



# United States Department of the Interior

## NATIONAL PARK SERVICE

1849 C Street, NW  
Washington, DC 20240

### **DIRECTOR'S ORDER #70: GOVERNANCE AND MANAGEMENT OF THE NATIONAL PARK SERVICE DIGITAL EXPERIENCE**

**Approved:** \_\_\_\_\_  
Director

**Effective Date:** December 11, 2024

**Duration:** Until amended, superseded, or rescinded

This Director's Order (Order) supersedes and replaces Director's Order #70: Internet and Intranet Publishing, dated January 8, 2001, and Policy Memorandum 11-02, Social Media—Interim Policy. It supplements sections 1.9.2, Managing Information, 1.9.4, Public Information and Media Relations, and 7.3.3, Technology and Interpretation, of [NPS Management Policies \(2006\)](#). Together with the [NPS Digital Community site](#), it supersedes and replaces any other conflicting guidance.

The change in title reflects the evolving nature of this interdisciplinary profession and field.

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## **1. Background and Purpose**

### **1.1 Background**

Each year, millions of people—park visitors, employees, volunteers, educators, learners, scientists, academics, partners, citizens seeking services, and many others—experience the National Park Service (NPS) through our digital channels. Visitors to NPS.gov alone generate hundreds of millions of pageviews. That number has grown continually since the site's launch in 1995, when most people accessed digital content and services using a desktop computer.

Customers now expect to engage the NPS on a variety of internet-connected devices thru an ecosystem of government and third-party websites, apps, products, services, and more. Third

parties such as concessioners, cooperating associations, partners, social media services, and an ever-growing range of non-government organizations and companies that either consume or present NPS information and services, or both.

All these online touchpoints and customer interactions—external and internal—collectively constitute the NPS digital experience and can significantly shape public and employee perceptions of our organization. Especially when it is the only interaction that some have with the NPS.

Crafting an experience that meets these demands while constantly preparing for the rapidly transforming digital landscape of the future is a significant and complex charge that requires Service-wide commitment and coordination. We need trained, skilled staff from a variety of disciplines and teams working collaboratively to implement a strategy designed to create an exceptional digital experience for our customers.

This Order lays out how we develop that strategy and the roles and responsibilities necessary to achieve it.

## **1.2 Purpose**

The purpose of this Order is to establish and define the governance and management of the NPS digital experience delivered across a broad range of government and third-party channels and solutions, such as:

- static and dynamic websites;
- static, dynamic, and mobile applications (apps);
- third-party services such as social media; and
- any future or evolving external or internal digital innovations.

NPS employees should use this Order together with the internal [NPS Digital Community site](#), which serves as the repository for comprehensive Level 3 guidance, standards, procedures, and documentation as well as the digital community of practice.

This Order supports and is supported by related Director's Orders that govern:

- interpretive and educational programs, services, and media ([Director's Order #6](#));
- information technology (IT) infrastructure, platforms, systems, and information management ([Director's Order #11 series](#));
- accessibility for visitors with disabilities ([Director's Order #42](#)); and
- communication about the NPS mission and identity ([Director's Order #52 series](#)).

A close relationship between the policies and the people that implement them is essential to provide an exceptional digital experience to all users.

## **2. Authority for this Director's Order**

Authority to issue this Order is contained in the National Park Service Organic Act and other NPS laws ([54 USC 100101 et seq.](#)) and the delegations of authority contained in [Part 245](#) of the Department of the Interior (DOI) Manual.

This Order is intended only to improve the internal management of the NPS and is not intended to, and does not, create any right or benefit, substantive or procedural, enforceable at law or equity by a party against the United States, its departments, agencies, instrumentalities, or entities, its officers or employees, or any other person.

### **3. Vision and Principles**

#### **3.1 Vision**

The NPS is a trusted provider of a world-class digital experience that fosters understanding, stewardship, and conversation about America’s special places and stories and is easy to use on any device, anywhere, anytime, by anyone.

#### **3.2 Principles**

To achieve this vision, the NPS adheres to the following principles when selecting, planning, managing, and developing products, services, and solutions related to the digital experience:

- We will remain mission-driven, respect the rich and longstanding heritage of the NPS and its brand.
- We will provide tools that maximize success and minimize demands on park, program, and office staff.
- We will focus on cost-effective opportunities that deliver the greatest strategic value and maximize return on investment.
- We will make data-driven decisions that are fact-based, achievable, and measurable.
- We will ensure our digital experience is relevant, timely, accessible, responsive, proactive, inclusive, integrated, and focused on customers and users.
- We will design solutions that are sustainable, innovative, scalable, agile, and reusable using the COPE model (“Create Once, Publish Everywhere”) and principles of Universal Design.
- We will integrate with other systems, ensure data portability, and accommodate additional functionality (i.e., designing so the system can adjust to future business needs), whenever possible to allow for adaptability in the face of evolving requirements and priorities.

