Social Media Roundup

Personal Conduct on Social Media Platforms

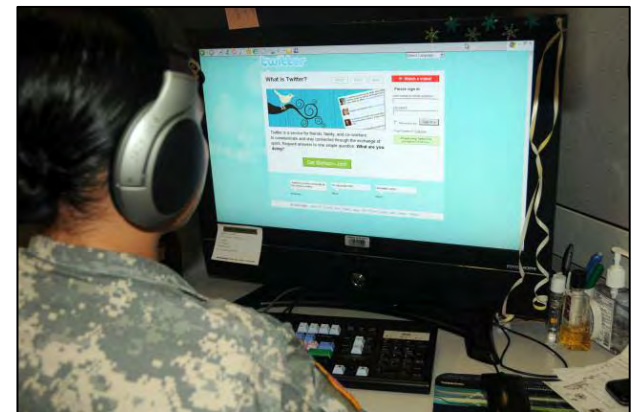**Appropriate personal use of social media**

Agenda

This week's Social Media Roundup will examine appropriate personal social media use for Soldiers and family members

- Introduction
- Maintaining your military bearing
- Social media for Soldiers
- Social media for leaders
- Operations security
- Social media risks
- Family conduct
- Summary

Soldiers, families and social media

- Soldiers are personally responsible for all content they publish on social media sites, blogs, or other websites.

- Soldiers must be thoughtful about the non-Soldier related content they post. The lines between a Soldier's personal and professional life often blur in the online space.

- As a Soldier and as a Soldier Family member, it's important to follow certain rules of conduct when interacting on social media platforms.

Maintaining Your Military Bearing

Appropriately representing the Army both on and off duty

Maintaining your military bearing

- It's important that all Soldiers know that once they log on to a social media platform, they still represent the Army.

- A Soldier who violates Federal law, regulations or policies through inappropriate personal online activity is subject to disciplinary action under the Uniform Code of Military Justice (UCMJ).

- Soldiers are expected to maintain their military bearing both on and offline, in uniform and off duty.

WWW.ARMY.MIL
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Social Media for Soldiers

Appropriate online conduct for Soldiers

Social Media for Soldiers

- Soldiers are authorized to use and belong to a variety of social media platforms as long as their involvement does not violate unit policy and the Uniform Code of Military Justice.

- Here are a few key items Soldiers should keep in mind when using social media platforms.
    - The UCMJ applies to online interactions
    - OPSEC, OPSEC, OPSEC
    - What you say online doesn't stay online
    - It's important to educate your family on appropriate social media use.

"Our adversaries are trolling social networks, blogs and forums, trying to find sensitive information they can use about our military goals and objectives. Therefore, it is imperative that all Soldiers and family members understand the importance of practicing good operations security measures."

-Sgt. Maj. of the Army Kenneth O. Preston

Social Media for Soldiers

- Soldiers should avoid offensive and inappropriate behavior that could bring discredit upon themselves and the Army. This behavior includes posting any defamatory, libelous, obscene, abusive, threatening, racially or ethnically hateful, or otherwise offensive or illegal information or material.

- Soldiers are encouraged to professionally and respectfully correct errors and misrepresentations made, by others, about the Army. Soldiers must remember however, to respond and act with their minds and not their emotions when posting content.

twitter   Home Profile Find People Settings Help Sign out

You don't like my tweets and ■■ unfollow. I don't talk to yall ■■ anyway. :)

10:20 PM Jan 6th via ÜberTwitter
Retweeted by 1 person

Reply Retweet

I AM A USA SOLDIER!

■■ Why do people feel the need to use profanity? It doesnt help your case when it is presented.
January 25 at 10:57am · Like · 1 person

Social Media for Soldiers

- The posting or disclosure of internal Army documents or information that the Army has not officially released to the public is prohibited. This policy applies no matter how a Soldier comes into possession of a document, video or photo.

- A few examples of unreleased information Soldiers are prohibited from posting include information about causalities, detainees or military operations.

