



Social Media Roundup

Social Media for Fort Gordon Families

Using social media to keep families connected

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Keeping families connected



- Family Readiness Groups are crucial to keeping Army family members up-to-date on events and activities.
- Only a few years back, Family Readiness Group coordinators were forced to try and accommodate dozens of schedules when scheduling meetings. Now, instead of relying on meetings, information can be distributed through social media channels.
- Today, social media not only takes the pressure off family readiness coordinators, but it provides a place for Army spouses to connect.



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Why use social media?

What Family Readiness Groups can gain by using social media

Do you know this child?



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Someone did...a Facebook user

 **Joint Base Lewis-McChord**
2 hours ago

GOOD NEWS - The child's parents have been located, & everyone is safe. THANK YOU to all the members of the JBLM community who shared this info, and helped in the search!

The above pictured child was found alone in the vicinity of 6306 Holly Drive at Joint Base Lewis-McChord. JBLM law enforcement has been unable to locate the child's parents, or anyone who knew or could identify the child, and is seeking the community's assistance identifying the child & his family. Anyone who knows this child is asked to contact JBLM Military Police Investigations at: (253) 732-9433.



Like · Comment · Share 1,851

181 people like this.

View previous comments 252 of 361



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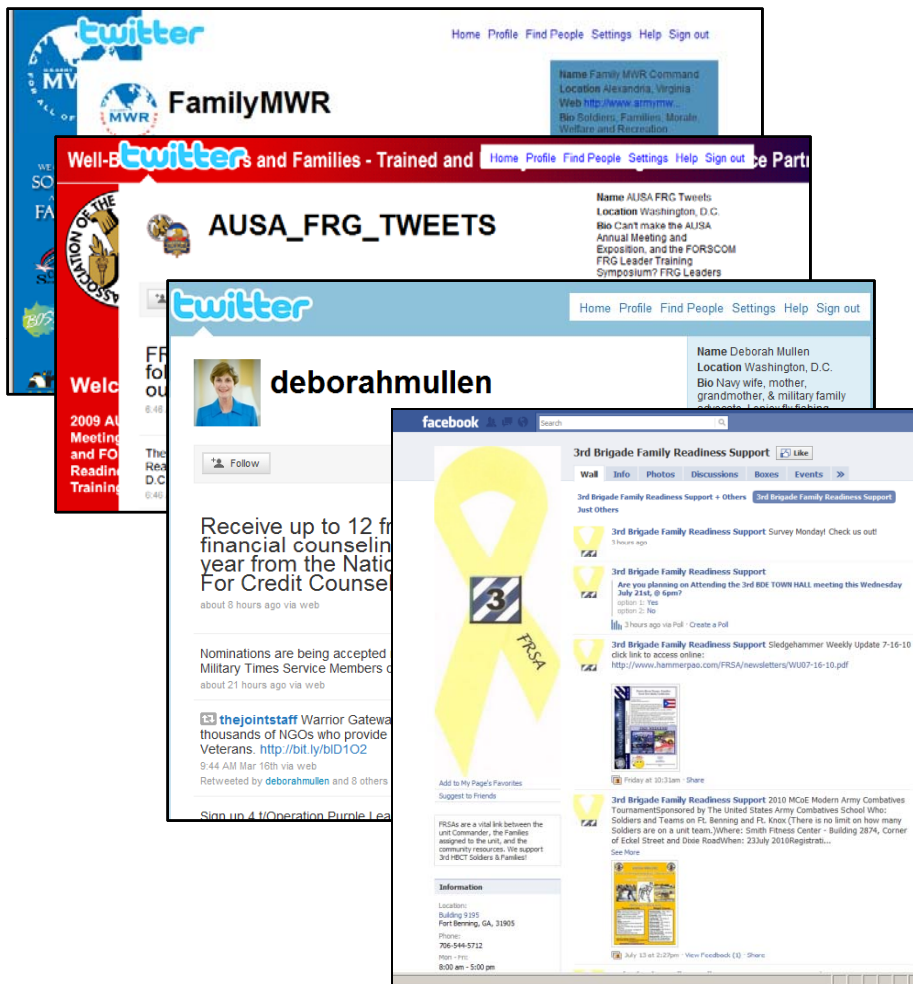


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Why use social media?

