



Military and Naval Affairs

KATHY HOCHUL
Governor
Commander-in-Chief

RAYMOND F. SHIELDS, JR.
Major General
The Adjutant General

MNAG-TAG

† 6 FEB 2023

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: New York National Guard 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. Department of Defense (DOD) Instruction 5400.17, Official Use of Social Media for Public Affairs Purposes, 12 August 2022 (<https://www.esd.whs.mil/Portals/54/Documents/DD/issuances/dodi/540017p.PDF>).
- c. All Army Activities (ALARACT) 073/2022, Army Social Media Policy, 27 October 2022 (https://armypubs.army.mil/epubs/DR_pubs/DR_c/ARN36766-ALARACT_0732022-000-WEB-1.pdf).
- d. Department of the Army, IMPM-PA, Memorandum (Command Policy Memorandum #36-1, Presidio of Monterey Website and Social Media), 12 June 2018 (https://home.army.mil/monterey/index.php/download_file/view/1082/529).
- e. Deputy Secretary of Defense Memorandum (Directive-Type Memorandum (DTM) 09-026 - Responsible and Effective Use of Internet-based Capabilities), 25 February 2010.
- f. Department of the Army, Office of the Chief of Public Affairs Memorandum (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).
- g. Army Social Media Policies and Resources (<https://www.army.mil/socialmedia/>).
- h. All Army Activities (ALARACT) message 058/218) Professionalization of Online Conduct. (https://www.army.mil/e2/downloads/rv7/socialmedia/ALARACT_058_2018_PROFESSIONALIZATION_OF_ONLINE_CONDUCT.pdf).

MNAG-TAG

SUBJECT: New York National Guard Policy for Social Media and External Official Presence Websites

- i. AR 600-20 Army Command Policy, Chapter 4-12 (https://armypubs.army.mil/epubs/DR_pubs/DR_a/ARN32931-AR_600-20-004-WEB-6.pdf).
- j. TRADOC Social Media Guide (<https://www.tradoc.army.mil/social-media-home/>).
- k. Department of the Air Force Instruction 35-101 (Public Affairs Operations), 20 November 2020 (https://static.e-publishing.af.mil/production/1/saf_pa/publication/afi35-101/afi35-101.pdf).
- l. Department of the Air Force Social Media Guide, 15 August 2022 (https://www.af.mil/Portals/1/documents/2021SAF/07_July/DAF_SM_Guide_Publication_v4.3.pdf).
- m. Air Force Instruction 1-1, para 2-14, 2-15 (Air Force Standards), 7 August 2012, (https://static.e-publishing.af.mil/production/1/af_cc/publication/afi1-1/afi1-1.pdf).
- n. DOD Directive 1344.10 (Political Activities by Members of the Armed Forces), 19 February 2008 (<https://www.esd.whs.mil/Portals/54/Documents/DD/issuances/dodd/134410p.pdf>).
- o. Army Social Media Managers, Army website (<https://www.army.mil/socialmedia/managers/>).
- p. Army Social Media, Key Points of DODI 5400.17 (<https://www.army.mil/socialmedia/DODI5400.html>).
- q. MNAG-TAG, memorandum, Division of Military and Naval Affairs (DMNA) Policy Regarding Elected Officials and Government Agencies or Authorities Official and Unofficial Visitation, 7 December 2022.

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

3. **New York Army National Guard:** 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 use social media safely and appropriately to share their experiences and provide information. 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.

MNAG-TAG

SUBJECT: New York National Guard Policy for Social Media and External Official Presence Websites

These applications must be used professionally, and users must practice Operations Security (OPSEC) and keep in mind the requirement to protect Personally Identifiable Information (PII) when posting information, photographs, and videos.

a. When engaging in electronic communication, members of the New York Army National Guard must 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.

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

(1) 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 DMNA Public Affairs Office prior to launching a site. Department of Defense users are banned from using the Tik-Tok social media app.

(2). Unit points of contact must be prepared to discuss why a unit wants to establish an External official presence on a social media platform and their goals. The DMNA must approve the creation of a unit external official presence on social media.

(3). 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.

(a) The site administrator is responsible for working with unit leadership to ensure basic OPSEC of the social media external official presence.

(b) The site administrator for Army units must review the website Army Social Media Managers, (<https://www.army.mil/socialmedia/managers/>).

(c) The site administrator will review Key Points of DODI 5400.17, (<https://www.army.mil/socialmedia/DODI5400.html>).

(d) The site administrator will review the TRADOC Social Media Guide (<https://www.tradoc.army.mil/social-media-home/>).

(4) Leaders will ensure unit and Family Readiness Group sites register with the Army Social Media website at <https://www.army.mil/socialmedia/register>.

(5) 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>.

MNAG-TAG

SUBJECT: New York National Guard Policy for Social Media and External Official Presence Websites

(6) 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.

(7) The Joint Force Headquarters, 42nd Infantry Division and 53rd Troop Command will appoint an OPSEC Level II qualified Officer or Non-Commissioned Officers to monitor the external official presence social media sites established by units under their command. General Officer Command external official presence monitors will visit subordinate sites on a regular basis to ensure that site administrators follow OPSEC procedures.

c. Individual Service members social media conduct.

(1) Leaders will ensure that Service members 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 AR 600-20. This means, but is not limited to, prohibitions against racist, sexist, foul, or degrading language; disrespectful attitudes towards other participants on the site, and an awareness that others will view them as representative of all National Guard service members.

(2) Leaders will ensure service members 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").

(3) Leaders will ensure service members maintain OPSEC 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.j above.

(4) Leaders will ensure service members are aware that posts on social networking sites are public. Disclosures about personal absences from home or travel could be used by criminals and terrorists. Personal information can be misused by identity thieves. Personally Identifiable Information such as birthdates, Social Security numbers, and other personal information must be safeguarded.

MNAG-TAG

SUBJECT: New York National Guard Policy for Social Media and External Official Presence Websites

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

4. New York Air National Guard: All 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 seven 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.

5. Political Activity: 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 1344.10 (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 (i.e., 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.

MNAG-TAG

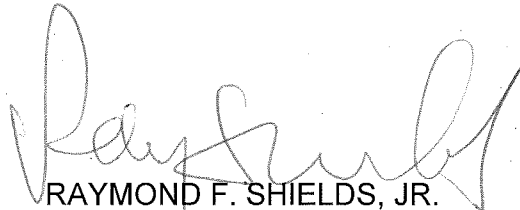
SUBJECT: New York National Guard Policy for Social Media and External Official Presence Websites

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.

6. New York State Guard and the New York Naval Militia: Service members of the New York State Guard and the New York Naval Militia as well as their unit will coordinate any official social media presence with the DMNA Public Affairs Office. Individual social media conduct for service members of the New York Naval Militia or New York State Guard will comply with guidelines specified in paragraph 3c. Guidance regarding engagement with elected officials for service members of the New York Naval Militia or New York State Guard refer to reference 1q.

7. 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.

8. Points of Contacts: The points of contact for this memorandum are Colonel Richard Goldenberg, at 518-786-4581, or richard.i.goldenberg.mil@army.mil; and Mr. Eric Durr, at 518-786-4581, or eric.durr5.nfg@army.mil.



RAYMOND F. SHIELDS, JR.
Major General, NYARNG
The Adjutant General

DISTRIBUTION:

AA, BB, BR, C, D, E, F1-F8