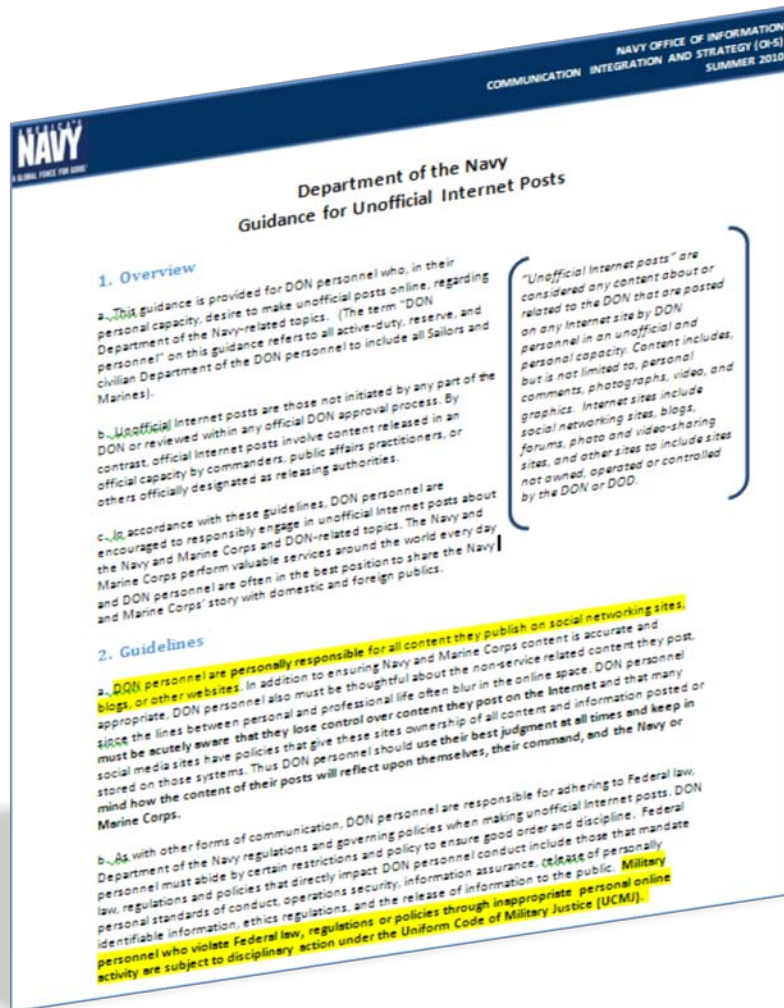




DEPARTMENT OF THE NAVY (DON)
GUIDANCE FOR UNOFFICIAL
INTERNET POSTS

EXPLAINED

DON released guidance in June 2010 regarding unofficial internet posts



We're going to break it down for you... highlighting what you need to know

You can read it yourself here, <http://www.slideshare.net/USNavySocialMedia/don-guidance-for-unofficial-internet-posts>

HEY—We're talking to YOU!

“DON personnel” on this guidance refers to all active-duty, reserve, and civilian Department of the Navy personnel to include all Sailors and Marines



This applies to **anything you say** (write/post/share) **on the internet** that is NOT in an official Navy 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 DON or DOD.



Yup, applies to this photo, too!

SUMMARY: We want you to engage online, responsibly!

DON personnel are encouraged to responsibly engage in unofficial Internet posts about the Navy and Marine Corps and DON-related topics

The Navy and Marine Corps perform valuable services around the world every day and **DON personnel are often in the best position to share the Navy and Marine Corps' story with domestic and foreign publics**

 2 people like this.

 View all 7 comments



James Lindsay I've served with submariners, but I'm not one of them, from what I read BESS is 3 weeks. Here is a link to the FB page and the school you may find some useful info on both.....

<http://www.facebook.com/group.php?gid=315472747656>

<https://www.netc.navy.mil/centers/slc/nss/index.htm>

17 hours ago · Like · Delete · Flag

Polite, helpful and responsible engagement!