- More and more Family Readiness Groups are using social media to connect with Army Spouses, eliminating the need for people to run from physical location to location trying to find out what's going on at an installation.
- Family Readiness Groups can use social media platforms to pass information to Army spouses, plan fundraising events, post photos, provide helpful resources while also providing forums for conversation.
- Social media can take family readiness group meetings out of the conference room and bring them straight to an Army spouse's computer.

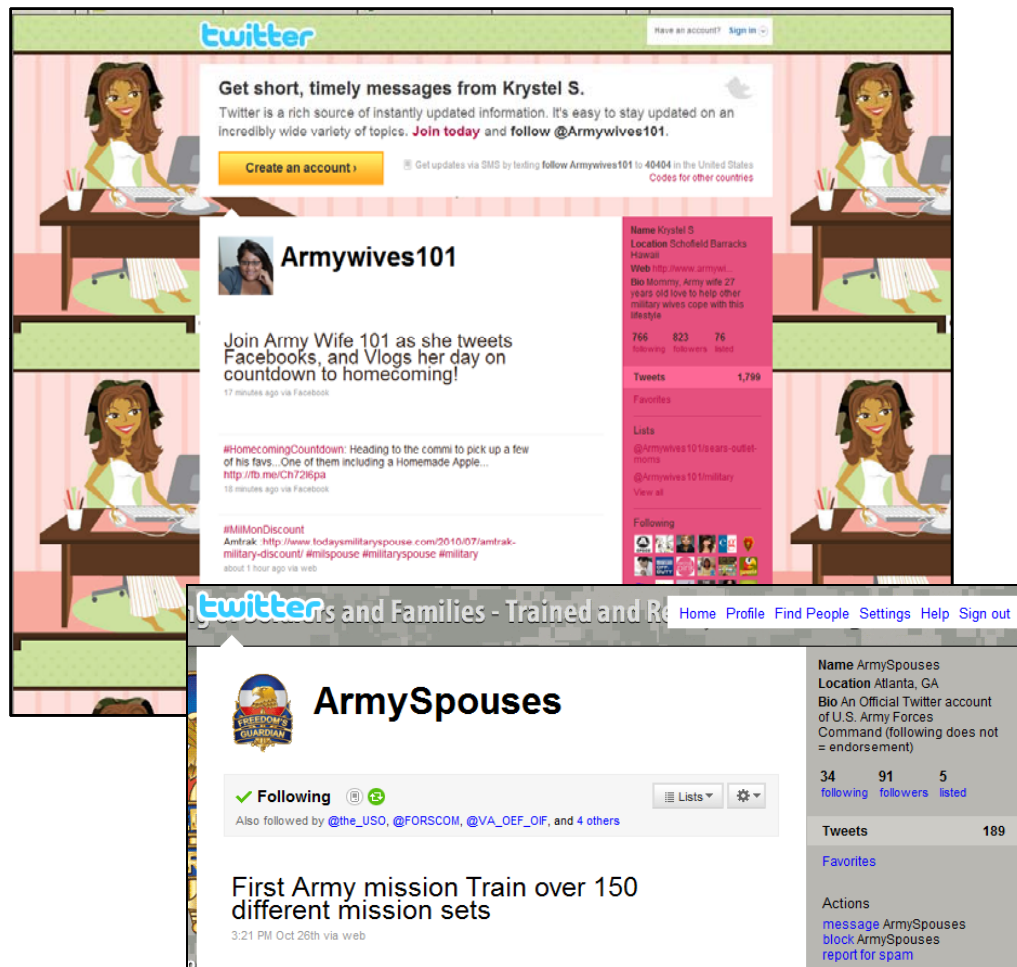


Social media in Family Readiness Groups

- Family Readiness Groups are using Facebook more and more to connect with their community.
- Facebook can be a one-stop-shop for any Family Readiness Group.
- In Facebook, Family Readiness Groups can plan meetings, post resources, start discussions and post photos.
- When setting up a Family Readiness Group Facebook page, make sure to reference the standard operating procedure regarding official U.S. Army external online presences. <http://slidesha.re/dkQ7u1>



Social media in Family Readiness Groups



- Twitter is being used more to help Family Readiness Groups distribute resources and information in a quick and timely manner.
- Many individuals now check their Twitter feed to keep up with the most current information.
- By encouraging Army Families and Army spouses to follow a Twitter account, it allows the Family Readiness Group to quickly distribute information to a large group of people. It can be easier than using a phone tree or scheduling a monthly meeting.

