#### Department of Veterans Affairs M27-1, Part III, Subpart ii, Chapters 1-5

**Veterans Benefits Administration September 7, 2016**

**Washington, DC 20420**

#### Transmittal Sheet

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| Changes Included in This Revision | The table below describes the changes included in this revision of Benefits Assistance Service Procedures, M27-1, Part III, Subpart ii, Chapters 1-5, “Social Media.” **Notes**: * Minor editorial changes have also been made to
* update incorrect or obsolete hyperlink references,
* update obsolete terminology, where appropriate,
* reassign alphabetical designations to individual blocks and repaginate, where necessary, to account for new and/or deleted blocks within a topic,
* correct grammatical and spelling error,
* clarify block labels and/or block text, and
* bring the document into conformance with M27-1 standards.
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| Reasons for the Change | Citation |
| Added reference to VA Directive 6515.  | III.ii.1.a |
| Removed dated term “Really Simple Syndication (RSS) feeds”. | III.ii.1.a |
| Added survivors.  | III.ii.1.b |
| Updated to include all currently used social media platforms.  | III.ii.1.cIII.ii.3.1.d |
| Added information on Google+.  | III.ii.2.1.aIII.ii.3.2.a |
| Updated information on Facebook users.  | III.ii.2.1.b |
| Updated “Social Media team or office” to VBA Web Communications.  | III.ii.2.1.cIII.ii.2.1.eIII.ii.2.2.cIII.ii.2.2.eIII.ii.3.1.bIII.ii.3.1.cIII.ii.3.2.aIII.ii.3.2.cIII.ii.4.1.aIII.ii.4.1.bIII.ii.4.1.c |
| Updated information on content approval process.  | III.ii.2.1.eIII.ii.2.2.e |
| Removed comparisons to instant messaging.  | III.ii.2.2.a |
| Updated information on why we need Twitter to reflect modern usage.  | III.ii.2.2.b |
| Added background, why we need, resources, content maintenance, approval process, risks and constraints, and privacy information, for Pinterest.  | III.ii.2.3 a-g |
| Added background, why we need, resources, content maintenance, approval process, risks and constraints, and privacy information, for Instagram.  | III.ii.2.4 a-g |
| Changed Flickr submissions to Pinterest and Instagram submissions. | III.ii.3.2.c |
| Removed section on the VBA Internet homepage. | III.ii.3.2.d |
| Removed section on VBA newsletter.  | III.ii.3.2.e |
| Updated information on lines of business procedures.  | III.ii.4.1.c |
| Added VA social media directory to agency references. | III.ii.5.1.a |
| Added DigitalGov social media community to federal references.  | III.ii.5.2.a |

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| Rescissions | None |

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| Authority | By Direction of the Under Secretary for Benefits |

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| Signature | Mike Carr, Acting DirectorBenefits Assistance Service |

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