



## Military and Naval Affairs

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1 JUL 2021

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MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: New York National Guard (NYNG) Policy for Social Media and External Official Presence websites

1. References:

a. Department of Defense (DoD) Instruction 8550.01, Internet Services and Internet Based Capabilities, 11 September 2012, (<https://www.hsdl.org/?view&did=722997>).

b. Secretary of the Army Memorandum – Delegation of Authority- Approval of Official External Official Presences, 02 December 2013, ([https://armypubs.army.mil/epubs/DR\\_pubs/pogs/pog011335.pdf](https://armypubs.army.mil/epubs/DR_pubs/pogs/pog011335.pdf)).

c. Memorandum CI/G-6 SAIS-GKM-Responsible Use of Internet Based Capabilities, 25 March 2010, (<https://dodcio.defense.gov/Portals/0/Documents/DTM-09-026.pdf>).

d. Army Office of the Chief of Public Affairs – Memorandum, Department of the Army Standard Operating Procedure on Standardizing Official U.S. Army External Official Presences (Social Media), 1 November 2010, ([https://www.usar.army.mil/Portals/98/Documents/resources\\_docs/Social%20Media%20Standard%20SOP.pdf](https://www.usar.army.mil/Portals/98/Documents/resources_docs/Social%20Media%20Standard%20SOP.pdf)).

e. Army Social Media Microsite (<https://www.army.mil/socialmedia/?from=st2>).

f. All Army Activities (ALARACT) message 014/2017- Professionalization of Online Conduct ([https://www.army.mil/e2/downloads/rv7/socialmedia/alaract\\_014\\_2017\\_professionalization\\_of\\_online\\_conduct.pdf](https://www.army.mil/e2/downloads/rv7/socialmedia/alaract_014_2017_professionalization_of_online_conduct.pdf)).

g. AR 600-20 Army Command Policy, Chapter 4: ([https://armypubs.army.mil/epubs/DR\\_pubs/DR\\_a/pdf/web/r600\\_20.pdf](https://armypubs.army.mil/epubs/DR_pubs/DR_a/pdf/web/r600_20.pdf)).

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h. OPSEC for EOP Operators online presentation:  
([https://iatraining.us.army.mil/html/studentfiles/vodmain.htm#course\\_id=157&module\\_id=10342&page=2&reqtype=module](https://iatraining.us.army.mil/html/studentfiles/vodmain.htm#course_id=157&module_id=10342&page=2&reqtype=module)).

i. Air Force Instruction 35-107, 15 March 2017, ([http://static.e-publishing.af.mil/production/1/saf\\_pa/publication/afi35-107/afi35-107.pdf](http://static.e-publishing.af.mil/production/1/saf_pa/publication/afi35-107/afi35-107.pdf)).

j. Air Force Social Media Guide, 1 June 2013,  
(<http://www.af.mil/Portals/1/documents/SocialMediaGuide2013.pdf>).

k. DOD Directive 134410, "Political Activities by Members of the Armed Forces."  
(<https://www.esd.whs.mil/Portals/54/Documents/DD/issuances/dodd/134410p.pdf>).

2. Applicability. This policy letter applies to all members of the organized militia including the New York Army National Guard (NYARNG), the New York Air National Guard (NYANG), the New York Naval Militia, and New York State Guard military personnel assigned, attached, or otherwise performing duties under the authority of the NYNG.

3. Punitive Nature. Failure to adhere to the requirements of this Policy Memorandum may result in adverse administrative actions and/or disciplinary actions under New York State Military Law.

4. As a component of the Army, the NYARNG acknowledges the importance of social media and encourages our commands, Soldiers, Families and Army civilians to use social media safely and appropriately to share their experiences and provide information.

a. Social media web applications can play an important role in building unit cohesion and morale and reduce the strains of deployment on Soldiers and their Families. Units are authorized to establish Official External Presences on social media pages and create their own websites.

b. These applications must be used professionally and practice Operations Security (OPSEC) and keep in mind the requirement to protect personally identifiable information, or PII, when posting information, photographs and video.

5. The All Army Activities message, published September 2019, (ALARACT 061/2019) reemphasizes that Soldiers are held to the standards of the Uniform Code of Military Justice and Army Values when using social media, even when off duty. Commenting, posting and linking to material that violates the UCMJ or basic rules of Soldier conduct are prohibited, along with talking negatively about supervisors or releasing sensitive information. When engaging in electronic communication, members of the Army must

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apply "think, type, post" in their communications: "think" about the message and who could potentially view it; "type" a communication that is consistent with Army values; and "post" only those messages that demonstrate dignity and respect for others.

6. Official unit or Family Readiness Group social media sites.

a. Leaders will ensure that units and Family Readiness Groups considering establishing External Official Presence sites and accounts on Facebook, Flickr, Twitter, Snapchat, Instagram You Tube, Vimeo, or other social media outlets contact the Division of Military and Naval Affairs Public Affairs Office prior to launching a site. Department of Defense users are banned from using the TikTok social media app.

b. Unit point of contacts must be prepared to discuss why a unit wants to establish an External Official Presence on a social media platform and their goals. Division of Military and Naval Affairs must approve the creation of a unit External Official Presence on social media.

c. Leaders will ensure to appoint a site administrator for New York Army National Guard units approved to establish an Official External Presence on social media.

(1) The site administrator is responsible for working with unit leadership to ensure basic OPSEC of the social media External Official Presence.

(2) The site administrator will review the "OPSEC for EOP Operators" online presentation:

([https://iatraining.us.army.mil/html/studentfiles/vodmain.htm#course\\_id=157&module\\_id=10342&page=2&reqtype=module](https://iatraining.us.army.mil/html/studentfiles/vodmain.htm#course_id=157&module_id=10342&page=2&reqtype=module)).