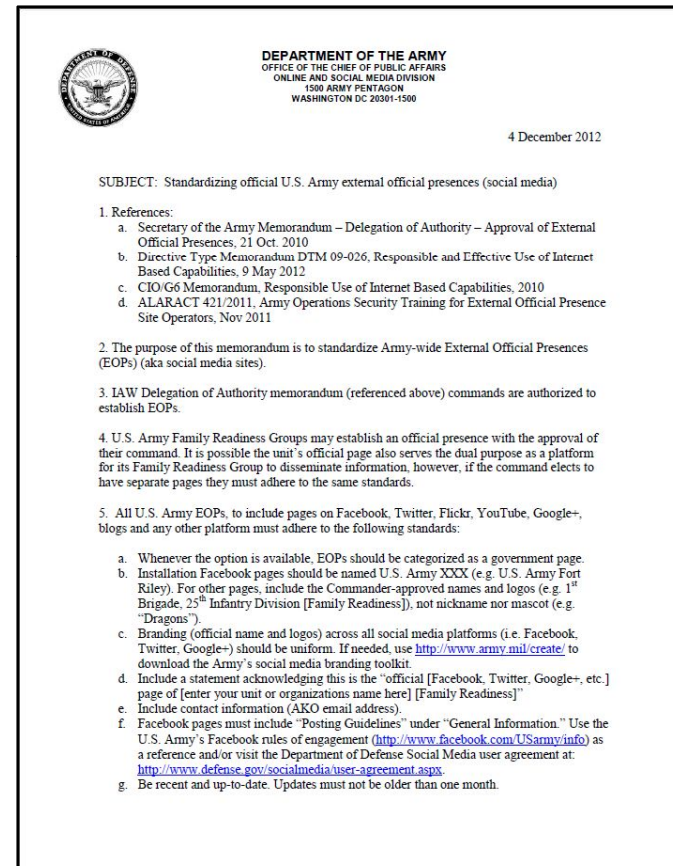
Social media in Family Readiness Groups

- Blogs are quite common in the Family Readiness Group and Army spouse community.
- Blogs serve a unique and important purpose for Army Families. While Twitter and Facebook allow users to quickly distribute abbreviated content, blogs allow users to write without length restrictions.
- Blogs allow space for spouses to speak in more detail about their experiences living in an Army home. These blogs help create a community of support.



Army policy on social media

- Army social media sites (including FRGs) should be registered at <http://www.army.mil/media/socialmedia/>
- Army website/social media SOP is on AKO at: <https://www.us.army.mil/suite/doc/38563730>
- Army Social Media Handbook, advice and helpful guidance is at: <http://www.slideshare.net/USArmySocialMedia>



Operations security

Keeping operations security in mind when using social media

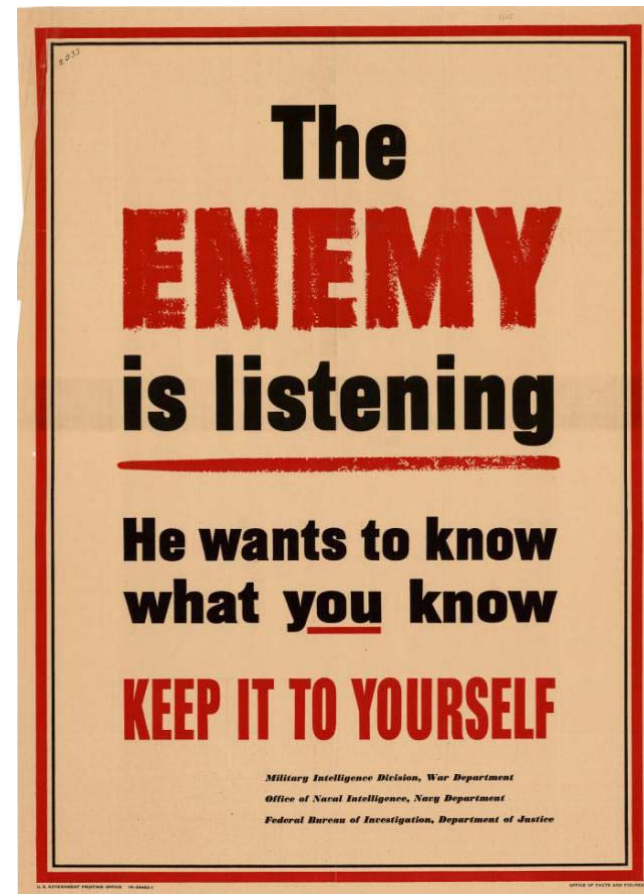
Did you know?

