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 <u>updated</u>.
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).

<u>Reference:</u> **MARADMIN 181/10** RESPONSIBLE AND EFFECTIVE USE OF INTERNET - BASED CAPABILITIES

Additional Social Media Guidance:

ONLINE SOCIAL MEDIA GUIDANCE For UNOFFICIAL INTERNET POSTS
http://www.marines.mil/usmc/Pages/SocialMediaGuidance.aspx

MARINE CORPS OFFICIAL SOCIAL MEDIA POLICY AND RESOURCES
http://www.marines.mil/socialmedia