NEW YORK STATE | Military and Naval Affairs

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ANTHONY P. GERMAN
Major General
The Adjutant General

MNAG-TAG

1 JUN 2016

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: New York National Guard Policy for Social Media Use

1. References:

a. Department of Defense (DOD) Instruction 8550.01, Internet Services and Internet Based Capabilities, 11 September 2012.

b. Memorandum, Secretary of the Army, 2 December 2013, subject: Delegation of Authority-Approval of Official External Official Presences.

c. Memorandum, CI/G-6 SAIS-GKM, 25 March 2010, subject: Responsible Use of Internet Based Capabilities.

d. Department of Defense Public Affairs Guidance for Official Use of Social Media, 29 April 2016.

e. Army Social Media Handbook Ver. 5, April 2016.

f. Air Force Social Media Handbook Ver. 4, June 2013.

2. Leaders will ensure that units and Family Readiness Groups establishing accounts on Facebook, Flickr, You Tube or other social media sites have those sites approved by the Division of Military and Naval Affairs Public Affairs Office and a site administrator appointed by name. Units and Family Readiness Groups will send links to their site and the name and contact information of the site administrator to the Public Affairs Office.

3. Army Guard Leaders will ensure unit and Family Readiness Group sites register with Army Social Media at http://www.army.mil/media/socialmedia/ and National Guard Bureau Social Media website at: http://www.ng.mil/features/Social_media/default.aspx. Air National Guard elements will ensure that wing level or higher elements are registered with Air Force Social Media at www.af.mil/socialmedia.asp.

4. Leaders will ensure Soldiers and Airmen who participate in social networking sites where they are 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-- know they must represent their unit and National Guard in a professional manner. This means, but is not limited to, prohibitions against racist, sexist, foul, or degrading language; disrespectful attitudes towards other participants on the site, and awareness that others will view them as representative of all National Guard members.

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

6. Leader will ensure that members maintain Operations Security when using social media. 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.

7. Leaders will ensure that Soldiers and Airmen are aware that information posted on social networking sites is public. Disclosures about absences from homes and travel could be used by criminals and personal information could be used by identity thieves.

8. Compliance information with Army Social Media requirements and instructions how to register a website can be found in the Army Social Media Handbook at: http://www.slideshare.net/USArmySocialMedia/social-media-handbook32-38656179. 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 Public Affairs Office. Air Force Social Media guidelines are available at http://www.af.mil/Portals/1/documents/SocialMediaGuide2013.pdf.

9. POCs are COL Richard Goldenberg, richard.l.goldenberg.mil@mail.mil and SGM Corine Lombardo, corine.l.lombardo.mil@mail.mil or 518-786-4581.

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