UNITED STATES MARINE CORPS
MARINE CORPS DETACHMENT
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11 Oct 16

DETACHMENT POLICY LETTER 4-16

From: Commanding Officer, Marine Corps Detachment Fort Leonard Wood
To: Distribution List

Subj: SOCIAL MEDIA POLICY

Ref: (a) Marine Administrative Message 181/10
(b) Social Media Guidance for Unofficial Posts
(c) Manual for Courts-Martial United States Uniform Code of Military Justice 10, Punitive Articles 888, Article 88, Contempt Towards Officials
(d) Manual for Courts-Martial United States Uniform Code of Military Justice 10, Punitive Articles 934, Article 134, General Articles

Encl: (1) Marines Social Media Handbook
(2) Marine Corps Social Networking Site Best Practices

1. Situation. Social media rules, best practices, and guidelines are established in order to capitalize on powerful information tools in a professional manner and to reduce the risk to Marines, Sailors, and Department of Defense civilians.

2. Mission. To take advantage of opportunities to highlight the outstanding work of the Detachment through the proper use of social media tools and to protect our Marines, Sailors, civilians and their families from making poor social media choices that may impact our unit mission and effectiveness.

3. Execution

a. Commander's Intent. Social media has rapidly revolutionized the way DoD personnel connect, communicate, and interact with each other and among friends and family. Fort Leonard Wood Marines will use social media as a mass communication tool and a method for telling our story, highlighting the accomplishments of our outstanding performers, and advertising our capabilities. While I recognize the importance of participation in this wide reaching communication tool, it must also be understood that the increased use of social media might present a threat to operational security (OPSEC) and violate standards of conduct. The continued expansion of social media use and other web-based interactive applications requires responsible conduct, supervision, due diligence, and common sense. This policy and its enclosures will serve to educate our personnel regarding securing personally identifiable information (PII), OPSEC, and mature, professional conduct in virtual spaces.

b. Coordinating Instructions

(1) The Marine Corps Detachment will use a variety of methods to provide family readiness information, describe daily activities and organic capabilities, and communicate on a broad scale.

a. Facebook
    i. The Family Readiness Officer maintains a Facebook page for the purpose of conducting live feeds with the Commanding Officer and for disseminating information about activities for Marines and families in the immediate area.
    ii. Marines and family members may gain permission to join the unit Facebook page and can use it as a forum to ask questions and interface with other personnel and their families.
b. YouTube
    i. The Detachment will use combat camera capabilities to create a short video that chronicles the daily lives and mission of our training companies.
    ii. This video will be used to inform personnel who may be assigned to Fort Leonard Wood about what to expect as a student or member of our permanent personnel. It will also serve to inform higher and adjacent commands of our importance to the Marine Corps' overall success in combat.
    iii. The video will also be available on the Marine Corps' YouTube channel and will fulfill a role in recruiting Marines to earn the military occupational specialties that we train to here.
c. Instagram/Snapchat
    i. Marines will occasionally be solicited to share photos and videos as they go through training so these experiences can be shared with those people who are not familiar with our mission.
    ii. These photos and videos are to be used as a motivational tool and will educate those not familiar with the disciplines taught at Fort Leonard Wood.
d. Marine Corps and Detachment websites
    i. The Detachment webpages will be managed by the S-6 with input from the Public Affairs Officer.
    ii. Training company leaders are authorized to post pictures and messages in their respective portions of the Detachment website.
    iii. Each Company will take responsibility for the content for their specific portion of the website. The Company Commander will ensure that all content has been screened and is appropriate to represent Marine Corps values.
    iv. Information shared will be consistently updated so that inbound Marines and family members are informed regarding how courses unfold and about graduations and other special events.
    v. Each Company Commander will ensure an article or media file is produced at least twice yearly and submitted to the Marine Corps website (http://www.marines.mil/). Submissions will highlight training events or an exceptional Marine's contribution to our mission. The XO will determine the rotation of the submission schedule. These articles and media files will also be used on the Detachment's local social media outlets.

(2) Company Commanders will ensure their personnel receive a copy of this policy, become familiar with the information listed in the enclosures, and are educated regarding best practices on social media. The specifics of this policy should be discussed with permanent personnel and instructors on a semi-annual basis and with students upon check-in for a course of instruction.

(3) MARCORDET FLW personnel should ensure all communication via social media is professional and respectful and that sound judgment is exercised at all times. The enclosures provide excellent guidance on the subject and all personnel are to read and be familiar with their content. All personnel are strongly encouraged to discuss these points with their family members to ensure they follow

these best practices as well. The FRO will disseminate the enclosures to MARCORDET FLW family members.

(4) MARCORDET FLW personnel should also fully understand the consequences of their statements and actions on the internet and the possible sensitive nature of materials they are communicating or posting. Avoid spillage of classified material, political statements or criticism of our elected officials, lewd or inappropriate gestures or conduct, and any other comments detrimental to good order and discipline or counter to our Marine Corps core values.

4. Administration and Logistics. This letter supersedes and cancels any earlier Detachment policies regarding social media matters.

5. Command and Signal

a. The Point of Contact for this matter is LtCol Daniel H. Dubbs at (573) 596-0131 ext. 6-7556 or daniel.h.dubbs.mil@mail.mil.