### **4. Policies and Procedures**

#### **4.1 NPS Digital Experience Strategy**

The NPS digital experience—the collection of touchpoints and interactions between the NPS and its customers through our digital channels—is a mission-critical business function that seamlessly and fully integrates into the NPS customer experience and daily work of the NPS.

Our digital experience adheres to a Service-wide strategy that sets an ambitious yet achievable baseline of excellence to support Service-wide communications, interpretation, and other business goals based on the principles outlined in section 3.2.

Park, program, and office staff should create their own local strategies that support their respective goals while also supporting the national strategy, especially when they create additional digital channels or use non-enterprise solutions (see section 4.2.2 and 4.3.3).

## **4.2 NPS Digital Channels**

### **4.2.1 Official NPS Digital Channels**

NPS.gov is the official public website that serves as the primary outlet for online public information and services that are timely, accurate, and authoritative. All publicly available official NPS information must be provided through NPS.gov (see section 4.3.3).

InsideNPS is the official internal website that serves as the primary outlet for internal communications and portal to NPS business services, applications, and authoritative information for employees.

The NPS App is the official mobile application of the NPS and for all national parks.

These channels are intended to be available 24 hours a day, 365 days a year, for timely delivery of emergency and other critical information.

### **4.2.2 Additional Channels and Solutions (including Social Media)**

Besides the NPS official channels listed in section 4.2.1, parks, programs, and offices may use other channels and solutions, such as social media and cloud services, when there is legitimate business need to augment their digital experience, provided that:

- the DOI Office of the Solicitor has determined the NPS may legally accept and agree to the terms of service;
- the NPS Information Resources Management Directorate has reviewed and approved the software, cloud service, or cloud web tool (see section 4.3.3);
- there is a legitimate business reason for taking on the added responsibility and expense;
- use aligns with the NPS digital experience strategy; and
- the sponsoring organization manages, maintains, funds, and ensures legal, policy, and technical compliance throughout the solution's lifecycle.

Superintendents and managers should carefully weigh their options and evaluate the potential return on investment before accepting this responsibility and expense.

The [Director's Order #11 series](#) provides further information and guidance about these and other solutions development requirements.

### **4.2.3 Internet Technology Devices**

Devices that rely on internet technologies, such as webcams or web-enabled displays, used to enhance or augment the NPS digital experience (for example, interpretive and educational programs or services) may be installed in parks or other NPS locations for non-commercial purposes only. The sponsoring NPS organization must coordinate with the Information Resources Management Directorate before acquisition and use.

The placement and operation of any device that involves a non-NPS third party must be formalized through a written agreement between the NPS and the third party. The sponsoring NPS organization is responsible for developing and maintaining the agreement. See [Director's Order #20: Agreements](#) and the [Director's Order #11 series](#) for further guidance.

Devices used for other business purposes, such as visitor and resource protection, scientific research, and monitoring, are not governed by this policy.

### **4.3 Channel Requirements**

#### **4.3.1 Accessibility**

The NPS digital experience must be usable by and accessible to everyone, both employees and the public, regardless of ability.

Any digital channel, product, service, or content (websites, apps, documents, multimedia, etc.) that is not fully compliant with [section 504](#) and [section 508](#) of the Rehabilitation Act of 1973, as amended ([29 USC 701 et seq.](#)) will be removed unless an approved remediation plan or approved alternative is in place. The [21st Century Integrated Digital Experience Act \(IDEA\)](#) reinforces this requirement.

More information about compliance with section 508 is available on the [NPS Digital Community Site](#).

#### **4.3.2 NPS Namespace**

All official NPS websites—internal and external—must reside in the NPS namespace (\*.nps.gov/\* or \*.nps.doi.net/\* (internal)). The official address for parks is <https://www.nps.gov/xxxx>, where “xxxx” is the park’s alpha code.

The Digital Experience Program Office will assign website addresses in collaboration with the Information Resources Management Directorate (see section 5.3) and develop guidance for additional naming conventions for other channels, such as for social media.

