

Thank you for your interest in registering with the Navy's social media directory. Before you begin the registration process, please take a moment to review the guidelines and requirements below to assess whether your site is ready to be registered. Please contact CHINFO if you have any questions.

### **Requirements for an official command social media presence**

- Commanding Officer or qualified Public Affairs Officer approval**

Someone with release authority for the command must approve the presence

- The POC must include a valid .mil address when submitting**

Only exception is if submission is from a command authorized to use .edu or .com. These commands should contact CHINFO directly for registration.

- The presence must have a URL to an official DON website**

Your command's website, your ISIC's website, or in the absence of either the Navy's website [www.navy.mil](http://www.navy.mil)

- The presence must post disclaimer text** (required for Facebook & Blogs)

The disclaimer identifies the page as an official DON social media presence and disclaims any endorsement

An approved disclaimer is available at

[http://www.chinfo.navy.mil/socialmedia/user\\_agreement.doc](http://www.chinfo.navy.mil/socialmedia/user_agreement.doc)

- The presence must have a user agreement** (required for all sites that provide for public comment – primarily Facebook & Blogs)

The user agreement establishes acceptable criteria for public posts

This is required for any site where public comment is possible

An approved user agreement is available at

[http://www.chinfo.navy.mil/socialmedia/user\\_agreement.doc](http://www.chinfo.navy.mil/socialmedia/user_agreement.doc)

- The presence must be clearly identified as "official"**

Site needs to clearly be identified as an "official" presence. However, the word "official" does not need to appear in the site name.

- The presence must be unlocked and open to the public**

This primarily applies to Twitter

**Only ‘official pages’ on Facebook can be registered**

The use of Facebook Profile, Community and Group pages for official purposes is not in the government’s terms of service agreement with Facebook.

**Social media presences identifying an individual vice the command or billet are not recommended as an “official” presence with the exception of a notable few (e.g. SECNAV, CNO, MCPON).**

This does not prohibit the use of named accounts by any commander or senior leadership, only the requirement to register the site as “official.” Any communication from the individual would be official in the same manner as if that individual gave a speech on behalf of the command.

**Requests to register social media presences that are too targeted or specific will be reviewed and may be disapproved.**

Best practices have shown that having multiple social media presences that each target small niche audiences fragment a command’s/organization’s audience and ultimately lead to less effective communication.

**Requests to register social media presences that are based on an event will be reviewed and may be disapproved.**

Best practices have shown that event specific social media presences may be effective in the short term but ultimately end up fragmenting the command’s/organization’s audiences and ultimately lead to less effective communication.

**How you write your command name on the form is how it will appear in the directory.**

Please include the full title of your command and not just an acronym. This name should be exactly the same as any previously submitted social media presences.

When you are ready please submit the social media presence for approval and registration to [www.navy.mil/socialmedia](http://www.navy.mil/socialmedia). Your submission will be reviewed and verified before being approved and listed on the directory. If we have any issues or questions we will contact the person who submitted the presence. Some common reasons for delay or disapproval include:

- The URL submitted does not work
- The URL submitted is to a Facebook group, community page, or personal profile.
- The site is centered around an event
- The site is centered around an individual vice a command or organization

We encourage you to use best practices as social media pioneers in the Navy. Once you register your command site in the Navy's social media directory you will begin receiving a weekly email with news, information, guidance, case studies and best practices. We look forward to seeing how you share your command's story!