G.W. MARKERT

THE MARINES

THE SOCIAL CORPS

THE U.S.M.C. SOCIAL MEDIA PRINCIPLES

This handbook outlines the Marine Corps' social media principles – to empower Marines to participate with our social media community. The intent is to engage in greater discussion as even better communicators and improved representatives of our Corps.

www.marines.mil

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SOCIAL MEDIA FOR LEADERS

While some may assert that social media has improved the way we connect and communicate as a culture, it presents dilemmas for Marine Corps leaders, ranging from being a social media "friend" of a subordinate to "following" those you lead.

The point to consider, though, is that social media is about connecting. Just as Marine Corps leaders may interact and function in their local community alongside their Marines, similar conduct holds true for interacting in the same social media spaces as their subordinates. It is "how" the connections and interactions take place with subordinates that sets the tone for communication. Simply put, online Marine Corps relationships should function in the same manner as any professional relationship would.

With social communication, you essentially provide a permanent record of what you say — if you wouldn't say it in front of a formation, don't say it online. If you come across evidence of a Marine violating command policy or the Uniform Code of Military Justice on social media platforms, you should respond in the same manner you would if you witnessed the infraction in any other environment.

When using social media tools and platforms, everything you say and do as a leader is more visible and taken more seriously. As such, you have a greater responsibility to speak respectfully and intelligently about issues. Remember, when making statements online, you are being viewed as the authority on that topic and may appear to be speaking on behalf of the entire command or even as a spokesperson for the Corps – depending on the audience or venue.

TO FOLLOW OR NOT TO FOLLOW?

The decision of whether to "follow"or "friend" Marines under their charge on social channels is up to the discretion of individual Marine Corps leaders. Ultimately, it depends on how that leader uses social media. If the leader is using social media as a way to communicate command and unit information, then following members in a leader's command is appropriate. But if the leader is using social media as a way to keep in touch with family and friends, it may not entirely make sense to follow people in their chain of command.

SELF PROMOTION

Using your rank, job, or responsibilities to promote yourself online, for personal or financial gain, is not appropriate. Such actions can damage the image of the Marine Corps, diminish morale, and reduce unit effectiveness.

PAID SUBMISSIONS

It is against Marine Corps regulations to accept compensation for writing official Marine Corps blogs. Treat requests from nongovernmental blogs for a blog post as a media request and coordinate with your public affairs officer.

PERSONAL BEHAVIOR – WHAT THE CORPS ASKS OF YOU

Marines are encouraged to responsibly engage in unofficial Internet posting about the Marine Corps and Marine Corps-related topics. The Marine Corps performs a valuable service around the world every day and you are often in the best position to share the Marine Corps story with people we rely on for mission success.

Any content about the Marine Corps or related to the Marine Corps that you personally post on any Internet site is considered an "unofficial internet post." Considerations for what you post includes, but is not limited to, your personal comments, photographs, video, and graphics. The locations where you post the content can be any Internet site, to include social networking sites, blogs, forums, photo and video-sharing sites, and any other online locations (whether or not they are operated or controlled by the Marine Corps or Department of Defense).

ARE YOU UNOFFICIAL OR OFFICIAL?

When you post online content that is not reviewed by any official Marine Corps approval process, you are making an unofficial Internet post. On the flip side, official Internet posts include content that is released by public affairs Marines, Marine Corps Community Services marketing directors, or commander's designated release authorities.

THE EAGLE, GLOBE AND ANCHOR

You may use the Eagle, Globe and Anchor; coat of arms (EGA in the center, encircled with words "United States – Marine Corps"); and other symbols in unofficial posts so long as the symbols are used in a manner that does not bring discredit upon the Corps, does not result in personal financial gain, or does not give the impression of official or implied endorsement. You can also contact your local base legal office for an ethics determination, if need be. Marines who violate the Marine Corps' symbols (EGA and/or coat of arms) are potentially subject to legal proceedings. Along these same lines, unless you have permission from the owners, you cannot use any other organization's words, logos or other marks that infringe their trademark, service mark, certification mark, or other intellectual property rights.

The Headquarters Marine Corps, Division of Public Affairs Trademark and Licensing office can give you more clarification about proper use of Marine Corps logos.

IT'S POLITICAL

The Marine Corps encourages Marines to carry out their obligations as citizens – this includes politics. However, there are limitations to your political activity. You can express your political views on public issues or political candidates online, but not as part of an organized communication campaign. If your communication identifies you as a Marine you should clearly state the opinions are yours. You cannot solicit votes for or against a party, candidate or cause. In addition, you cannot participate in any interview or discussion as an advocate for or against a party, candidate or cause. You must adhere to policy in Department of Defense Directive 1344.10 when posting any political content.

It's against federal law for commissioned officers to communicate contemptuous words against the President, Vice President, Secretary of Defense, Deputy Secretary of Defense, Secretary of the Navy, or Governor and Legislature of any state in which he or she is located or performing duty in.

For additional guidance and information on political items of interest, review Department of Defense Directive 1344.10, Political Activities by Members of the Armed Forces. http://www.dtic.mil/whs/directives/corres/pdf/134410p.pdf

BE SAFE OUT THERE CONTINUED...

Consider carefully who you allow access to your social media profiles and personal information. This means, people you allow to be a "friend" on Facebook or add to your friends list on Foursquare, for example. This can also extend to who's in your network on LinkedIn or who you follow (or follows you) on Twitter. Social network "friends" and "followers" may potentially constitute relationships that could affect the outcome of background investigations and periodic reinvestigations associated with your security clearance. Not everyone you know and meet is a good candidate for an online associate.