20 THINGS YOU NEED TO KNOW

TIPS FOR KEEPING SAFE AND STAYING
OUT OF TROUBLE ONLINE

1. YOU ARE PERSONALLY RESPONSIBLE FOR YOUR ACTIONS

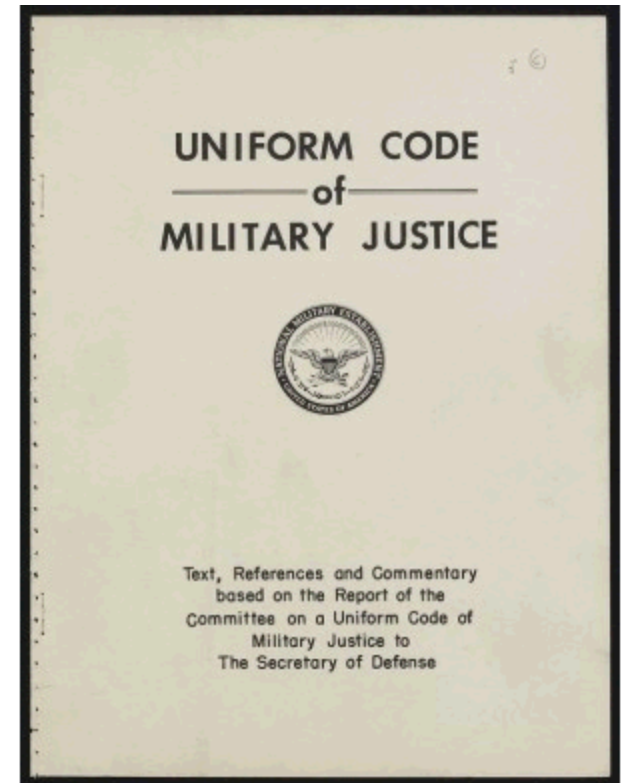
- Ensure Navy and Marine Corps content is accurate and appropriate
- Be thoughtful about the non-service related content you post
- Be aware that you lose control over content once posted on the Internet
- Always use your best judgment and keep in mind how the content of their posts will reflect upon yourself, your command, and the Navy or Marine Corps – now and in the future!

“Use your best judgment, shipmates!”



2. DON'T BREAK THE LAW

- Adhere to Federal law, DOD, and DON regulations and policies online
- **If you violate Federal law, regulations or policies, you are subject to disciplinary action under the Uniform Code of Military Justice (UCMJ)**



3. IDENTIFY YOURSELF

- If appropriate, identify yourself as DON personnel, to include your rank, military component (e.g., Captain Smith, USMC), and status (active or reserve)
- If you decide not to identify yourself as such, you should not disguise, impersonate or otherwise misrepresent your identity or affiliation with the DON



When expressing personal opinions, make clear that you are speaking for yourself and not on behalf of the DON when the subject deals with Navy or Marine Corps issues. Use a disclaimer such as: **“the postings on this site are my own and don’t represent Navy/Marine Corps’ positions or opinions.”**

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

Defamatory: (*adj*) injurious to someone's name or reputation

Libelous: (*adj*) harmful and often untrue; tending to discredit or malign

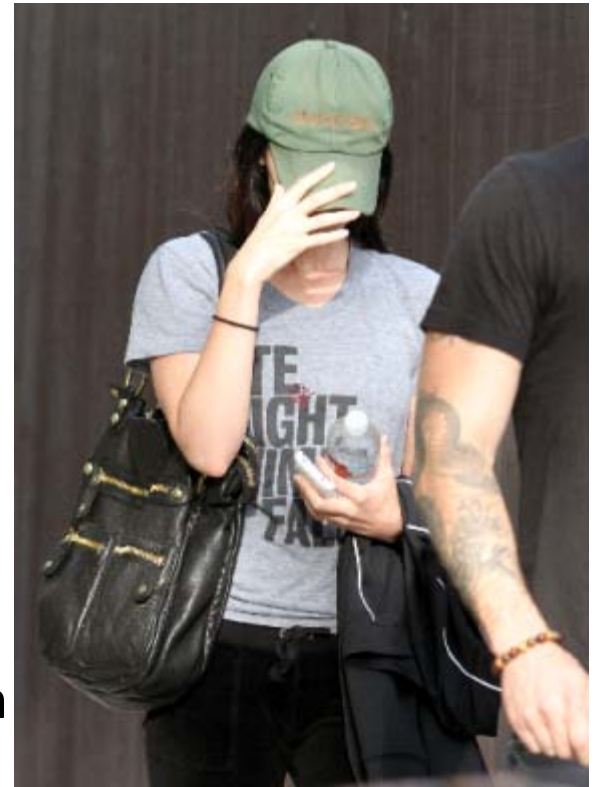
5. AVOID SPILLAGE

- 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.)
 - Or might otherwise violate operations security (OPSEC)(tactics, troop movements, force size, weapon system details, etc)
- When in doubt, DON personnel should contact the unit operations officer, security officer, intelligence officer, or public affairs officer for guidance.