You Tube   Search

US army kills Civilians and Journalists (leaked video)

elibaba7   136 videos   Subscribe

1:06 / 1:37   CC   360p

Social Media for Soldiers

- When expressing personal opinions, Soldiers should make clear that they are speaking for themselves and not on behalf of the Army. Use a disclaimer such as: "the postings on this site are my own and don't represent Army's positions or opinions."

> What kind of insane crap is this!! I just went to the range last week and a female with us, after a few rounds said its to cold for her to shoot and fingerwas tired!!!! SHE QUIT Screw political correctness! I know their are some outstanding female soldiers out there and I respect them. But some things sould be left to the dudes.. My 2 cents after serving for over 35 years in uniform!
>
> January 19 at 1:10pm · Like · 👍 5 people

> If I can ask a question, I want to know why did Obama say before his election that he was gonna get our troops out of Afghistan and then he ends up sending more? What happened there? Anyways, I support all of our troops all the way and I believe Obama should do something better for our troops!

Social Media for Soldiers

- Soldiers should only discuss Army issues related to their professional expertise, personal experiences, or personal knowledge.

Stay in your lane

If you're not the expert on a military topic, don't comment like you are. Reporters can quote online posts and comments.

Social Media for Leaders

Appropriate online conduct for leaders

Social Media for Leaders

- Social media has improved the way we connect and communicate as a culture, but it presents some interesting dilemmas for Army leaders.

- Social media is about connecting, so it's only natural that Army leaders may interact and function in the same social media spaces as their subordinates.

- How leaders connect and interact with their subordinates online is left to their discretion, but online relationships must remain professional.

Social Media for Leaders

- When in a position of leadership, conduct online should be professional. By using social media, leaders are essentially providing a permanent record of what they say, so, if you wouldn't say it in front of a formation, don't say it online.

- The media watches personal accounts of Army leaders and have used posts as official statements. If a leader decides to comment on an Army issue using social media, they should be prepared to be quoted.

Ray Odierno Today I talked with media about the disestablishment of USJFCOM. I have four core goals as we refine our plans: improve efficiency and effectiveness of remaining core functions; maintain strong collaboration with Allied Command Transformation and our multinational partners; sustain joint advocacy and progress in jointness going forward; and provide good support to the work force during transition. We have an exceptionally skilled and capable work force and we will do everything we can to assist them going forward.

Media Roundtable on USJFCOM disestablishment

January 10 at 4:49pm · Like · Comment · Share

Vice Chief of Staff of the Army, Peter Chiarelli I am focused on making sure we reduce the stigma in helping deal with emotional hardships. I need your help in moving our Army to one that helps our Soldiers and their Families seek and get the help they need. Let me know what you are doing in your units and organizations to reduce the stigma and get the help our Soldiers and Families need.

Army Trying to Solve Puzzle of Rising Suicide Rates — Psychiatric News
pn.psychiatryonline.org
U.S. Army generals are unhappy with suicide rates among soldiers but look for hope in changing event patterns and new resilience training.

December 4, 2009 at 10:57am · View Feedback (33) · Share

Operations Security

Staying safe online

Operations Security

- Sharing what seems to be even trivial information online can be dangerous to loved ones and fellow Soldiers.

- When using social media, avoid mentioning rank, unit locations, deployment dates, names, equipment specifications and capabilities or anything that can give the enemy an advantage.

Security items to consider

- Take a close look at all privacy settings. Set security options to allow visibility to "friends only."

- Do not reveal sensitive information about yourself such as schedules and event locations.

- Ask, "What could the wrong person do with this information?" and "Could it compromise the safety of myself, my family or my unit?"

- Geotagging is a feature that reveals your location to other people within your network. Consider turning off the GPS function of your smartphone.

- Closely review photos before they go online. Make sure they do not give away sensitive information which could be dangerous if released.

- Make sure to talk to family about operations security and what can and cannot be posted.

- Videos can go viral quickly, make sure they don't give away sensitive information.

Social Media Risks

Avoiding scams and protecting yourself online

Social Media Risks

- Social media scams are becoming commonplace online.

- There have been multiple reports of individuals posing as Soldiers, asking for money and duping unsuspecting social media users.

