



Military and Naval Affairs

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RAYMOND F. SHIELDS, JR.
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MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: New York National Guard Military Forces 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

b. Secretary of the Army Memorandum – (Delegation of Authority- Approval of Official External Official Presences), 02 December 2013

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

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

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)

g. OPSEC for EOP Operators online presentation:
(https://iatraining.us.army.mil/html/studentfiles/vodmain.htm#course_id=157&module_id=10342&page=2&rectype=module)

h. Air Force Instruction 35-107, 15 March 2017:
(http://static.e-publishing.af.mil/production/1/saf_pa/publication/afi35-107/afi35-107.pdf)

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

j. Army Regulation 530-1 (Operations Security), 26 September 2014

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2. As a component of the Army, the New York Army National Guard acknowledges the importance of social media, and encourages our commands, Soldiers, Families and Army civilians to safely and appropriately use social media 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.

3. The All Army Activities message, published February 2017, (ALARACT 014/2017) reemphasizes that Soldiers are held to the standards of the Uniform Code of Military Justice, New York State Military Law 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 releasing sensitive information.

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

a. Leaders will ensure that units and Family Readiness Groups considering creating External Official Presence sites and accounts on Facebook, Flickr, Twitter, Snapchat, Instagram You Tube, Vimeo, or other social media contact the Division of Military and Naval Affairs Public Affairs Office prior to launching a site.

b. Unit POCs must be prepared to discuss why the 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 or the internet.

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

(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).

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

e. Sites will “friend” or “follow” the New York Army National Guard Facebook page maintained by the New York Army National Guard Recruiting Command: <https://www.facebook.com/nationalguardny>.

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, an e-mail address, and physical address for the unit.

g. The Headquarters, 42nd Infantry Division and 53rd Troop Command will appoint an OPSEC Level II qualified officer or NCO to monitor the External Official Presence social media sites established by units which fall under their general officer commands. GOCOM External Official Presence monitors will visit subordinate unit sites on a regular basis to ensure that the site administrators are following OPSEC procedures.

5. Leader responsibilities for individual Soldier social media conduct.

a. 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 014/2017. This means, but is not limited to, not using racist, sexist, foul, or degrading language; respectful attitudes towards other participants on the site, and an awareness that others will view them a representative of all National Guard Soldiers.

b. Ensure Soldiers understand that they must identify themselves and their affiliation with the National Guard if they are commenting 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 (Example: “These statements are my own and do not constitute an endorsement or opinion of the National Guard or Department of Defense”).

c. Ensure Soldiers maintain Operations 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. General guidance can be found in the “OPSEC for EOP Operators” online presentation referenced in paragraph 1.g above.

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d. Ensure Soldiers are aware that information posted 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 – birthdates, Social Security numbers—and other personal information that could allow identity theft must be safeguarded.

6. 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>.

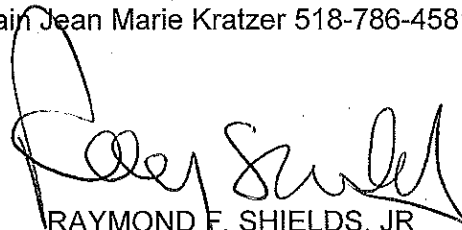
7. New York Air National Guard units and Airmen will comply with Air Force Instruction 35-107, revised March 2017. New York Air National Guard unit social media activities remain an integrated part of Air Force public and internal communications programs. \

a. New York Air National Guard Airmen will conduct themselves on social media in accordance with AFI 35-107 and the guidelines in paragraph 5 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.

8. Members and units of the New York Guard and New York Naval Militia will coordinate any 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 5 above.

9. POCs are Colonel Richard Goldenberg, 518-786-4581; e-mail richard.l.goldenberg.mil@mail.mil; and Captain Jean Marie Kratzer 518-786-4581; jean.m.kratzer.mil@mail.mil.



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