#### **4.3.3 Enterprise Solutions**

The NPS digital experience will leverage enterprise solutions (for example, content, data, and digital asset management systems) authorized by the Associate Director, Information Resources Management, to maximize efficiency, return on investment, and legal compliance.

To serve as an authoritative source and meet government-wide requirements, all official information (such as safety alerts, event announcements, and bureau decisions) and data (such as audiovisual collections and scientific datasets) must first be made available through NPS enterprise systems (see section 4.2.1).

When use of a non-enterprise solution is necessary, the sponsoring NPS organization is responsible for:

- consulting with the Information Resources Management Directorate before acquisition and use of the solution; and
- producing all legal and other documentation required by the Associate Director, Information Resources Management (see section 4.2.2 and 4.2.3).

The [Director’s Order #11 series](#) provides further information and guidance about these requirements.

#### **4.3.4 Solutions and Systems Coordination and Performance**

Sponsors of NPS digital solutions or systems that have the potential to impact other NPS solutions or systems, either positively or negatively, must notify and coordinate with the Information Resources Management Directorate.

The NPS digital experience relies on an array of systems for data, digital assets, mapping, and other services as well as the infrastructure that makes those services possible. Potential impacts include:

- increased risk and cybersecurity vulnerabilities;
- increased or decreased bandwidth use (for example, heavy data transfers or apps or websites with streaming webcams);
- positive and negative risks from increased publicity;
- changes in availability or functionality of systems;
- availability and use of new internal or third-party services; and
- availability and use of new technologies.

#### **4.3.5 Monitoring and Evaluation Tools**

All digital channels will use appropriate data-gathering tools for continual evaluation of their effectiveness, per [OMB policy](#).

The NPS will provide industry-standard evaluation methods (for example, site analytics, surveys, and user testing) for enterprise solutions to gauge effectiveness and identify strategies for constant improvement. Parks, programs, and offices that sponsor other digital channels and solutions (see sections 4.2.2 and 4.3.3) must implement evaluative tools that are appropriate for the platform and provide reports to the Digital Experience Program Office, if requested.

More information, including recommended and required tools, templates, and national reporting are available on the [NPS Digital Community site](#).

#### **4.3.6 Access and Security Controls**

NPS digital channels that reside on platforms, systems, or services not controlled by the Associate Director, Information Resources Management, or the DOI Office of the Chief Information Officer, must include comparable authentication controls to prevent unauthorized access. They will also adopt multi-factor authentication and encryption for data at rest and in transit, consistent with Federal cybersecurity and other applicable laws. This includes following best practices appropriate to the authentication medium, regularly reviewing who has access, and removing individuals who are no longer authorized.

#### **4.3.7 External Links**

The NPS may not endorse or appear to endorse any non-Federal Government product, service, or enterprise or any political party, candidate, or group, and must clearly identify external links.

Superintendents and managers of NPS parks, programs, and offices must carefully consider the potential impacts of linking, including “following” or “liking,” from an NPS digital channel to any non-government or partner entity (see section 5.8).

To avoid implied endorsements, NPS digital channels must include a policy statement that displays language developed by the Digital Experience Program Office explaining that the NPS does not endorse information on any linked non-Federal site (or link to that language on NPS.gov).

NPS-managed digital channels, solutions, and systems must identify external links in accordance with current laws and policies.

Appropriate means for identifying external links in NPS-managed systems and disclaimer language for use on third-party sites or services can be found on the [NPS Digital Community site](#).

#### **4.4 Compliance and Accountability**

Superintendents and managers of NPS parks, programs, and offices are responsible and accountable for their respective digital experiences (see section 5.8). This includes any channel, solution, product, service, or content provided via third-party or partner sites and services, such as social media, that are created using NPS personnel, funding, or supplies and equipment.

Each organization's digital experience is guided by the mission, principles, and policies of the respective park, program, or office and must comply with NPS policies on branding and Arrowhead use, content ownership, and intellectual property.

More information is provided on the [NPS Digital Community site](#).

#### **4.5 Ethics and Standards of Conduct**

##### **4.5.1 Workplace Conduct**

NPS supervisors and employees are responsible for all digital channels and content produced by anyone representing the NPS in an official capacity. They must adhere to Executive Branch and DOI guidance on conduct found in the [Standards of Ethical Conduct for Employees of the Executive Branch, the DOI Public Communications Policy \(470 DM 1\)](#), and the [DOI Digital Media Policy \(470 DM 2\)](#). Further, they must:

- ensure all content posted on a public digital channel is in the public domain or that the NPS has the appropriate rights to use the content and provides proper credit;
- assume content will be available and discoverable for a long period of time; and
- expect content may be published or discussed in the media.