(3) The site administrator must also complete Defense Information Security Social Networking training:

([https://iatraining.disa.mil/eta/disa\\_sn\\_v21\\_fy17/launchPage.htm](https://iatraining.disa.mil/eta/disa_sn_v21_fy17/launchPage.htm)).

d. Leaders will ensure unit and Family Readiness Group sites register with the Army Social Media website at <https://www.army.mil/socialmedia/register/> and with the National Guard Bureau Social Media website at [http://www.ng.mil/features/Social\\_media/default.aspx](http://www.ng.mil/features/Social_media/default.aspx).

e. Sites will "friend" or "follow" the New York Army National Guard Facebook page maintained by the New York Army National Guard Recruiting and Retention Battalion, (<https://www.facebook.com/nationalguardny>).

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f. Leaders will ensure all social media External Official Presence sites are identified correctly as a government site, and include a phone number and site administrator name, e-mail address and physical address for the unit.

g. Joint Force Headquarters, 42nd Infantry Division and 53rd Troop Command will appoint an OPSEC Level II qualified Officer or Non Commissioned Officer to monitor the External Official Presence social media sites established by units under their command. GOCOM External Official Presence monitors will visit subordinate sites on a regular basis to ensure that site administrators follow OPSEC procedures.

#### 7. Individual Soldier social media conduct.

a. Leaders will ensure that Soldiers who participate in social networking sites where he or she is identified or may be associated with the National Guard — i.e., posting a photograph in uniform or identifying themselves with their military rank and/or unit membership — must be informed to represent their unit and the National Guard in a professional manner as required in ALARACT 061/2019 and AR600-20. 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 National Guard Soldiers.

b. Leaders will ensure Soldiers understand that they must identify themselves and their affiliation with the National Guard if they are commenting on National Guard matters in a social media forum. If the individual is not an official, authorized to speak on behalf of the National Guard, he or she should make it clear that the statements are their own and do not represent an official National Guard position (Example: "These statements are my own and do not constitute an endorsement or opinion of the National Guard or Department of Defense").

c. Leaders will ensure Soldiers maintain Operations Security when using Social Media. Any information that may compromise OPSEC—tactics, techniques and procedures, casualty information, photographs of battle damage or operational locations—must not be posted. Unit training schedules WILL NOT be posted on social media sites. General guidance can be found in the "OPSEC for EOP Operators" online presentation referenced in paragraph 1.g above.

d. Leaders will ensure Soldiers are aware that posts on social networking sites is public. Disclosures about personal absences from home or travel could be used by criminals. Personal information can be misused by identify thieves. Personally Identifiable Information (PII) – birthdates, Social Security numbers—and other personal information must be safeguarded.

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8. Compliance information with Army Social Media requirements and additional information about how to register a unit or FRG website can be found on the Army's Social Media microsite at <https://www.army.mil/socialmedia/?from=st2>.

9. New York Air National Guard units and Airmen will comply with Air Force Instruction 35-107, revised March 2017. New York Air National Guard unit social media activities remain an integrated part of Air Force public and internal communications programs.

a. New York Air National Guard Airmen will conduct themselves on social media in accordance with AFI 35-107 and the guidelines in paragraph 7 above. They are not to post defamatory, libelous, vulgar, obscene, abusive, profane, threatening, hateful, racially, ethnically or otherwise offensive or illegal information or material.

b. Unit Public Affairs elements for New York Air National Guard units will manage social media and external unit presence programs for their organization in accordance with AFI 35-107.

10. New York National Guard Soldiers and Airmen will ensure that all political activity on personal social media pages must comply with guidance provided in DoD Directive 134410, "Political Activities by Members of the Armed Forces" when they are in uniform or on orders. New York Army and Air National Guard personnel in uniform or in a paid orders status:

a. Cannot participate in any interview, discussion or event as an advocate for or against a political party, candidate or cause.

b. Shall not participate in partisan political activity (e.g., fundraising, rallies, and conventions).

c. Cannot post links to, "share" or "retweet" comments or tweets from a Facebook page or Twitter account of a partisan political party or candidate running for partisan office during official duty hours or in the workplace. Such activity is deemed to constitute participation in prohibited political activities.

d. Cannot communicate contemptuous words against the president, vice president, secretary of defense, deputy secretary of defense, secretary of a military department, a governor or state legislature.

e. Can "follow," "friend" or "like" a political party or candidate running for partisan office. But cannot encourage or suggest others follow, friend, or like a political party, candidate, campaign or cause.

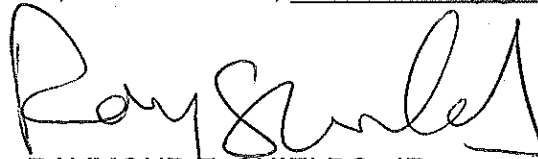
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f. Can generally express their personal views on public issues or political candidates via social media platforms much the same as they would be permitted to write a letter to the editor of a newspaper, but not as a representative of the National Guard.

11. Members and units of the New York Guard and New York Naval Militia will coordinate any official social media presence with the DMNA Public Affairs Office. Individual social media conduct for members of the Naval Militia or New York Guard will comply with guidelines specified in paragraph 7 above.

12. The point of contacts are COL Richard Goldenberg, 518-786-4581; e-mail [richard.l.goldenberg.mil@mail.mil](mailto:richard.l.goldenberg.mil@mail.mil); MAJ Jean Marie Kratzer 518-786-4581; [jean.m.kratzer.mil@mail.mil](mailto:jean.m.kratzer.mil@mail.mil); and Mr. Eric Durr, 518-786-4581, [eric.d.durr.nfg@mail.mil](mailto:eric.d.durr.nfg@mail.mil).



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