The best way to secure your stuff is to lock the door. The same holds true to securing access to your accounts by always using strong passwords. To protect your online and social media accounts from getting hacked you should set a good, strong password that has at least 14 characters comprised of lower and upper-case letters, numbers, and symbols. As an added protective measure you should also frequently change your passwords.

Social media, marketers, businesses – and the bad guys are all interested in where you are. Because of this, you must be aware of using the Global Positioning System and geotagging features of your devices and social accounts. For example, in some situations when you geotag photos and use location-based social networking applications (like Foursquare) the geographical location information you disclose can be devastating to Marine Corps operations. You should avoid tagging photos with geographical location when loading to photo sharing sites like Flickr and Picasa. When you're deployed or in an operational setting or training location, turn off the GPS features of your electronic devices and don't report location in social media or social sharing applications. Failure to do so could result in mission failure, harm to you or other Marines, and can put family and friends at risk.

REMINDERS FOR YOUR ONLINE BEHAVIOR

Remember, there's a big difference between speaking "on behalf of the Marine Corps" and speaking "about" the Marine Corps. For every Marine, pay close attention to the following guidelines.

There are rules
All Marines, from officers to enlisted, must adhere to Department of Defense policy, Secretary of the Navy Instructions, and Marine Corps Orders and Directives related to online media in every public setting. A guide to the most applicable references is provided at the end of this handbook.

You are responsible for your actions.
Anything you post that can potentially tarnish the Marine Corps' image is your responsibility. The Marine Corps encourages you to participate in social media, but urges you to exercise sound judgment and common sense. Don't let a careless mistake or ill thought, comment, or post hamper your career or the Corps' history and traditions.

Let subject matter experts respond to negative posts.
You may come across negative or disparaging posts about the Marine Corps or see others trying to spark negative conversations. Unless you are a trained and official Marine Corps online spokesperson avoid the temptation to react. Refer the posts or links to the conversation to your public affairs office.

PROFESSIONAL BEHAVIOR - GUIDANCE FOR OFFICIAL POSTS

Marine Corps units and organizations, Commanders, Public Affairs Marines, subject matter experts, and individual Marines engaging social media should use their best judgment when posting and responding to topics on social media sites. To help outline that judgment, keep in mind some basic pointers when interacting online:

- **You *are* the Marine Corps.** As a Marine, it is important that official posts convey the same journalistic excellence the Marine Corps instills in all of its communicators and public affairs professionals. Be respectful of all individuals, races, religions and cultures; your conduct is a direct reflection on the Marine Corps. When you are communicating on behalf of the Corps to the recipient, you embody what the Marine Corps is all about.

- **Get approved.** Have a method in place to ensure there is a thorough content review before posting – conduct a security review, being mindful of OPSEC and foreign disclosure directives, for official use only information, and content subject to the Freedom Of Information Act. All your posts and comments should still follow the basic guidelines for information release: all content protects security, is accurate, is proper, and complies with all applicable policy. Nobody is perfect - making sure the content workflow or review process is in place up front reduces the chance of errors or faulty posts down the road.

- **Provide meaningful content.** If your complete thought, along with its context, cannot be squeezed into a character-restricted space (such as Twitter), then provide a link to an online location where you can express it completely and accurately. If you loose the reader through confusing communication, you'll never be able to explain a thought or concept about the Marine Corps or the Corps' position on a topic.

- **Respond to all *necessary* topics and comments.** This is an opportunity to leverage social tools for what they are – a means of communication. Avoid the tendency to defend and protect every comment made, though. Given time, social networks normally self-correct negative comments, posts or misinformation. If an official position or expert opinion is required – that's your cue to join in. Replace errors or misrepresentations of the Corps with fact, not argument.

- **What happens online... is permanent.** This may be nice if leaving your memoirs for posterity, but it is more ominous than that — anything you write online will never disappear. Take great care in what you do or say online. Aside from being published, and essentially part of a permanent record — even if you "remove" or "delete" it later or attempt to make it anonymous, the information is released and distributed at high velocity. Information, pictures or details you post, a reposting of your comments, or information about the Marine Corps posted by others is also permanent and most likely forever beyond your control to remove.

- **Negative comments will happen.** An open forum comes with certain risk of negativity and to shy from it may tarnish your credibility. Don't join in with an emotional or passionate rant or response, though. What you say and how you respond should be reviewed and approved to ensure you accurately express the Corps' position without editorializing or straying from the facts.

WHAT TO CONSIDER BEFORE YOU BECOME A SOCIAL MEDIA SITE OWNER

How are you going to pull this off?
Identify who will be your social media managers, who will post, who will moderate, who will manage the community, what metrics to track, how often and when to post, the types of content you plan to share, etc. Make sure you have contingency plans in place to allow for others to cover established duties. There are myriad resources online that offer advice on this topic. A lot can be done with very few staff – as long as you plan adequately.

Why are you doing this?
What do you want to achieve? What do you plan to communicate? Are you planning on distributing command information, connecting to a community, building esprit de corps? The list will depend on your circumstances but you should define the goals up front so you have a road map to follow – or at least start with.

Who are you talking with?
Identify the audience you intend to communicate with. This can include Marines, Marine Corps families, Veterans, civilians, and the general public. Don't forget, your audience will still touch those you may not have specifically planned on such as your stakeholders, elected officials, community leaders, and adversaries or enemies.