##### **4.5.2 Personal Use of Social Media and Social Networking Platforms**

NPS employees and those working on behalf of the NPS do not need approval for personal use of social media and social networking services and tools outside the workplace. It is important to recognize, however, that use of these tools may blur the distinction between professional and personal lives. NPS staff must be vigilant in keeping NPS accounts and personal accounts separate. The [DOI Digital Media Policy \(470 DM 2\)](#) offers more information and guidance to help prevent ethical missteps.

## **4.6 Digital Fluency**

Creating an exceptional digital experience for our customers relies on a Service-wide team effort by a digitally fluent and appropriately trained workforce.

The NPS is fundamentally dependent on the contributions, ideas, and actions of employees throughout the organization. Our work relies on a shared or “distributed” model of responsibility and accountability, including by professionals who have the necessary specialized skills and knowledge. The Digital Experience Program Office (see section 5.3) will identify the necessary competencies and develop training opportunities for employees with digital experience roles and responsibilities (see section 5). Minimum levels of training may be required for certain roles to comply with legal and policy requirements and protect the NPS brand.

## **5. Roles and Responsibilities**

The NPS Digital Experience Program is an interdisciplinary Service-wide team. It includes strategists, designers, developers, cartographers, videographers, writers, IT specialists, librarians, managers, and others who work together to develop the strategy, content framework, and technology solutions to implement the NPS digital experience strategy and support the NPS digital experience. The program depends on collaborative governance and management as outlined in this section. More information about roles, competencies, and necessary training is available on the [NPS Digital Community site](#).

### **5.1 Director and Deputy Directors**

The Director is responsible for setting digital experience policy.

The Director and Deputy Directors are responsible for communicating expectations to senior leadership and creating a system of accountability for implementing these policies.

### **5.2 Assistant Director, Communications**

The Assistant Director, Communications, will:

- oversee NPS digital experience governance and management through the Digital Experience Program Office;
- collaborate with other senior leadership to advise on digital experience priorities, funding, and lifecycles of digital experience channels, products, and services;
- issue and revise, on the advice of the Digital Experience Program Office, comprehensive Level 3 guidance, standards, and procedures for effective management of the NPS digital experience; and
- sponsor the NPS Digital Experience Council (see section 5.4), which represents the digital experience needs of regions and directorates and their respective parks, programs, and offices.

### **5.3 Digital Experience Program Office, Office of Communications**

The Digital Experience Program Office administers the NPS Digital Experience Program, governing and managing the NPS digital experience in cooperation with regional and directorate



digital managers and in close collaboration with the Information Resources Management Directorate. To fulfill this responsibility, the program office will:

- establish, carry out, and ensure compliance with the policies, procedures, and standards specified in this Order;
- lead and set Service-wide priorities and strategic goals for the NPS digital experience, including development of the NPS digital experience strategy, which discusses the multiple experiences needed to accommodate our diverse audiences, aligns with NPS business plans, strategies, and policies, and leverages enterprise IT solutions;
- develop and maintain Level 3 materials made available on the [NPS Digital Community site](#), such as social media guidance; training materials and style guides; NPS.gov and InsideNPS content strategies; and design and user experience standards;
- provide consultation on Service-wide, park, program, and office digital experience activities and investments to ensure their coordination and alignment with the national strategy;
- oversee digital experience design standards and brand guidelines in collaboration with the NPS brand management team;
- lead management of the official NPS digital experience channels, providing user experience, design, functional, and content requirements and collaborating with the Information Resources Management Directorate on their implementation;
- review user experience, design, functional, and design requirements from NPS organizations with products or systems that potentially impact the NPS digital experience and collaborate with the Information Resources Management Directorate on their implementation;
- review all NPS activities and investments that affect the NPS digital experience in collaboration with the Information Resources Management Directorate;
- identify and lead the development of standards, skills, competencies, and training needed to execute the NPS Digital Experience Program in collaboration with the Learning and Development program;
- assign the program office chief to co-chair the NPS Digital Experience Council (see section 5.4), which represents the digital experience needs of NPS regions and directorates and their respective parks, programs, and offices;
- mandate administrative actions for digital experience channels (including internet, intranet, app, and social media accounts) to respond to crisis communications situations in a timely manner, ensure legal or policy compliance, and protect the NPS brand and intellectual property;
- terminate user access to or remove a digital channel only when necessary (done through the Assistant Director, Communications, in coordination with the Information Resources Management Directorate and Office of the Solicitor, as appropriate); and
- review and make recommendations for updating this Order as needed.