6. PROTECT YOUR PRIVACY

- 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, criminals and adversaries can use information to, among other things, steal your passwords and impersonate you.



<http://www.fitceleb.com/node/7837>

7. PROTECT THE PRIVACY OF OTHERS

- Don't post information that would infringe upon the privacy, proprietary, or personal rights of others
- SUCH AS...
 - Contact information (email address, home address, phone numbers, etc.)
 - Physical location

8. DON'T BREAK THE LAW (DIDN'T WE ALREADY SAY THIS?)

- Don't use any words, logos or other marks if such posting would infringe upon the trademark, service mark, certification mark, or other intellectual property rights of the owners of such marks without the permission of such owners



9. USE DON GRAPHICS AS APPROPRIATE

Use Department of the Navy, Navy, and Marines Corps symbols in unofficial posts so long as the symbols are used in a manner that does not bring discredit upon the department, does not result in personal financial gain, or does not give the impression of official or implied endorsement.



Browse the Navy Graphics Library for seals, posters, logos and more!

http://www.navy.mil/view_ggphotos.asp

10. 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!



“Released” = OK to post/share!


11. TALK ABOUT WHAT YOU KNOW BEST

Only discuss Navy or Marine Corps issues related to your professional expertise, personal experiences, or personal knowledge

Discussion Board **Topic View**


Topic: [Navy JAG Life](#) [Reply to Topic](#)


Displaying posts 1 - 30 out of 81. [1](#) [2](#) [3](#) [Next](#)

 **US Navy JAG Corps** Sure you've seen them in the movies, but get the real scoop on what JAG life is about.
over a year ago · [Report](#)

 **Peter Galindez** Since joining the JAGC, I have been stationed in Japan, San Diego, Newport, Washington DC, and Virginia...I've visited Australia, Italy, Hong Kong, Korea, Thailand, Malaysia, Denmark, Germany, Scotland, Bahrain, Saudi Arabia, Dubai, Abu Dabi, Jebel Ali...
over a year ago · [Report](#)

 **Michael Hom** I think that one of the most attractive things about the JAGC is its focus on physical fitness. We are evaluated on our physical fitness and working out is part of the job. To me, this is one of the benefits of the JAGC over practicing law in the civilian sector.
over a year ago · [Report](#)

 **Major Thompson** All of this sounds amazing. I cannot imagine anything else that I would rather be more than part of the JAGC.
over a year ago · [Report](#)

 **James Kirby** I welcome any of my JAGC shipmates to offer a correction if they think I missed the mark. In response to a request, here are some of my thoughts on the average day/quality of life...

JAG Officers discussing what life in the US Navy JAG Corps is like = within their area of expertise!

12. CORRECT MISINFORMATION *POLITELY*

- Professionally and respectfully correct errors and misrepresentations made, by others, about the Navy or Marine Corps
- **Not sure if you have accurate information to correct error?** Refer to the chain of command or public affairs for guidance

A discussion on the U.S. Navy Facebook Page raised concerns over OPSEC among fans. No OPSEC violation, in fact, took place and Navy responded:



U.S. Navy Nice work Navy fans on the above answers. Many of you expressed concern about OPSEC with respect to this conversation thread so we asked the folks at VAW-120 to chime in. This is what they wanted to pass on:

"To all the fans who correctly answered the Question of the Day as the E-2D Advanced Hawkeye: Thank You for your support and interest in The Navy's Airborne Early Warning, Command and Control platform. VAW-120 is excited to start flying this aircraft and preparing the Fleet's newest Aviators and Flight Officers to push the envelope of what the E-2D has to offer.