You have to review the policy – really.
Before you get started with social media, it's important to understand Marine Corps social media policy. Marine Corps social media resources can be found at: http://www.marines.mil/socialmedia.

Pick and choose where to post, wisely.
Identify the social media platforms that will be best suited for the needs of your organization. Not all platforms will work for some, so make sure you understand what can be achieved with each. Look at what other organizations are doing to get ideas. You don't necessarily have to be on Facebook AND Twitter AND YouTube. Where you decide to communicate is a function of whom you're talking with and how many you have to accomplish your plan.

Draft your content strategy.
After identifying your audiences and selecting the platforms, draft a posting strategy. This helps refine your organization's social media goals.

Develop your own rules and training.
You and your team will be responsible for developing organization-specific social media policies or procedures, such as additional posting and commenting policies. Also make sure to develop training materials to help educate and train individuals in your command about social media, online protection, and the proper use of the social space.

EIGHT STEPS TO SETTING UP YOUR OFFICIAL SOCIAL MEDIA SITE:

1. Approval from you Commanding Officer or Public Affairs Officer. The release authority must approve an official social media site before it can be registered.

2. Be an authentic military source. The point of contact setting up and registering the site must have a valid ".mil" email address when submitting for approval.

3. Your social media site must relate to an official Marine Corps website. Social media communications are based on an official military reference. This should be your command's website, your higher headquarters site, or Marines.mil if your organization does not have a website.

4. Posted disclaimers. The disclaimer identifies the page as an official Marine Corps social media presence and disclaims any endorsement. This keeps everything above board for your community, you, and your social media host.

   Sample Disclaimer: *This is an official Marine Corps page. However, the appearance of hyperlinks does not constitute endorsement by the U.S. Marine Corps. The U.S. Marine Corps does not exercise any editorial control over the information you may find at linked locations.*

5. Identify your site as "official." One of the keys to social media is transparency – to build trust and let your fans know with whom they are dealing. If you're a site that represents recruiting efforts, for example, identify the site as such. You also need to let the fans know that the site is official, so they understand that what you post there is done with an assumption of authority. A convenient place for one of the official markings is on the left hand info icon (tab) in Facebook or directly in your profile description on Twitter.

6. Official sites should be open to the public. "Private" Facebook groups won't be considered for listing on the Marine Corps's social media directory.

7. Sites should be labeled on Facebook as "Organization-Government." The use of any category or type other than a Government Fan page violates the government's terms of service agreement with Facebook. Make sure YouTube channels are set up as a government presence as well.

8. Set the default view of your Facebook wall to show only posts from your organization. Setting the default to show only your posts does not limit fan activity, rather it helps guide the conversation. Fans can still see their Friends activity or all posts on the fan site by choosing the related links for those items from the Facebook wall.

SET UP GROUND RULES FOR YOUR FANS – AND FOR YOU

If you are going to hold fans accountable for their actions, you need to spell out what your expectations are and how you intend to interact as well. A good way to do this is posting a policy statement on any social networking sites where you host content. To be considered an official Marine Corps social media site, you must post the following terms of use on each social media site you establish.

Terms of use for Marine Corps social media Websites
It is the Marine Corps' goal to provide information and news about the Corps as well as an open forum for discussion about Marine Corps related topics.

Opinions and feedback on social media sites are welcome so long as they are presented in an objective and respectful way that allows for a continued information relationship.

While these sites provide an open forum, they are intended to maintain respect for those who participate (i.e. family-friendly). Please keep your comments clean.

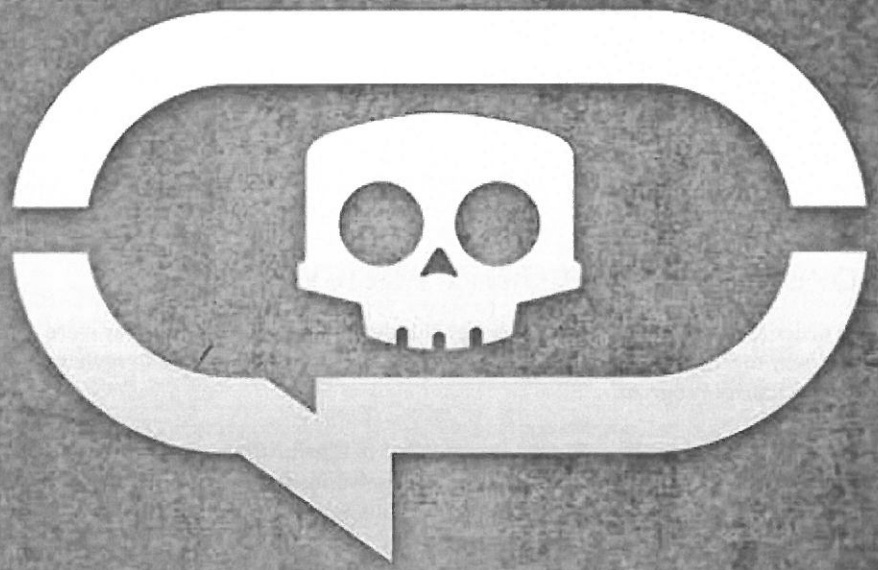
Participants are asked to follow our posting guidelines below. Violation of the guidelines below may result in your post being removed.