#### **5.4 NPS Digital Experience Council**

The NPS Digital Experience Council (formerly called the NPS Web Council) is the advisory body and collaborative forum for digital experience policy and guidance. The council is established and guided by a charter approved by its sponsor, the Assistant Director, Office of Communications. It is comprised of regional and directorate digital managers, subject matter

experts, and ex-officio members. Council members annually elect one of their members to serve as co-chair. The council works collaboratively with the Digital Experience Program Office, on behalf of the Director and the NPS Senior Leadership, to:

- refine the NPS digital experience strategy and goals;
- develop integrated work plans that align personnel and funding to meet digital experience goals;
- address specific digital experience issues, such as standards and functional requirements that require broad input and planning, through the establishment of workgroups and other subgroups; and
- develop digital experience-related policy and make policy recommendations to the council sponsor.

### **5.5 Associate Director, Information Resources Management Directorate**

The Associate Director, Information Resources Management, is responsible and accountable for the underlying NPS enterprise IT infrastructure, systems, platforms, development standards, information and data management standards, and cyber hygiene needed to fulfill the requirements of the NPS digital experience and inform its direction. This includes content management, digital asset management, data management, mobile application management, records management and other similar or related systems.

As it relates to this Order, the Information Resources Management Directorate will:

- review all underlying technology requirements or solutions and approve any that affect NPS operations or resources;
- collaborate with the Digital Experience Program Office, Office of Communications, and the NPS Digital Experience Council on user experience, design, functional, and content requirements from NPS organizations with digital solutions or systems that could affect the NPS digital experience; and
- implement NPS digital experience requirements within NPS enterprise systems as agreed upon with the Digital Experience Program Office, Office of Communications, and the NPS Digital Experience Council.

The [Director's Order #11 series](#) further defines the role and responsibilities of the Associate Director and the Information Resources Management Directorate.

### **5.6 Regional, Associate, and Assistant Directors**

Regional, associate, and assistant directors will:

- ensure their organizations participate in Service-wide digital experience efforts and initiatives as appropriate, measure success and return on investment through evaluation and analytics, and ensure adequate capacity for training and support for participation;
- ensure compliance with digital experience-related laws, policies, and standards;
- designate a full-time, qualified digital manager and providing them with the necessary personnel and funding for digital experience governance, channels, and content. The digital manager should be assigned to the office responsible for regional or directorate interpretation, education, or communications (see section 5.9);

- assign one or more digital coordinators or specialists to the digital manager’s team, as needed, to optimize workflow and provide capacity to meet the technical support, content, social media, and development needs of park, program, or office staff (see section 5.10);
- encourage collaboration among park, program, and office staff to maximize available personnel and funding (for example, multiple organizational units sharing a digital coordinator); and
- provide additional personnel and funding needed to manage and maintain regional- or directorate-specific digital experience channels or solutions (see sections 4.2.2 and 4.3.3).

## **5.7 Superintendents and Managers of NPS Parks, Programs, and Offices**

Superintendents and managers of NPS parks, programs and offices are the owners of their park, program, or office digital experience channels and content. They will:

- designate a digital lead to oversee the digital experience channels and content of the park, program, or office and ensuring that they meet all training requirements (see section 5.11);
- ensure compliance with digital experience-related laws; Federal, DOI, and NPS policies (see section 6); and standards developed by the Digital Experience Program Office (see section 5.3);
- ensure the efficient investment and expenditure of personnel and funding by aligning digital experience channels with the NPS and local digital experience strategies, measuring results and return on investment through evaluation and analytics, and using enterprise and other bureau-provided solutions;
- ensure digital content is accurate, timely, and appropriate and complies with DOI and NPS policies;
- ensure employees responsible for digital channels and content have reliable internet access and adequate time, tools, capability, and technical support to perform assigned digital responsibilities;
- ensure a digital content strategy is developed, implemented, and updated on a regular basis using analytics and customer feedback to measure success in meeting goals; and
- provide leadership for and seek collaborative solutions to digital capacity needs of their parks, programs, or offices, such as sharing digital coordinators, leads, and contributors.

