DEPARTMENT OF THE NAVY
NAVAL DISTRICT WASHINGTON
1343 DAHLGREN AVENUE SE
WASHINGTON NAVY YARD, DC 20374-5161

NDWINST 5720.1A
N00P

APR 0 9 2014

NDW INSTRUCTION 5720.1A

From: Commandant, Naval District Washington

Subj: GUIDANCE FOR THE USE OF OFFICIAL EXTERNAL SOCIAL MEDIA

Ref: (a) SECNAVINST 5720.44C
        (b) DOD 5040.6-M-1
        (c) CNICNOTE 5720 of 16 Jul 13
        (d) Navy Office of Information (OI-5) Facebook Basics for
             Navy Commands
        (e) Navy Command Social Media Handbook
        (f) Social Media Disclaimer Text

Encl: (1) Sample Social Media Developer/Maintainer Appointment
             Letter

1. <u>Purpose</u>. To advise Naval District Washington's (NDW)
employees of established regional policy regarding the use of
Internet-based Capabilities (IBCs) and social networking
websites as a means to communicate command information on Region
legacy networks, Navy and Marine Corps Internet (NMCI), and
stand-alone computers. This instruction is a complete revision
and should be reviewed in its entirety.

2. <u>Cancellation</u>. NDWINST 5720.1

3. <u>Background</u>. Per Reference (a), service members are
encouraged to tell their stories within the confines of
operational security (OPSEC). With fewer Americans having
served in the military themselves, it is important for service
members to share their stories with the American people. Social
networking web sites have led to significant changes in the way
people communicate and share information and are useful for that
purpose. Twitter, Facebook, YouTube, and Flickr are examples of
social networking sites that are authorized for use on the NMCI
network. NDW may use any of these social networking sites as a
means to communicate command information, but must responsibly
manage them in order to weigh the impacts of OPSEC. Social
media applications must not compromise the integrity of
computers, computing systems, or networks. Social media

application must not compromise confidential information or adversely affect the Region's mission.

4. Policy

a. Only authorized public affairs personnel or personnel designated by a commanding officer are permitted to establish command pages on social networking web sites such as Twitter, Facebook, YouTube, and Flickr. Individual personnel are prohibited from establishing pages representing NDW commands and installations on Facebook, Twitter, YouTube, Flickr, Adobe Connect Now, or any other IBC's identified as a social networking tool using government equipment and/or a government's network including NMCI. Access to Defense Knowledge Online (DKO), Defense Connect Online (DCO), e-Collaboration, Navy Knowledge Online (NKO), OGC Online, and MAX.gov are all permitted for such use.

b. Commanding officers may establish one official command presence, or page, for each social media site used. Additional social media accounts for regional or installation program directorates (e.g. NDW N9, Housing, NDW MWR, N3, etc.) will be at the discretion of the Commanding Officer.

c. Commanding officers (or appointed representatives) and the Region Public Affairs Officer (PAO) are responsible for the content, page management, and monitoring of their command's sponsored sites. Furthermore, the installation PAO, region PAO or a Commanding Officer designated command representative will approve all content to be included on sponsored pages prior to posting.

d. Reference (b) governs the release of command information and the content of publicly accessible websites and how it is to be used when developing and managing installation and region's social media pages.

e. Images published to social media sites will be assigned a Visual Information Record Identification Number (VIRIN), properly captioned, and cleared for public release. Reference (b) provides instructions for handling and properly captioning visual information and obtaining a VIRIN.

f. Reference (c) governs Facebook basics for Navy commands and reference (d) provides guidelines for Sailors and Department of Navy personnel using social networking sites.

g.   Reference (e) includes social media disclaimer text that each command must include in their social media sites and reference (f) is a memorandum for the responsible and effective use of social media sites.

h.   Reference (g) governs official internet posts and reference (h) governs unofficial internet posts.

5.   Responsibilities

a.   Region Program Director for Information Technology (N6) maintains overall cognizance and administrative authority over the Region's computer assets and network connectivity. Region N6 is charged with monitoring, directing, and controlling access to computing equipment, networks, and program applications. This is done under current directives and guidance provided by the Department of Defense (DoD), the Secretary of the Navy (SECNAV), the Department of the Navy (DON), Commander, Navy Network Warfare Command, and Commander, Navy Installations Command (CNIC). Region and installation IT personnel will not be provided to assist in the development, management, or monitoring of any installation social networking page.

b.   Per reference (b), the Public Affairs Regional Director maintains overall cognizance and authority for content release and postings for all web-based communication tools.

c.   Commanding officers will designate in writing, the Commands' Social Network Page Developers, Administrators, and Content Managers. The letter of designation template is contained as enclosure (1). While some commands may find it useful to have one person serve as their Developer, Administrator, and Content Manager of their social media sites, it is strongly recommended that a Command's social media presence be managed by a small team to eliminate the potential of single point failures and appropriately manage information.

d.   The Social Network Page Developer will develop the command's official social media site. Developers must be aware that use of social networking tools can expose defense computer networks to malicious software and viruses, and create possible cyber-security problems. Additionally, it is highly-recommended that developers and content approvers are well-educated in current operational security directives.

e. The Administrator will manage social media activity on a daily basis by reviewing, maintaining, and monitoring social media presence of the command's official social media site; administering all official posts and responding to queries as necessary.

f. The Developer or the Administrator is required to register the page by sending the Uniform Resource Locator (URL) address and associated Noun Page Name to the Region Information Assurance Manager, Region N6, Region PAO, and IT Installation Program Director (IPD) via electronic mail prior to publishing the page to public access. Additionally, each social networking page will be registered with Navy.mil Social Media Directory at http://www.navy.mil/media/smd.asp.

g. The Content Manager will update and provide regular content (photos, events, articles) on the command's official social media site.

