



State of New York
Division of Military & Naval Affairs
Headquarters
NEW YORK GUARD
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Cortlandt Manor, NY 10567-5000

NYSG-CG

7 October 2015

MEMORANDUM FOR: All NYG Soldiers

SUBJECT: New York Guard Policy for Social Media Use

1. References:

- a. NYG Directive 5400 – Public Affairs Program
- b. DOD DTM 09-026, 25 February 2010, subject: Responsible and Effective Use of Internet Based Capabilities.
- c. DMNA – NYARNG Policy for Social Media Use dated 21 SEP 2011.
- d. Memorandum, Army Chief of Public Affairs, 01 November 2010, subject: Department of Army Standard Operating Procedure on Standardizing Official U.S. Army External Official Presences (Social Media).
- e. Army Social Media Handbook Version 3.2, March 2014

2. The memorandum will establish and confirm the NYG policy for Social Media Use. The purpose of this memorandum is to standardize New York Guard-wide External Official Presences (EOPs) (aka social media sites) and to define acceptable practices and usage of social media by NYG soldiers.

3. Leaders will ensure that NYG soldiers, who participate in social networking sites where he or she is already identified or may be associated with the New York Guard, know they must represent their unit and the New York Guard in a professional and respectful manner. This means, but is not limited to, prohibitions against racist, sexist, foul, or degrading language; respectful attitudes towards other participants on the site, and an awareness that others will view them as representative of all New York Guard Soldiers.

4. Leaders will ensure New York Guard Soldiers understand that they must identify themselves and their affiliation with the New York Guard if they are commenting on NYG matters in a social media forum. If the individual is not an official, authorized to speak on behalf of the New York Guard, he or she should make it clear that the statements are their own and do not represent an official New York Guard stance (Example: This statement is my own and does not constitute an endorsement or opinion of the New York Guard, the NY Division of Military & Naval Affairs or the State of New York). The general disclaimer on a personal site is mandatory, but realize that people WILL judge the NYG by what you say.

5. Leaders will ensure that New York Guard Soldiers maintain Operational Security when using Social Media. Any information that may compromise OPSEC—tactics, techniques and procedures, casualty information, and photographs of battle damage or operational locations—must not be posted. Unit training schedules WILL NOT be posted on social media sites.

6. Leaders will ensure that New York Guard Soldiers are aware that information posted on social networking sites is public. Disclosure about absences from home and travel could be used by criminals; and personal information could be used to steal identities, and compromise personal

security and New York Guard security.

7. Leaders will ensure that units with established accounts on Facebook, Flickr, You Tube or other Social Media and networking sites have those sites approved by the New York Guard Public Affairs Office and the Division of Military and Naval Affairs Public Affairs Office and a site administrator appointed by name NLT 31 March 2016, who will be subject to approval by the NYG Public Affairs Office. Units will send links to their site and the name and contact information of the site administrator to the New York Guard Public Affairs Office. New York Guard Soldiers who maintain personal websites must adhere to these policies to the degree that they directly link or republish material from the NYG or DMNA official sites.

8. Leaders will ensure that unit site administrators review and be familiar with the Army Social Media website at <http://www.army.mil/media/socialmedia/> and with the National Guard Bureau Social Media website at: <http://www.nationalguard.mil/Resources/SocialMediaDirectory.aspx> , which will be a guide for New York Guard usage and practice.

9. All New York Guard EOPs, to include pages on Facebook, Twitter, Flickr, YouTube, Google+, blogs and any other platform must adhere to the following standards:

- a. Whenever the option is available, EOPs should be categorized as a government page.
- b. Installation Facebook pages should be named New York Guard XXX (e.g. New York Guard 10th Brigade). For other pages, include the Commander-approved names and logos (e.g. 88th Brigade, not nickname or mascot (e.g. “Dragons”).
- c. Branding (official name and logos) across all social media platforms (i.e. Facebook, Twitter, Google+) should be uniform. Consult the Army’s social media branding toolkit, (a copy of which can be accessed at <http://www.army.mil/create/>, and consult with the NYG PAO to adjust for New York Guard usage.
- d. Include a statement acknowledging this is the “official [Facebook, Twitter, Google+, etc.] page of [enter your unit or organizations name here]”
- e. Include contact information (NYG email address).
- f. Facebook pages must include “Posting Guidelines” under “General Information.” Use the U.S. Army’s Facebook rules of engagement (<http://www.facebook.com/USArmy/info>) as a reference and/or visit the Department of Defense Social Media user agreement at: <http://www.defense.gov/socialmedia/user-agreement.aspx>.
- g. Be recent and up-to-date. Updates should not be older than three months.
- h. Ensure Operations Security Training is completed on an annual basis. The Information Assurance Training Center offers the Social Media and Operations Security Training Course: <https://ia.signal.army.mil/sms.asp>. EOP operators are also encouraged to take the Defense Information Systems Agency’s social networking class: http://iase.disa.mil/eta/sns_v1/sn/launchPage.htm.
- i. Unit leaders should provide all page administrators with the U.S. Army Social Media OPSEC presentation and the FBI Briefing on Identity Theft located on the U.S. Army’s slideshare site at www.slideshare.net/usarmysocialmedia.
- j. Page administrators are solely responsible for ensuring that the content posted on EOPs adheres to Operations Security guidelines. Admins are responsible for documenting and removing any OPSEC violations prior to bringing them to the attention of their local OPSEC Officer or the DMNA’s OPSEC Program Manager.
- k. EOPs should not be used as a place for personal advertisements nor endorsements.
- l. All “pages”, “presences” or “sites” must be registered through and approved by the New York Guard Public Affairs Office, which will advise the DMNA Public Affairs office.