## **5.8 Regional and Directorate Digital Managers**

Regional and directorate digital managers will:

- communicate digital experience-related laws, policies, and procedures to their respective parks, programs, offices, and directorates, and provide support on technical, design, and content issues when the digital coordinator is not available;
- coordinate digital experience-related training for their region or directorate and stakeholder parks, programs, and offices;
- serve as a member of the NPS Digital Experience Council to represent and communicate the needs and priorities of the region or directorate and stakeholder parks, programs, and offices;
- provide input for digital experience-related management decisions for the region or directorate and stakeholder parks, programs, and offices;

- coordinate Service-wide and local digital experience projects to ensure they (1) align with the NPS digital experience strategy and other NPS business plans, strategies, and policies; and (2) leverage enterprise IT solutions;
- evaluate analytics and customer surveys to measure the strategic success of directorate and stakeholder digital experience efforts;
- maintain an up-to-date list of park, program, and office digital leads in the region or directorate; and
- monitor and address compliance with digital-related laws, policies, and standards.

## **5.9 Regional and Directorate Digital Coordinators**

Regional and directorate digital coordinators will:

- provide front-line technical support, training, and guidance for their regional or directorate constituents;
- communicate digital experience-related laws and policies, including Federal laws, Executive orders, DOI and NPS policies, and NPS brand and intellectual property use;
- provide training and guidance on writing effectively for digital media;
- support digital authors, creators, and contributors in the use of systems and software, including media production and editing (for example, video, audio, photographs, and graphics); and
- provide training and guidance on evaluation tools such as analytics, including how to use them to develop, manage, and evaluate digital channels and content.

## **5.10 Park, Program, and Office Digital Leads**

Park, program, and office digital leads will:

- serve as the primary contact for the digital experience of their park, program, or office and coordinate with the regional or directorate digital manager on local digital projects;
- develop digital content and ensure it is completed by other content producers;
- coordinate the efforts of park, program, or office digital content authors and contributors and ensure channels and content apply “plain language” principles; meet information quality standards; are fully accessible; comply with digital-related laws, policies, and standards; and adhere to the NPS and park, program, or office digital experience strategy;
- evaluate digital analytics and customer surveys to measure the strategic success of their digital experience; and
- coordinate digital-related training opportunities for their park, program, or office.

## **5.11 Digital Author or Creator**

Digital content authors and creators develop and post digital content. They must have the expertise necessary to perform these tasks competently, professionally, and in compliance with applicable laws and policies.

## **5.12 Digital Contributor**

Digital contributors are all NPS employees, contractors, volunteers, interns, and other people who contribute ideas, writing, media, or expertise to generate content used in digital channels

such as NPS.gov, InsideNPS, social media, or apps. Every NPS employee is encouraged to be a digital contributor.

## **6. Related Sources of Guidance**

The references listed here are the most pertinent to this Order, but this is not an exclusive or exhaustive list of applicable policies. This list will be updated as new controlling law and policy guidance becomes available. It will be maintained on the [NPS Digital Community site](#).

### **6.1 Government-Wide Laws, Executive Orders, and Memoranda**

[Digital.gov](#) maintains a list of [government-wide laws, Executive orders, and memoranda](#) with which the NPS digital experience must comply.

### **6.2 Department of the Interior and NPS Policies**

[DOI Web Standards and Guidelines \(386 DM 3\)](#)

[DOI Digital Media Policy \(470 DM 2\)](#)

[Director's Order #5: Paper and Electronic Communications](#)

[Director's Order #6: Interpretation and Education](#)

[Director's Order #11A: Information and Technology Management](#)

[Director's Order #11B: Ensuring Quality of Information Disseminated by the National Park Service](#)

[Director's Order #11D: Records and Electronic Information Management](#)

[Director's Order #16A: Reasonable Accommodation for Applicants and Employees with Disabilities](#)

[Director's Order #17: Tourism](#)

[Director's Order #21: Donations and Philanthropic Partnerships](#)

[Director's Order #42: Accessibility for Visitors with Disabilities in National Park Service Programs and Services](#)

[Director's Order #52A: Communicating the National Park Service Mission](#)

[Director's Order #75A: Civic Engagement and Public Involvement](#)

[Director's Order #79: Integrity of Scientific and Scholarly Activities](#)

[Special Directive 93-7: Use of the Arrowhead Symbol](#)

-----End of Director's Order-----