Posting Guidelines

- *We do not under any circumstance allow graphic, obscene, explicit or racial comments or submissions nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization.*
- *We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.*
- *We do not allow comments that suggest or encourage illegal activity.*
- *The appearance of external links on the site does not constitute official endorsement on behalf of the U.S. Marine Corps or Department of Defense.*
- *Participate at your own risk, taking personal responsibility for your comments, your username and any information provided.*

Make sure you understand, abide by, and monitor your site for compliance with the items listed above. It is a great way to ensure a solid standard of conduct for you and your users. Keep in mind that your users and fans won't be taking a break for the weekend. Weekend activity on Facebook is sometimes busier than during weekdays, so monitor your wall every day, even after hours on weekends and holidays.

Aside from removing posts or users who violate the rules, by keeping an eye on your wall, comments, or feedback gives you a good gauge for what your online community wants to hear about.



CHECKLIST FOR OFFICIAL UNCLASSIFIED, PUBLICLY AVAILABLE WEBSITES:

☐ Designate members of your unit to be responsible for posting content to your official unclassified, publicly available websites include your YouTube, Flickr and Blog sites. Make certain all of those assigned received OPSEC training.

☐ Your command has someone assigned as the OPSEC Officer. Ensure the OPSEC Officer reviews your command's Web site to ensure no critical information is published through the information, graphics, or photographs you post.

☐ Make sure all content for your site is approved by your commander or your release authority (Public Affairs Officer, Unit Information Officer, etc). This includes making sure all content is posted in accordance with Public Affairs guidance and the OPSEC program.

☐ Monitor your Facebook wall and comments posted to your YouTube, Flickr and Blog presences. Make sure external social media users are not posting sensitive information on your official presence. Remove all posts that contain sensitive or critical information or break the published rules for posting on your platform.

☐ Screen official unclassified, publicly available websites and make sure to remove family member information from online biographies.

☐ Ensure the only type of contact information listed is in the form of organizational charts, directories, or general telephone numbers for commonly requested resources, services and contacts — without individual's names shown. DO NOT POST DUTY ROSTERS OR DETAILED ORGANIZATIONAL CHARTS WITH NAMES, EMAILS, PERSONAL PHONE NUMBERS, ETC. The only names, phone numbers, or personalized, official e-mail addresses that can be shown are for command or unit public affairs personnel and those designated by the commander as command spokespersons.

☐ All biographies published on publicly accessible websites must be screened to make sure they don't contain any date of birth, current residential location, or any information about family members.

☐ Produce training materials and conduct regular social media OPSEC training within your unit and other units in your organization.

☐ Provide social media OPSEC training to the families of your Marines. It's important to keep them just as informed and up-to-date as the Marines in your unit.

☐ Be vigilant. Continuously review your social media and websites for OPSEC indicators or violations.

CRISIS COMMUNICATIONS CONTINUED...

Share information
Share critical information with a network of trusted social media sites, such as the Marine Corps' official Facebook page (http//www.facebook.com/Marines) and other Marine Corps command, government, and official nongovernmental sites, like the American Red Cross. The social media community is large and it's possible to reach a lot of people through an extended network in the social media space.
Promote social media presences.

Make sure to promote your social media presences on all your outgoing press releases, e-mail signatures, links on your Command and unit Web pages, and in conversations with reporters. Your social media presence isn't helpful if people don't know about it. Make sure the public knows that your social media presences are a good and trustworthy resource for information.

Encourage people on the scene to send info
Let people on the scene know they can help. They can do so by using their personal accounts to communicate the command information or feed you information to post on official command sites. No matter how the information is submitted, the command site should always promote this timely content, when appropriate.

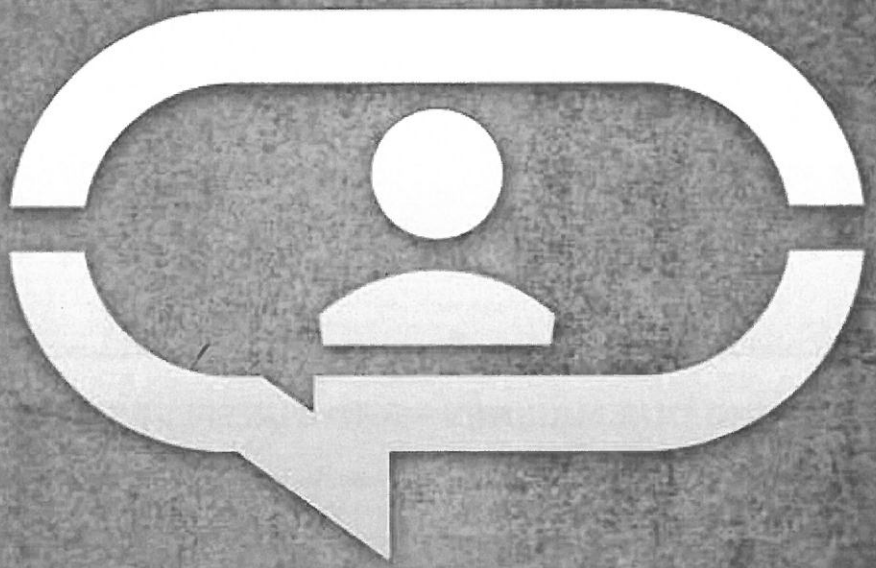
Analyze results
Once the crisis is over, analyze what happened. Evaluate metrics and track user feedback. It's important to evaluate how your social media capabilities perform during a crisis so adjustments can be made for the future.

