



UNITED STATES MARINE CORPS

I MARINE EXPEDITIONARY FORCE
U. S. MARINE CORPS FORCES, PACIFIC
BOX 555300
CAMP PENDLETON, CA 92055-5300

IN REPLY REFER TO:

5239

IMO/OPSEC

APR 13 2011

POLICY LETTER 2-11

From: Commanding General, I Marine Expeditionary Force
To: Distribution List

Subj: I MARINE EXPEDITIONARY FORCE SOCIAL MEDIA POLICY

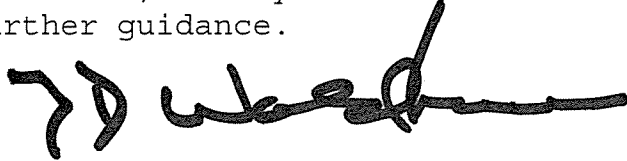
Encl: (1) Social Media Best Practices

1. Purpose. Establish social media best practices to reduce the risk to Marines and their families that may arise in their use of social media.
2. Background. Throughout the Marine Corps' history, people have discussed, debated and embraced the United States Marine Corps. The popularity of social media makes it possible to conduct these conversations online in social networks. I Marine Expeditionary Force recognizes the importance of participating in these conversations. The continued expansion and use of social media and web-based interactive technologies requires due diligence and oversight to ensure the operational security of I Marine Expeditionary Forces. Service members and their families have become our first line of defense. They require the training, understanding, and tools necessary to secure information while building and maintaining a forum to share news and events.
3. Scope. This policy applies to all military, civilian, and contracted support personnel assigned to the I Marine Expeditionary Force and its Major Subordinate Commands (MSC).
4. Definition. Social media includes collaborative tools such as social networking sites, user-generated content, social software, e-mail, instant messaging, and discussion forums (e.g., YouTube, Facebook, MySpace, Twitter, Google apps).
5. Policy. Each command or department will ensure their Marines, civilians, and contracted support personnel are informed of the best practices listed in the enclosure. This will also allow Marines to strongly encourage their family members to follow these best practices. Family Readiness

Subj: I MARINE EXPEDITIONARY FORCE SOCIAL MEDIA POLICY

Officers will disseminate recommended best practices to I MEF Family members.

6. Point of Contact. Contact the Information Management Office, Operational Security Office, Family Readiness Office or Public Affairs Office for further guidance.

A handwritten signature in black ink, appearing to read 'T. D. Waldhauser', written in a cursive style.

T. D. WALDHAUSER

Social Media Best Practices

The Marine Corps respects the free speech rights of all Marines, but they must remember that civilians, fellow Marines and supervisors often have access to online posted content. Marines must keep this in mind when publishing information online and know that information originally intended just for friends and family can be forwarded on. Online content can, and will be shared with thousands or more people and is nearly impossible to retract once it has entered the public arena.

Profile Information/Status Updates

- Keep sensitive, work-related information OFF your profile.
- Keep your plans, schedules and location data to yourself.
- Protect the names and information of coworkers, friends, and family members (use first names).
- Adhere to the UCMJ and other applicable policies to include Personally Identifiable Information (PII).
- Exercise sound judgment and common sense. Marines are responsible for their actions. Anything a Marine or individual posts that can potentially tarnish the Marine Corps image will ultimately be their responsibility.

Posted Data

- Check all photos for indicators in the background or reflective surfaces.
- Check (properties) filenames and file tags for sensitive data (your name, organization or other details).
- Remove Geo tagging information from your posted photos.
- Tell friends to be careful when posting photos and information about you and your family.
- Be a "scout" for compliments and criticism. Even if a Marine is not an official online spokesperson, they are one of the most vital assets for monitoring the social media landscape. If positive or negative remarks about the Marine Corps are discovered online they should consider sharing it with their local or command Public Affairs Office.
- Let subject matter experts respond to negative posts. You may come across negative or disparaging posts about the Marine Corps or see third parties initiating negative conversations. Unless you are a trained Marine Corps online spokesperson, avoid the temptation to react yourself. Pass the post(s) along to official spokespersons that are authorized to address such comments at the unit's or command public affairs office.

Settings and Privacy

- Carefully look for and set all your privacy and security options on the web browser and social media site.
- Determine both your profile and search visibility.
- Sort "friends" into groups and networks, and set access permissions accordingly.
- Verify through other channels that a "friend" request was actually from your friend.
- Add "untrusted" people to the group with the lowest permissions and access or don't add them at all.
- Refer suspicious friend requests or peculiar requests for information to the security manager or information management officer.

Security

Social Media Best Practices

- Keep your anti-virus software updated.
- Beware of links, downloads, and attachments just as you would in e-mails.
- Beware of “apps” or plugins, which are often written by unknown third parties who might use them to access your data and friends.
- Look for HTTPS (within the address bar) and the lock icon that indicate active transmission security before logging in or entering sensitive data (especially when using Wi-Fi hotspots).

Passwords

- Use unique passwords for each online site you use.
- Ensure your passwords are sufficiently hard to guess.
- Do not share your passwords with anyone.

Official I MEF Social Media

All Official I MEF Social Media will have the following information posted on their sites:

It is our goal to provide information and news about the [Respective Unit] as well as an open forum of discussion about Marine Corps related topics. Your opinions and feedback are welcome so long as they are presented in an objective and respectful way that allows for a continued information relationship.

While this site provides an open forum, participants are reminded to maintain respect for all users (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.

- *We do not under any circumstance allow graphic, obscene, explicit, 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.*
- *We do not allow posts that would affect the force protection or operational security of our service members and their loved ones.*
- *You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.*

The appearance of external links on this site does not constitute official endorsement on behalf of the U.S. Marine Corps or Department of Defense.

eMarine

The eMarine website is a secure site available only to Marines, service members and their family members. This system will provide family members with a valuable tool to access documents, view photos/videos, participate in forums, and gain important information about their Marine's Unit from anywhere in the world, 24/7.

- Service members, Spouses and Family Readiness Officers should utilize eMarine to communicate with our I MEF family in lieu of other Social Media when relaying information regarding operations, deployments and exercises.