



SOCIAL MEDIA AS A NEWS SOURCE:
BE AWARE OF WHAT YOU SHARE

NEWSFLASH: The media uses Google and social media just like you! 😊



- Facebook & Twitter are consistently being used as sources of content for news
- Reporters and bloggers are contacting Facebook users who comment on a particular subject for quotes and interviews
- Your comment(s) online in Facebook, MySpace, Twitter, blogs and elsewhere can find their way into news stories.

So before you post, **think** ...

... would I be comfortable seeing my comment on CNN?

NEWSFLASH: The media are using Google and social media to look for people to interview -- just like you!



In this example, the *Today Show* looked to Facebook as a source for potential interview candidates

EXAMPLE

A Navy Chief commented on Facebook about the USS Enterprise/Captain Honors investigation. His comment was seen by NBC reporters who then called him on his cell phone to request a comment on the issue.

- The Chief didn't realize that a comment on Facebook would get such "high" visibility
- He didn't immediately grasp how the reporter obtained his cell phone number. Privacy settings are key to protecting information – or making it available.
- The Chief did not provide comments to the reporter and instead informed his Chain of Command about the call.

When posting online what you say is often viewable by a lot more people than you intend – don't post online anything you wouldn't want the media to report.

Social media sites like Facebook share a lot of your information by default. Spend a few minutes to adjust your privacy settings to only share information with the people you want. Don't know where to start? Try following the Navy recommend privacy settings available [here](#).

If you do get a media request, contact your PAO or chain of command to direct the request to the appropriate office.

EXAMPLE

2 Sailors received calls on home phones from media because they were friends on Facebook with a criminal suspect

- Two Sailors received phone call queries from media regarding a fatal police shooting that happened in a small town in Oregon
- Their names were obtained off the 'friends' list of the Facebook page belonging to the suspect in the case
- They did not respond to the queries and notified their leadership who told them to direct any further queries to the PAO and got the JAG involved

Witnesses recount Ore shootout that killed officer

(AP) — Jan 5, 2011

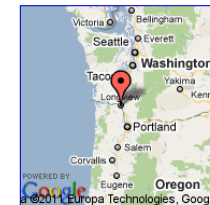
RAINIER, Ore. (AP) — Rainier police chief Ralph Painter responded to a call about an attempted car theft at 10:47 a.m. Less than an hour later he was dead from a gunshot wound — this town's first officer to die in the line of duty.

What happened inside the stereo-installation business where Painter was killed Wednesday morning remains shrouded behind the investigation into Painter's death, but police disclosed some details and said that an area man was in custody in a Portland hospital, injured by a police bullet.

Painter went to a strip mall to look into a report of an attempted car theft, where he found a man inside the business garage. Police said he struggled with the suspect, identified as Daniel A. Butts, 21, who allegedly fatally shot the chief.

AP Associated Press

Map



When posting online what you say is often viewable by a lot more people than you intend -- spend a few minutes to adjust your privacy settings to only share information with the people you want. Don't know where to start? Try following the Navy recommend privacy settings available [here](#).

If you do get a media request, contact your PAO or chain of command to direct the request to the appropriate office.

WHAT YOU NEED TO KNOW:

- In social media there is only one “you.” So when you are posting on Facebook (*and anywhere else online*) you’re not only posting as yourself but also as a representative of the U.S. Navy. You may not think so, but the media does and will be looking for what you say for a quote or for an interview.
- When posting information – especially about matters that have media interest about your friends, command, or the Navy, be sure to understand your responsibilities in social media posts found [here](#).
- When you make a post online, whether to your friends and family on a personal Facebook profile or as a comment on the U.S. Navy Facebook page, ask yourself if you would feel comfortable saying this to a news reporter both in or out of uniform.