What to do
OPSEC breach, spill or compromise: If you think operations security is in danger or at risk, call your OPSEC program manager, local Security Manager or Command Operations Center. Any military installation security management office should be able to direct your inquiry, in the case of serious security issues or concerns.

Crisis Situation:
If the potential crisis is a local issue, contact the local authorities. For military concerns, contact the nearest operations center or public affairs office. There's also the option to leverage social media to make notification as well - through the local unit Facebook page, Twitter or Official Marine Corps Facebook page.

Public Affairs Directory: www.marines.mil/publicaffairs

Marines Official Facebook page: www.facebook.com/Marines



OPERATIONS SECURITY FOR MARINES OR FAMILIES – ISN'T THIS A MILITARY-ONLY THING?

The Marine Corps could not do our jobs without the support and concern of family members and the military community. You may not know it, but you also play a crucial role in ensuring your loved ones' safety just by what you know of the military's day-to-day operations. You can protect your loved ones by protecting the information that you know. This is known in the military as, "Operations Security," or OPSEC.

What is OPSEC?
OPSEC is keeping potential adversaries from discovering critical Department Of Defense information. As the name suggests, it protects US operations - planned, in progress, and those completed. Success depends on secrecy and surprise, so the military can accomplish the mission more quickly and with less risk. Enemies of freedom want this information, and they are not just after the military member to get it. They want you, the family member.

Unofficial Websites
The posting of pictures and information that is pertinent to your loved one's military unit to personal or family websites has the potential to jeopardize their safety and that of the entire unit. Coordinate with your unit's Family Readiness Officer to have pictures screened so they can be posted to the "Official" unit Family Readiness website. This will ensure that you contribute to OPSEC and keep the force safe.

What Information is Sensitive?
The following list provides examples of sensitive or critical information that may help you in defining how to communicate safely. There are many more examples, but the list below gives a good baseline of what to avoid posting:

- Detailed information about the mission of assigned units.
- Details concerning locations and times of unit deployments.
- Personnel transactions that occur in large numbers (e.g., pay information, power of attorney, wills, or deployment information).
- References to trends in unit morale or personnel problems.
- Details concerning security procedures.

Talking about or sharing minor or casual details of unit or Marine information may seem insignificant. However, to a trained adversary, this information contains small pieces of a puzzle that highlight what U.S. forces are doing and planning. Remember, the elements of security and surprise are vital to the protection of Department of Defense personnel, and to the accomplishment of U.S. goals.

Where and how you discuss sensitive information is just as important as with whom you discuss it. An adversary's agents tasked with collecting information will frequently visit some of the same stores, clubs, recreational areas, or places of worship that you do. They can also easily collect data from cordless and cellular phones and even baby monitors using inexpensive receivers available from local electronics stores.

If anyone, especially a foreign national, persistently seeks information from you, notify your military sponsor immediately.

WHAT YOU CAN DO CONTINUED...

Taking Action
What should you do if you become aware that information is being posted online which could compromise unit operational security:

- Notify your sponsor, Family Readiness Office, or the unit operations security manager immediately.
- Contact the site administrator to notify them of the issue and ask that the post or comments be removed.
- Post reminders to the community about the importance or OPSEC and point out the dangers associated with sharing critical or sensitive information.
- Remember: If you aren't comfortable placing the same information on a sign in your front yard, don't put it in an email or share online. This is not intended to limit your free speech, the purpose is to protect lives and safety.
- Marines, families and the Marine Corps depends on you to maintain OPSEC. If you're uncertain as to what you can or can't share online or in email conversations, please contact your Family Readiness Office.

Tips for making safer social media posts:

Example post:	Change to:
My Marine is in Afghanistan at Camp Xyz.	My Marine is deployed to Afghanistan.
My Marine will be leaving Kuwait and heading to Afghanistan in three days.	My Marine deployed this week.
My Marine is coming back at 1130 am on the 15th of July.	My Marine will be home this summer.
My family is back in Jacksonville, NC.	I'm from the East Coast.

Are you telling everyone where you are?
Location-Based Services are used more and more by social networking sites that find the geographical location of a mobile device, tablet, or other communication method through GPS or Wi-Fi to provide offers or services based on this information. This might be helpful to alert you to a great sale or deal from a nearby vendor. It might also be an interesting challenge or habit to check in to a location on services like Foursquare or Facebook Places. There are dangers associated with this capability, however. For a detailed description on how to check some of these settings, please see the previous inset regarding Facebook Places.

There are no current, immediate Marine Corps-related benefits to Marines or family members by using location-based social media.

EMARINE – A SAFER WAY FOR FAMILIES TO CONNECT ONLINE

The eMarine website, part of the Commandant of the Marine Corps initiative to improve organizational communication, is the Corps' safe, secure, portal for dissemination of official family readiness information. The system is available only to Marines and their Family Members.

Similar to Facebook, Twitter, YouTube, and Flickr the eMarine portal provides its members a tool to access documents, view photos and videos, participate in forums, and gain important information about their Marine's Unit from anywhere in the world.

Each eMarine site offers an online community that can be customized for each Marine Corps Unit and is maintained by the Unit Commander and Family Readiness Officer. System content is assessed by command personnel who are obligated to ensure they look out for the Marine Corps' and your best interests when it comes Operations Security – adding even more safety to your communications.

HOW TO GET STARTED

For Marines - Keep your family informed about your unit by registering yourself in eMarine. After you're signed up, you can sponsor up to five family members. Anyone you sponsor is automatically approved for your Unit's eMarine site. You can also manage your sponsor list online, anytime.