Thank you also for your concern regarding OPSEC. Nothing posted here violates OPSEC in any way. We are excited about the advancements made in the aircraft and want the public to know that they have the best trained Aviators and Flight Officers operating the most capable AEW aircraft. Prior to all posts, we get approval from the E-2D Security Manager to ensure that no guarded information gets out. Again, thank you for your concern and desire to keep our Sailors and Aircrew safe." (ll)
Monday at 12:13pm · Like · 9 people · Delete

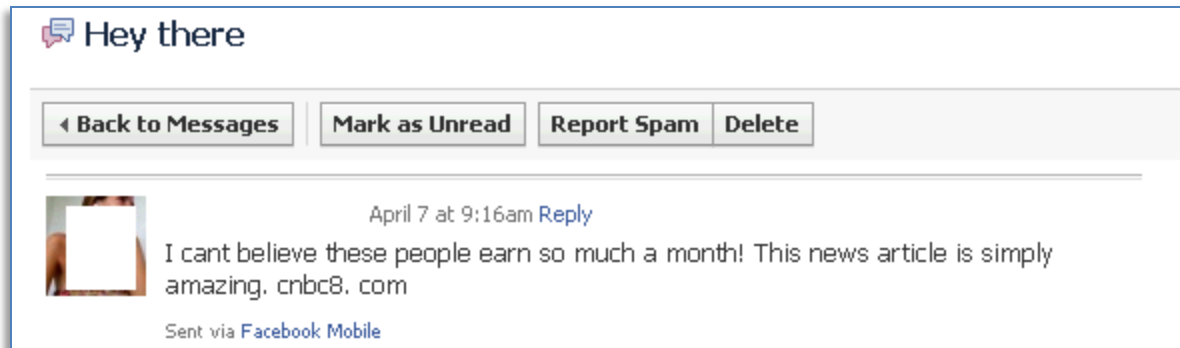
13. DON'T GET POLITICAL

- You can express your political opinion within DoD guidelines:
 - 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 member of DoD/DON it should clearly state the opinions are yours
 - You cannot solicit votes for or against a party, candidate, cause
 - You cannot participate in any interview or discussion as an advocate for or against a party, candidate, cause
 - Commissioned officers must avoid *contemptuous words* against the President, Vice President, SECDEF, Dept. Secretary (i.e. SECNAV), Governor and Legislature of any state he or she is on duty in or present (THIS IS FEDERAL LAW)
- Don't express or imply Navy or Marine Corps endorsement of any opinions, products or causes

Source: [Department of Defense Directive 1344.10](#)

14. LOOK OUT FOR BAD GUYS

- Do not click links or open attachments unless the source can be trusted!



Emails may appear to come from your friends, but beware of suspicious emails or links like these

- Cyber criminals pretend to be people they are not in order to deceive DON personnel into performing actions that launch cyber attacks, download viruses, and install malware and spyware onto computers

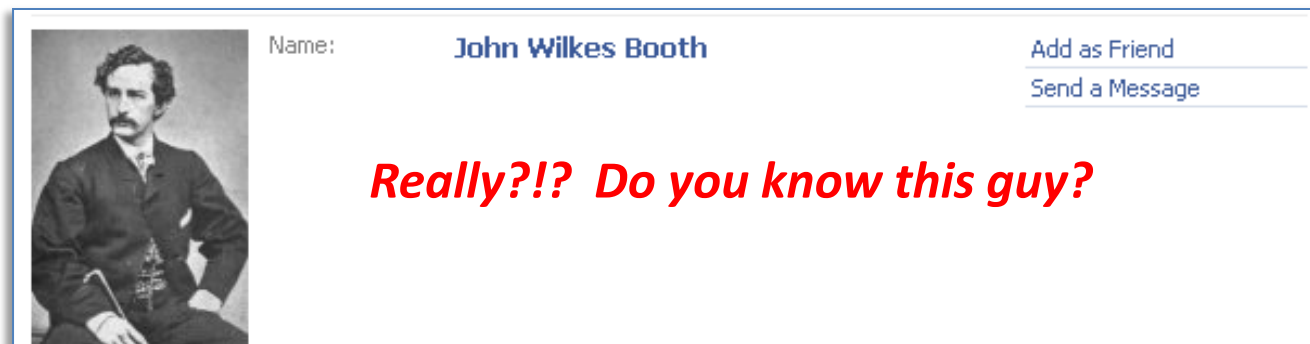
15. USE STRONG PASSWORDS

- Whenever possible, use at least 14 characters or more.
- The greater the variety of characters in your password, the better.
- Use the entire keyboard, not just the letters and characters you use or see most often.
- Have a different password for every login
- Avoid:
 - Dictionary words in any language.
 - Words spelled backwards, common misspellings, and abbreviations.
 - Sequences or repeated characters.
 - Personal information.

