa.gov
- Emilee Richardson, JPL social media lead, emilee.richardson@jpl.nasa.gov
- Matt Segal, JPL news chief, matthew.j.segal@jpl.nasa.gov