- A U.S. Government official on sensitive travel to Iraq created a security risk for himself and others by Tweeting his location and activities every few hours.
- A Family on vacation kept friends up-to-date via online profiles; their home was burglarized while they were away.
- New computer viruses and Trojans that successfully target information on social networking sites are on the rise.
- Information on social networking sites has led to people losing job offers, getting fired and even being arrested.
- Social networking sites have become a haven for identity thieves and con artists trying to use your information against you.
- Several kidnapping, rape and murder cases were linked to social networking sites where the victims first connected with their attackers.
- According to the Al Qaeda Handbook, terrorists search online for data about “Government personnel and all matters related to them (residence, work place, times of leaving and returning, children and places visited.)”

Source: Interagency OPSEC Support Staff

- Social media is a great tool for Family Readiness Groups and Army family members to stay connected, but operations security should always be the primary concern when using social media.
- Family Readiness Groups, Army spouses and Army Family members need to be aware of the fact that posting sensitive information can be detrimental to Soldier safety.
- Ensure that information posted online has no significant value to the enemy. Always assume that the enemy is reading every post made to a social media platform.
- And while it's a big part of Army life, do not speculate about future missions.

Operations security



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FRG OPSEC

Items **authorized** to discuss on social media platforms

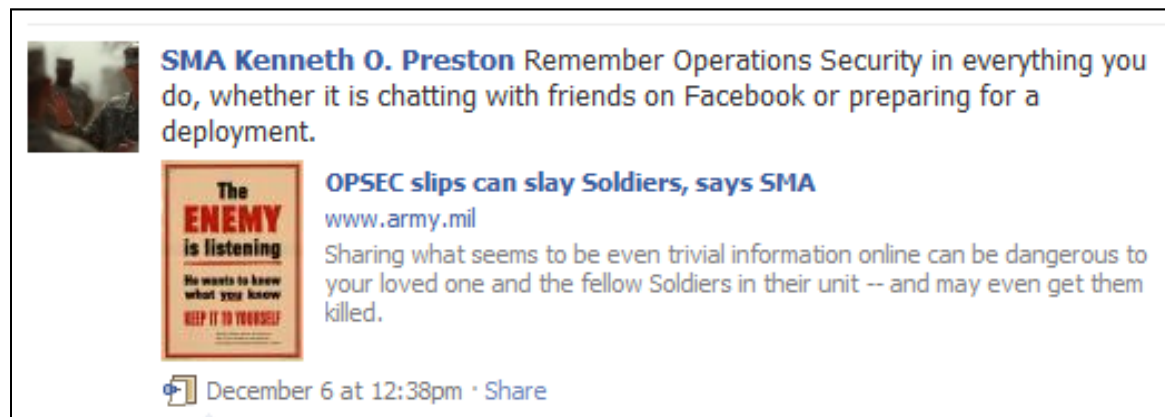
- Pride and support for service, units, specialties, and service member
- Generalizations about service or duty
- General status of the location of a unit (“operating in southern Afghanistan” as opposed to “operating in the village of Hajano Kali in Arghandab district in southern Afghanistan”)
- Any other information already in the public domain posted by official sources




FRG OPSEC

Items **not authorized** to discuss on social media platforms

- Descriptions of overseas bases
- Unit morale
- Future operations or plans including deployment dates
- Results of operations
- Discussions of areas frequented by service members overseas
- Daily military activities and capabilities
- Technical information
- Details of weapons systems
- Equipment status
- APO addresses for units



SMA Kenneth O. Preston Remember Operations Security in everything you do, whether it is chatting with friends on Facebook or preparing for a deployment.