Prior to submitting a link for inclusion on the registry, users must confirm that social media pages adhere to the submission guidelines listed at: http://usarmy.vo.llnwd.net/e2/rv5_downloads/socialmedia/Registration_Checklist.pdf., as those guidelines may be modified for NYG purposes: http://usarmy.vo.llnwd.net/e2/rv5_downloads/socialmedia/Registration_Checklist.pdf .

9. Compliance information with Army Social Media requirements and instructions how to register a website can be found in the Army's Social Media Handbook at: <http://www.slideshare.net/USArmySocialMedia/army-social-media-handbook-2011>. This will be guide for use by the New York Guard. Site administrators must complete online training available at:

http://iase.disa.mil/eta/sns_v1/sn/launchPage.htm and provide proof of completion to the New York Guard Public Affairs Office NLT 31 March 2016.

10. For step-by-step instructions on how to set up pages, visit: <http://www.howto.gov/social-media>. Further information, instruction, techniques, etc. can be accessed at www.slideshare.net/usarmysocialmedia

11. Use the platforms' help option to resolve questions, such as: <http://www.facebook.com/help/> , <http://support.twitter.com/>, <http://www.flickr.com/help/>, <http://vimeo.com/help/basics> and <http://www.google.com/support/youtube/> . If questions are not resolved there, direct all questions and concerns to the New York Guard Public Affairs Office.

10. The New York Guard Recruiting, Retention and Public Affairs office has the right to deny any unit page or web presence during the approval process if one or more of these policy guidelines are not followed. Appeals of these decisions may be taken to the Chief of Staff, HQ, NYG.

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Stephen A Bucaria
Brigadier General, New York Guard
Commanding

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Chief of Staff

New York Guard (NYG) Social Media Guidelines

New York Guard members need to be aware there are guidelines and consequences both negative and positive when they make posts on social media and other Web platforms. There are two types of Internet posts, unofficial and official. Official Internet posts involve content released in an official capacity approved by the NYG Public Affairs Office. Unofficial posts are not initiated by any part of the NYG or reviewed within any official New York Guard or NY DMNA approval process.

Posting internal documents or information which the New York Guard Public Affairs Office has not officially approved for release to the public is prohibited, including memos, e-mails, meeting notes, message traffic, white papers, public affairs guidance, pre-decisional materials, investigatory information and proprietary information.

NYG Soldiers are also not allowed to release any New York State Division of Military Affairs e-mail addresses, telephone numbers not already authorized for public release.

Following the completion of reading NYG Social Media Guidelines members are encouraged to responsibly engage in unofficial Internet posts about the New York Guard (in chat rooms, web blogs, etc.). However, remember that all unofficial posts on the Internet where reference is made to your status as a member of the NYG are a reflection on the NYG, so make sure all information is accurate and appropriate.

One way to informally rule or gauge the appropriateness of a post is to determine if the information could be published on the front page of the newspaper and still reflect positively on the NYG. As with other forms of communication, NYG soldiers must also adhere to federal laws, NYS DMNA and NYG regulations and governing policies when making unofficial Internet posts.

Individuals are personally responsible for all content they publish on social networking sites, blogs or other websites. They must also be mindful of the content not related to the NYG that they post, since the lines between a NYG Soldier's personal and professional life are often blurred. Many social media sites have policies that give them ownership of all content and information posted or stored on their sites.

When communicating online about the NYG in unofficial Internet posts, they may identify themselves as New York Guard soldiers and include their rank, military component and status. However, if they decide not to identify themselves as New York Guard Soldiers, they should not disguise, impersonate or misrepresent their identity or affiliation with the NYG.

When expressing personal opinions, NYG soldiers should make it clear that they are speaking for themselves and not on behalf of the NYG. They are also encouraged to use a disclaimer such as "The postings on this site are my own and do not represent the NYG's position or opinions." As with other forms of personal public engagement, NYG soldiers must avoid offensive and inappropriate behavior that could bring discredit upon themselves and the NYG. This includes posting defamatory, libelous, obscene, abusive, threatening, racially or ethnically hateful or otherwise offensive or illegal information or material.

Correcting errors or misrepresentations made by others about the NYG should be done professionally and respectfully, not emotionally. NYG Soldiers should contact their chain of command or Public Affairs Office for guidance if they are uncertain about the need for a response.

When posting political content, NYG soldiers should adhere to policy put forth by DMNA, and the Department of Defense Directive 1344.10. They should also not imply NYG endorsement of any opinions, products or causes other than those already officially endorsed by the NYG or the NY DMNA.

In regards to OPSEC (Operational Security), by piecing together information provided on different websites, criminals can use information to impersonate NYG soldiers and steal passwords.

NYG Soldiers should use privacy settings on social networking sites so posted personal information and photos can be viewed only by their “friends”. It is important to recognize that social network “friends” and “followers” could affect determinations in background investigations for security clearances. What happens online is available to everyone, everywhere. There should be no assumption of privacy when NYG Soldiers begin to interact with others online.

NYG Soldiers should not post information that would infringe upon the privacy, proprietary or personal rights of others or use any words, logos, or other marks that would infringe upon the trademark, service mark, certification mark, or other intellectual property rights of the owners such marks without the permissions of the owners.

The NYG logo and other symbols may be used in unofficial posts as long as the symbols are used in a manner that does not bring discredit upon the New York Guard, and the DMNA, which could result in personal financial gain or give the impression of official or implied endorsement. The logo and other symbol should also be of good quality and accurate depiction.

NYG Soldiers should review their accounts regularly for possible use or changes by unauthorized users and should install and maintain current anti-virus and anti-spyware on their personal computers. For answers to social media questions, NYG Soldiers should contact their Public Affairs Officer.