Your process is simple:

- Register for your unit's eMarine site.
- Log in to eMarine at http://www.emarine.org
- Select Getting Started > Invite Family Members.
- Enter the names and email addresses for your family members and choose your Unit to join them. They will be added to your family member list and an invitation email will be sent for them to register.
- Once they register, they're automatically approved for your Unit's site.

For Family Members **– Ask your Marine to send you an invitation to eMarine. Then follow the instructions to subscribe.**

- Or, you can visit http://www.emarine.org
- Select the "Find a Unit Site" button.
- Click "Sponsor Search."
- Enter your Marine's first name, last name and date of birth then click "search."
- Choose your Marine's unit and follow the instructions to subscribe as a Family Member.

Anyone a Marine lists an as a family member in the Family Readiness module of Marine On Line (MOL) can subscribe to eMarine. In this case, no invitation is necessary, the family member will be able to request access as long as they know their Marine's first name, last name and date of birth. Unit Family Readiness Officers will validate the request against data saved in Marine On Line before granting access.

15 Tips to Stay Safe and Out of Trouble Online

1. Post appropriate content.
- You are personally responsible for your actions.
- Ensure any Marine Corps content you post is accurate and appropriate.
- Remember: you lose control over content once it's posted.
- Always use your best judgment and keep in mind how the content of posts will reflect upon yourself, your command, and the Marine Corps – now and in the future!

2. Don't break the law.
- Adhere to Federal law, as well as Department of Defense, Department of Navy, and Marine Corps regulations and policies.
- Don't use any words, logos or other marks in your posts if it will infringe upon the trademark, service mark, certification mark, or other intellectual property rights of the owners.
- If you violate Federal law, regulations or policies, you are subject to disciplinary action under the Uniform Code of Military Justice (UCMJ)

3. Understand the guidelines when making unofficial posts about the Corps.
- If appropriate, identify yourself as a Marine or your affiliation with the Marine Corps, to include your rank, billet, military occupational specialty or occupational series, and status (active, reserve, civilian, contractor).
- If you decide not to identify your affiliation with the Corps, you should not disguise, impersonate, or otherwise misrepresent your identity.
- You can use Department of the Navy and Marine Corps symbols in unofficial posts so long as the symbols are used in a manner that does not bring discredit upon the Services, does not result in personal financial gain, or does not give the impression of official or implied endorsement.

4. If you wouldn't say it to your grandma, don't post it.

Don't say/post anything that could be perceived as:
- Defamatory
- Libelous
- Obscene
- Abusive
- Threatening
- Racially or ethnically hateful
- Otherwise offensive or illegal

Quick Reference Definitions:

Defamation: an intentional false communication that injures another's reputation or good name.

Libel: written/pictorial defamation (this is used if a wide audience for the defamation is possible such as: things posted on the internet)

Slander: spoken/gestured defamation.

5. Avoid spillage!
- Do not post any information that is:
- Classified (Confidential, Secret, Top Secret)
- Controlled Unclassified Information (CUI)
- Sensitive but Unclassified (SBU), For Official Use Only (FOUO), Law Enforcement Sensitive (LES), Sensitive Homeland Security Information, Security Sensitive Information (SSI), Critical Infrastructure Information (CII), etc.)
- In violation of operations security (OPSEC), such as tactics, troop movements, force size, weapon system details, and so on.
- When in doubt, contact your unit operations officer, security manager, intelligence officer, foreign disclosure officer, or public affairs officer for guidance.

6. Guard your personal Information.
- Do not provide sensitive, family-related information within your profile.
- Keep your plans, schedules, and location information to yourself.
- Protect your coworkers, friends, and family members. Don't post information that would infringe upon their privacy, proprietary, or personal rights. This means: don't post their personal contact information such as email address, home address, phone numbers, social security number, or physical location.

- Tell friends to be careful when posting photos and information about you and your family. Talk to family and friends about operations security and what can and cannot be posted.
- Videos can go viral quickly; make sure they don't give away sensitive information. When using social media, avoid mentioning rank, unit locations, deployment dates, names, or equipment specifications and capabilities.
- Geotagging is a feature that reveals your location to other people within your network. Consider turning off the GPS function of your smartphone. If you're involved in an official Exercise, Operation, or deployed – turn off your mobile device GPS functions.

Don't share your:
- Social Security number
- Home address
- Birthday
- Birth place
- Driver's license number
- Other personally identifying information

- By piecing together information provided on different websites or from different responses, criminals and adversaries can use the information to, among other things, steal your passwords and identity, impersonate you, stalk you, harm you, or harm your family and your fellow Marines.
- Check all photos you intend to post for indicators in the background or reflective surfaces that may expose unwanted details.
- Double check that you want the information you are about to post to be forever available to anyone at anytime.

7. Don't share information that is not approved for public release.
- Not memos, not e-mails, not meeting notes, not message traffic, not white papers, not public affairs guidance, not pre-decisional materials, not investigatory information, not proprietary information... JUST DON'T DO IT!

FAQ CONTINUED...

Q: A family member has posted something to one of the social media presences that violates OPSEC. What do I do now?
A: If you are an administrator of the page - remove the comment, related comments or underlying original post, as applicable. If you are not a page administrator in Facebook, engage the person and ask them to remove the post immediately. Explain that information isn't appropriate for conversation online. Since Facebook administrators should also scan the page for issues, also add a comment asking for their interaction. If the person refuses or persists, you have the option to block them or report them (using the "X" button on the comment or comment string). Lastly, seek guidance from your command public affairs or operations security personnel so that they are informed of the OPSEC concern and issue.