OPSEC slips can slay Soldiers, says SMA
www.army.mil
Sharing what seems to be even trivial information online can be dangerous to your loved one and the fellow Soldiers in their unit -- and may even get them killed.

December 6 at 12:38pm · Share



What not to post

- When using Facebook and other social media platforms, do not post personally identifiable information and any information that can damage Army operations.
- Think about what you're posting before hitting share. Many times, you can avoid releasing sensitive information by simply rephrasing your social media post.
- If you aren't comfortable placing the same information on a sign in your front yard, don't put it online.

MAKING DANGEROUS SOCIAL MEDIA POSTS SAFER	
Dangerous	Safer
My Soldier is in XYZ at ABC Camp in ABC City, Afghanistan.	My Soldier is deployed to Afghanistan.
My Soldier will be leaving Kuwait and heading to Iraq in three days.	My Soldier deployed this week.
My Soldier is coming back at XYZ time on XYZ day.	My Soldier will be home this summer.
My family is back in Edwardsville, IL.	I'm from the Midwest.

Social media OPSEC concerns for families and Family Readiness Groups

- Social media helps Family Readiness Groups and Army family members stay connected, but OPSEC should always be the primary concern.
- Family Readiness Groups, Army spouses and Army Family members need to know that posting sensitive information can be detrimental to Soldier safety.
- Ensure that information posted online has no significant value to the enemy. Always assume that the enemy is reading every post made to a social media platform.
- Even seemingly innocent posts about a family member's deployment or redeployment date can put them at risk.

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.



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FRG OPSEC

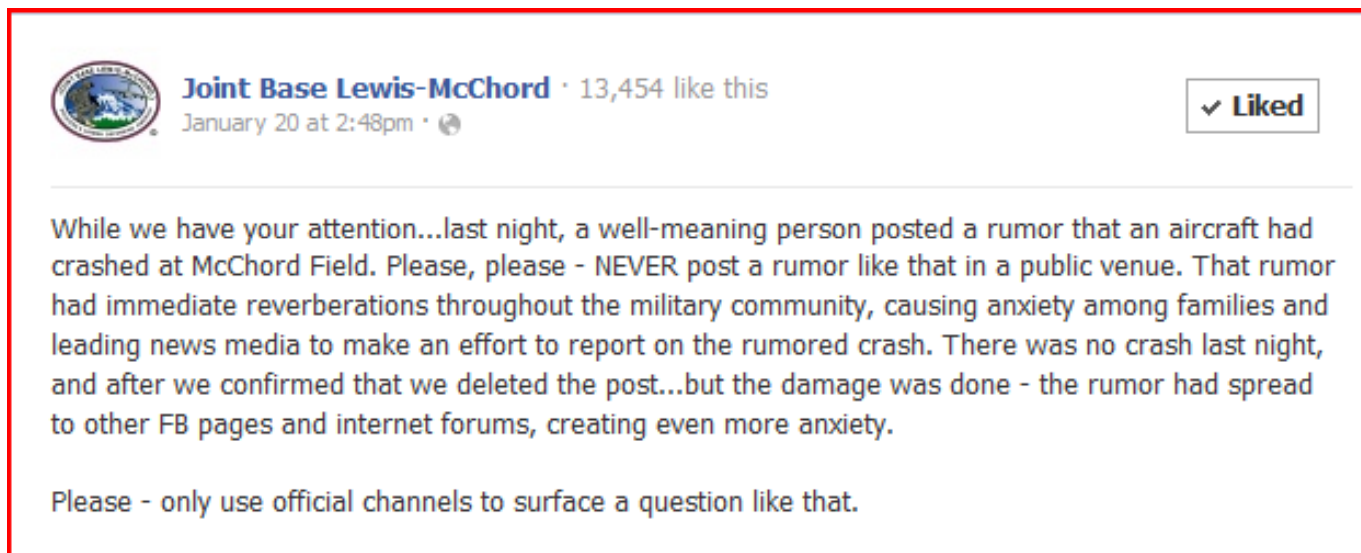
A special word about **casualties**

- Names of Soldiers killed in action are not releasable until DOD releases them - period
- DOD will release names NO EARLIER THAN 24 hours after next of kin have been notified
- If multiple Soldiers were killed, release will be 24 hours after the LAST next of kin was notified
- Medical condition and nature of injury for Soldiers wounded in action is NOT releasable except with Soldiers' permission (HIPPA)

FRG OPSEC

On the subject of rumors

- Sometimes they're true...and shouldn't be posted.
- Sometimes they're not...and definitely shouldn't be posted.