- It's important to protect yourself online just as you would in every other aspect of your life. Use your best judgment when online. Mistakes can put you and your family at risk.

The Dangers of Friending Strangers: the Robin Sage Experiment

Filed under EDUCATION & CULTURE TECHNOLOGY

(VIEW COMMENTS)

By Petty Officer 2nd Class Elliott Fabrizio

368 tweets   4742

retweet   f Share

Adding tons of Facebook friends doesn't necessarily make you popular; it may actually put you and the Defense Department (DoD)'s information security at risk—especially when you have friends you don't even know.

Provide Security, a cyber security company, illustrated this danger with the Robin Sage Experiment. The experiment created fake Facebook, Twitter and LinkedIn profiles under the alias "Robin Sage." A photo of a cute girl (borrowed from an adult website) and the job title "Cyber Threat Analyst" completed the fake profiles.

'It's so heartless': Facebook fraudster uses pictures of dead Afghan war hero to seduce women

By DANIEL BATES
Last updated at 11:18 PM on 9th January 2011

Comments (8) | Add to My Stories

A 'heartless' Facebook fraudster has been using pictures of a dead Afghan war hero to seduce a string of women he met on-line.

Under the name of 'Dylan Sorvino' the conman used memorial photos of handsome Sgt Roberto Sanchez, a 24-year-old Army Ranger who died in combat in 2009.

The fraudster, whose real identify has not been determined, pretended he had grown up in New York then studied law and fought in Iraq and Afghanistan.

Facebook Scams: Social Networking Breaches Doubled in 2010

by Brian O'Connell on 01/27/2011

Let's go ahead and call 2010 the "Year of the Facebook Scam."

That after a new study from information technology and control firm Sophos , which says social networking users — especially Facebook fanatics — are 'sitting ducks' for cyber thieves.

[Related: A Thank You Letter to Facebook (From A Privacy Advocate]

The 2011 Sophos Security Threat Report survey found that:

Social Media Risks

Mitigating online risk and representing the Army appropriately

☐ **Check your privacy settings on all social media sites and set your security options to allow visibility to friends only**

☐ **Do not friend someone you do not know personally**

☐ **Be cautious when engaging in online conversations with strangers**

☐ **Never release personal financial information**

☐ **Use caution when tagging people in photos. Not everyone wants to be identified**

☐ **Review photos you've been tagged in**

☐ **Use your instincts, if something doesn't seem right it likely isn't**

☐ **Just because someone has a profile picture, it doesn't mean the photo is of them**

Family conduct

Educating families on social media use

Family Conduct

- A family member's post can put a Soldier and his/her unit in danger. It could also potentially damage the Soldier's career so it's up to the unit and the individual Soldier to properly educate Army Families on appropriate social media use.

- Families must understand OPSEC and know what they can and cannot post.

- There are other social media resources for family members on the Army's slideshare site: http://slidesha.re/edZnHo

What can families post?

- Generalizations about service or duty
- Pride and support for service, units, specialties, and service member
- General status of the location of a unit ("operating in southern Afghanistan" as opposed to "operating in the village of Hajano Kali in Arghandab district in southern Afghanistan")
- Links to published articles about the unit or servicemember
- Any other information already in the public domain

Summary

- Thousands of Soldiers and their family members are using social media in their personal lives.

- Soldiers using social media must abide by the Uniform Code of Military Justice at all times. Commenting, posting, or linking to material that violates the UCMJ or basic rules of Soldier conduct is prohibited.

- Soldiers and Army leaders are both using social media platforms so it's important to understand how to appropriately use social media when interacting online. Online relationships between leaders and subordinates must remain professional.

- There have been multiple reports of individuals posing as Soldiers, asking for money and duping unsuspecting social media users. It's important to protect yourself online just as you would in every other aspect of your life. So use your best judgment when online. Don't make mistakes that can put you or your family at risk.

Contact information

Have questions? Please feel free to reach out to us at the Online and Social Media Division

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To review and download past editions of the Social Media Roundup, visit our Slideshare site at: http://www.slideshare.net/usarmysocialmedia. All Social Media Roundups are authorized to be distributed to a broader audience.

2/2/2010

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