Source: Microsoft Online Safety (<http://www.microsoft.com/protect/fraud/passwords/create.aspx>)

16. DON'T GRANT ACCESS TO PEOPLE YOU DON'T KNOW

- This includes “friends” and “followers” on social networks
- “Friends” and “followers” are considered relationships that **can affect your security clearance**, so make sure you only make connections with people you know well



17. CHOOSE APPLICATIONS WISELY

- Applications (e.g. Farmville on Facebook) may share your personal information with other users on Facebook AND external to Facebook
- Check the settings of EACH application you use before “allowing access”

18. CHECK PRIVACY SETTINGS

- Don't accept default privacy settings
- See guidance for minimum Facebook privacy settings →
- Make sure only your family and friends (people you know WELL) can see your photos, full name and other information
- Assume that all information shared can be made public (as in someone can find it on Google!)



<http://www.slideshare.net/USNavySocialMedia/recommended-facebook-privacy-settings-june-2010>

19. LOOK OUT FOR INTRUDERS

- Notice any changes to your account that you didn't make?
 1. Change your password
 2. Think about how someone may have received access to your site and make appropriate changes to avoid that in the future
- Check your accounts daily for possible use or changes by unauthorized users

20. USE ANTI-VIRUS AND ANTI-SPYWARE

- Use anti-virus and anti-spyware software on your personal computer and keep them up to date!
- DON Personnel can download free anti-virus software from Navy Information Assurance at <https://infosec.navy.mil/av/index.jsp>
- There is also free software available online*:
 - AVG Anti-virus: <http://free.avg.com/>
 - Avast Anti-Virus: <http://www.avast.com/>
 - Ad Aware Anti-Spyware: www.lavasoft.com/products/ad_aware_free.php
 - Microsoft Security Essentials (Anti-Virus & Anti-Spyware): http://www.microsoft.com/security_essentials/

* No endorsement intended, there are plenty of other free and paid for anti-virus and anti-spyware software available online. These are just a few we found .

For answers to social media questions, contact your local public affairs office or CHINFO

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Can't get enough?

- Responsible and Effective Use of Internet-based Capabilities, Directive Type Memorandum 09-026 (DTM 09-026)
- Joint Ethics Regulation, Department of Defense 5500.7-R
http://www.dod.mil/dodgc/defense_ethics/ethics_regulation/jer1-6.doc
- Political Activities by Members of the Armed Forces, Department of Defense Directive 1344.10
<http://www.dtic.mil/whs/directives/corres/pdf/134410p.pdf>
- Handling Dissident and Protest Activities Among Members of the Armed Forces, Department of Defense Directive 1325.06 <http://www.dtic.mil/whs/directives/corres/pdf/132506p.pdf>
- Department of the Navy Privacy Program, Secretary of Navy Instruction 5211.5E
<http://doni.daps.dla.mil/Directives/05000%20General%20Management%20Security%20and%20Safety%20Services/05-200%20Management%20Program%20and%20Techniques%20Services/5211.5E.pdf>
- Department of the Navy Public Affairs Policy and Regulations, Secretary of the Navy Instruction 5720.44B
<http://doni.daps.dla.mil/Directives/05000%20General%20Management%20Security%20and%20Safety%20Services/05-700%20General%20External%20and%20Internal%20Relations%20Services/5720.44B.pdf>
- Department of the Navy Policy for Content of Publicly Accessible World Wide Web Sites, Secretary of the Navy Instruction 5720.47B
<http://doni.daps.dla.mil/Directives/05000%20General%20Management%20Security%20and%20Safety%20Services/05-700%20General%20External%20and%20Internal%20Relations%20Services/5720.47B.pdf>