The screenshot shows a Facebook post from the official page of Joint Base Lewis-McChord. The post is dated January 20 at 2:48pm and has 13,454 likes. The text of the post reads: "While we have your attention...last night, a well-meaning person posted a rumor that an aircraft had crashed at McChord Field. Please, please - NEVER post a rumor like that in a public venue. That rumor had immediate reverberations throughout the military community, causing anxiety among families and leading news media to make an effort to report on the rumored crash. There was no crash last night, and after we confirmed that we deleted the post...but the damage was done - the rumor had spread to other FB pages and internet forums, creating even more anxiety. Please - only use official channels to surface a question like that." The post is marked as "Liked" by the user.

In public view on a social media platform is NEVER the right place to confirm a rumor.

Privacy settings

- Understanding what you can and cannot post on social media platforms goes a long way in protecting yourself online, but more can be done by adjusting your privacy settings on social media sites.
- Facebook's default privacy settings are often public, but Facebook provides various setting options that help Facebook users adjust privacy settings.
- Twitter allows users to keep their Tweets private and Flickr gives users the option of keeping photos private. The settings are easily accessible, the trick is setting them to meet your privacy needs. Similar privacy settings can be found on other social media sites like Myspace and LinkedIn.

Facebook

	Everyone	Friends of Friends	Friends Only	Other
Everyone				
Friends of Friends				
Friends Only				
Recommended				
Custom <input checked="" type="checkbox"/>				
Your status, photos, and posts	*			
Bio and favorite quotations	*			
Family and relationships	*			
Photos and videos you're tagged in		*		
Religious and political views		*		
Birthday		*		
Permission to comment on your posts			*	
Places you check in to [?]			*	
Contact information			*	
<input checked="" type="checkbox"/> Share a tagged post with friends of the friend I tag				

	Everyone	Friends of Friends	Friends Only	Other
Everyone				
Friends of Friends				
Friends Only				
Recommended				
Custom <input checked="" type="checkbox"/>				
My status, photos, and posts			*	
Bio and favorite quotations			*	
Family and relationships			*	
Photos and videos I'm tagged in				*
Religious and political views				*
Birthday			*	
Can comment on posts			*	
Places I check in to [?]			*	
Contact information				*

On the top are Facebook's sharing recommendations, on the bottom are the Army's sharing recommendations. For more information about protecting yourself on Facebook, check out this Social Media Roundup: <http://goo.gl/2WAlu>