Q: My unit does not currently have a Facebook (Twitter, YouTube, etc.) account. How do I get started?
A: First, know that you're not alone. Fortunately most social media platforms are relatively easy to use. The best way to get started is to find someone you know who is savvy with social media to show you the ropes. You can also start your own personal social media accounts so that you can familiarize yourself with how they work. If you have any questions that you can't find answers to you can contact the Marine Corps social media team at the Defense Media Activity or your local public affairs office.

Q: I did some searching and found that my unit already has a non-official family group on Facebook (Twitter, YouTube, etc.). What should I do?
A: Many commands or units have unofficial social media presences established by Marines, family members, veterans, or fans that are excited about the unit. The Marine Corps does not have the right to remove these presences, nor would we want to, unless they portray themselves as an official presence. In the meantime, work with your command leadership to determine if you want to contact the page or simply monitor it and chime in when you have information to add. If you do contact the page's administrator(s), they may be eager to have your participation. Regardless, this should not stop you or the command from creating an official presence for your command and its families. Marine Corps official presences are listed in the Corps' social media directory: http://www.marines.mil/socialmedia.

Marine Corps Social Networking Site Best Practices

Marines are encouraged to responsibly engage in **unofficial internet posting** about the Marine Corps and Marine Corps-related topics. The Marine Corps performs a valuable service around the world every day and you are often in the best position to share the Marine Corps story with domestic and foreign publics we rely on for mission success.

UNOFFICIAL INTERNET POSTS

The term "unofficial internet posts" refers to any content about the Marine Corps or related to the Marine Corps that is posted on any internet site by uniformed or civilian Marines in **unofficial and personal capacity**.

Content includes, but is not limited to, personal comments, photographs, video, and graphics. Internet sites include social networking sites, blogs, forums, photo- and video-sharing sites, and other sites, to include sites not owned, operated or controlled by the Marine Corps or department of defense.

RESPONSIBILITIES

Marines are responsible for all content they publish on social networking sites, blogs or other websites.

In addition to ensuring Marine Corps content is **accurate and appropriate**, you must also **be thoughtful about the non-Marine related content you post**, since the lines between your personal and professional life often blur in the online space.

Be aware that **you lose control over content posted on the internet** and that many social media sites have policies that give the sites ownership of all content and information posted or stored on their systems. You should **use your best judgment at all times and keep in mind how the content of your posts will reflect upon you, your unit, and the Marine Corps.**

GUIDELINES

If you engage in unofficial internet posting about the Marine Corps, you may identify yourself as Marines and by rank or grade, billet, military occupational specialty or occupational series, and status (active, reserve, civilian, contractor) if desired. However, if you decide to identify yourself as a Marine, don't disguise, impersonate or otherwise misrepresent your identity or affiliation with the Marine Corps.

When expressing personal opinions, you must make clear that you are speaking for yourself and not on behalf of the Marine Corps.

You must also **comply with** regulations and policies such as personal standards of conduct, operations security (**OPSEC**), information assurance (**IA**), personally identifiable information (**PII**), Joint Ethics Regulations, and the release of information to the public. **Violations of regulations or policies may result in disciplinary action in accordance with the UCMJ. Avoid offensive and inappropriate behavior that could bring discredit upon you and the Marine Corps.** Marines should not post any defamatory, libelous, vulgar, obscene, abusive, profane, threatening, racially or ethnically hateful or otherwise offensive or illegal content.

Be aware that criminals use the internet to gain information for unscrupulous activities such as identity theft. By piecing together information provided on different websites, criminals can use information to, among other things, impersonate you and steal passwords.

Be extremely judicious when disclosing personal details and don't release PII that could be used to distinguish your individual identity or that of another Marine. Examples of PII include your social security number, home address, birthday, birth place, driver's license number, etc. In addition, you should **use the privacy settings** on social networking sites **to the greatest extent possible** so posted personal information and photos can be viewed only by designated people.

For additional answers to Social Media questions, contact your local Public Affairs Office.

PERSONAL INFORMATION

1. Keep sensitive, family-related information OFF your profile
2. Keep your plans, schedules, and location data to yourself.
3. Protect the names and information of coworkers, friends, and family members
4. Tell friends to be careful when posting photos and information about you and your family.

POSTED DATA

1. Check all photos for indicators in the background or reflective surfaces
2. Double check that you want this information **forever** available to anyone at anytime.

SETTINGS AND PRIVACY

1. Carefully look for and set all your privacy and security options.
2. Use the strongest password settings allowed on the site, and don't reuse them for banking or other sensitive websites.
3. Sort "friends" into groups and networks, and set access permissions accordingly.
4. Verify through other channels that a "friend" request was actually from your friend.
5. Add "untrusted" people to the group with the lowest permissions and accesses.

SECURITY

1. Keep your anti-virus software updated.
2. Beware of links, downloads, and attachments just as you would in e-mails.
3. Beware of "apps" or "plug-ins" which are often written by unknown third parties who might use them to access your data and friends.
4. Look for HTTPS on the URL line and the lock icon on the webpage that indicate active transmission security before logging in or entering sensitive data (especially when using Wi-Fi hotspots).