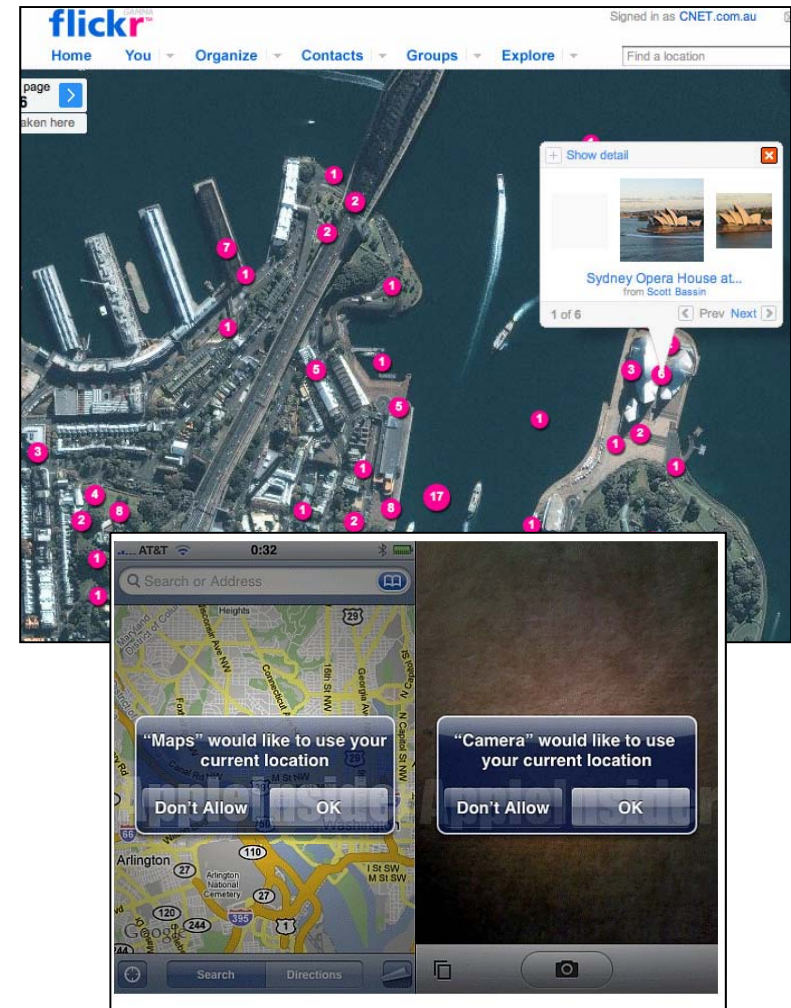
Twitter

Tweet Privacy **Protect my tweets**
 Only let people whom I approve follow my tweets.
 If this is checked, your future tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places.



Geotagging safety

- Geotagging is the process of adding geographical identification to photographs, video, websites and SMS messages. It is the equivalent of adding a 10-digit grid coordinate to everything you post on the internet.
- Geotags are automatically embedded in some pictures taken with smartphones. Many people are unaware of the fact that the photos they take with their smartphones and load to the Internet have been geotagged.
- Photos posted to photo sharing sites like Flickr and Picasa can also be tagged with location, but it is not an automatic function.
- For more information about geotagging, check out this website: <http://goo.gl/DmJJoq>



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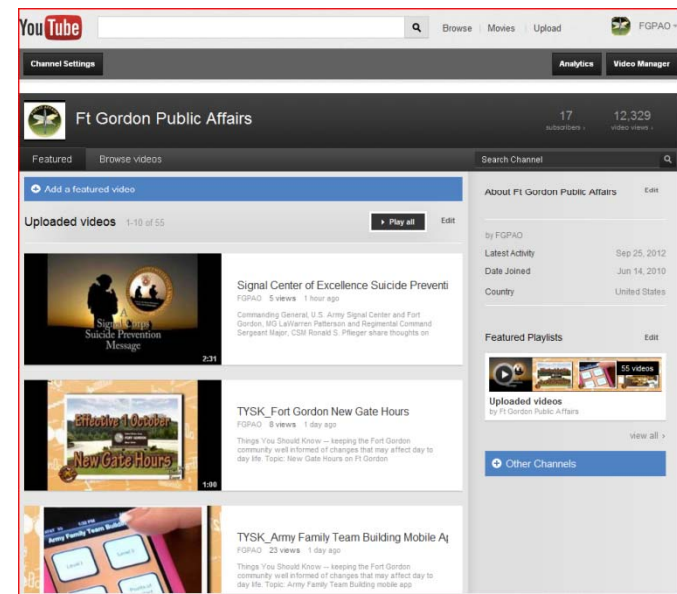


Summary

- Social media use is becoming the standard across a lot of Army organizations. Family Readiness Groups are using social media platforms to pass information to Army spouses, plan fundraising events, post Family Readiness Group photos, provide helpful resources and provide forums for conversation.
- There are a variety of social media platforms that Family Readiness Groups can use, but it's important that Family Readiness Group social media managers understand the social media platforms thoroughly before using them to communicate with Army families.
- Operations security must be taken into consideration on every social media platform. Family Readiness Group social media managers should be mindful of what information is distributed and also work to train other Family Readiness Groups members on how to appropriately use social media.
- All social media managers should review and abide by the SOP for official U.S. Army external online presences.

FORT GORDON SOCIAL MEDIA

- FACEBOOK: <http://www.facebook.com/ftgordonga>
- FLICKR: <http://www.flickr.com/photos/fortgordon/>
- YOUTUBE: <http://www.youtube.com/user/FGPAO>



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