6. Per reference (a), the command's release authority for public information (usually the Commanding Officer or PAO) must approve items posted on any public web site. Installation staffs and IPDs will coordinate with the designated release authority to establish local procedures for posting command information to the social media sites to ensure timely, accurate, and expeditious flow of information to the target audience.

7. Records Management. Records created as a result of this instruction, regardless of media and format, shall be managed by SECNAV Manual 5210.1.

G. J. JOHNSTON
Chief of Staff

Distribution:
Electronic only, via CNIC Gateway Directives
https://g2.cnic.navy.mil/CNRNDW/Pages/Default.aspx

SAMPLE
(Command Letterhead)

5720 Ser
Date

From: Commanding Officer/Regional Program Director
To: Commandant, Naval District Washington

Subj: SOCIAL MEDIA APPOINTMENT ASSIGNMENT AS (SELECT ONE - PAGE DEVELOPER, PAGE
       ADMINISTRATOR, CONTENT MANAGER)

1. The following individuals and/or team are appointed and designated to serve
as administrators, developers, and/or content managers for the [command name].

Social Media Site:

    a. PRIMARY
        Full name:
        Rate/Rank/Title:
        E-Mail Address: Phone Number:
        DSN:

    b. ALTERNATE #1
        Full name:
        Rate/Rank/Title:
        E-Mail Address: Phone Number:
        DSN:

    c. ALTERNATE #2
        Full name:
        Rate/Rank/Title:
        E-Mail Address: Phone Number:
        DSN:

2. The individuals named above shall have access to, and be familiar with,
current, applicable instructions and notices regulating content on Department of
Defense Publicly-accessible Social Media Sites.

3. The content managers will ensure that the passwords for assigned user
accounts will not be shared or given to any other individual.

4. This assignment will remain in effect until rescinded in writing by the
Installation Commanding Officer or upon departure of the individual from the
command/program.

                              SIGNATURE BLOCK

Copy to:
COMNAVREG NDW (N00P, N6, Installation IT)

                                                          Enclosure (1)

NDW STAFFING/ACTION

1. TRIM RECORD NUMBER (if availalble)	2. TODAY'S DATE (YYMMDD)	3. SUSPENSE DATE (YYMMDD)	4. TASKER TYPE
Non Serial log # 244	14-Mar-11	14-Mar-14	Directives

5. SUBJECT

NDW SOCIAL MEDIA INSTRUCTION

6. ROUTING

INITIAL	N-CODE/OFFICE	INITIAL	DATE REVIEWED	INITIAL	N-CODE/OFFICE	INITIAL	DATE REVIEWED
	N04	J	4/9				
Ht	N00B	JW	4/4				
KAB	N04C	KAB	3/31/14				
	N00P	CA	3/11/14				
	N1						

7. EXECUTIVE SUMMARY / ACTION MEMORANDUM

KEY POINTS

REF:

CNICNOTE 5720

ENCL:

2012 NDWINST 5720.1 → Signed 26 Mar 2012 .
Amended NDWINST 5720.1A (DRAFT)
CNICNOTE 5720

1. PURPOSE:

Submit amended NDW Social Media Instruction.

2. DISCUSSION:

NDW Social Media Instruction amended in accordance with CNIC NOTE 5720 (Guidance for the Use of Official External Social Media)

3. RECOMMENDATION:

Sign amended NDW Social Media Instruction

○ APPROVED		○ DISAPPROVED		○ NOTED		○ SEE ME		○ COMMENT

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BLOCK 1. TRIM RECORD NUMBER
   a. Record number assigned by TRIM. (Utilize the main tasker folder number).
   b. If a TRIM record number is not used, leave section blank.

BLOCK 2. TODAY'S DATE:
Enter the date the correspondence package was put together. The military date format is YYMMDD. Example: 110301. This allows for tracking system searches by the military date format.

BLOCK 3. SUSPENSE DATE:
The format is YYMMDD
   a. If the action is responding to an external suspense, enter the date of the assigned suspense.
   b. If the suspense date is established internally, enter the date.

BLOCK 4. TASKER TYPE:
Enter the tasker type. Examples: AWARD, CORRESPONDENCE, INSTRUCTION, NOTICE

BLOCK 5. SUBJECT:
Enter the primary subject line of the action.

BLOCK 6. ROUTING:
Action Origin (USE ONLY): The Action Origin POC will complete this block. The order for routing should be as follows: The Commandant/N00, ED/ N01, COS/N02, Command and Staff/N04C, and then the Action Origin/N-Code

BLOCK 7. EXECUTIVE SUMMARY/ACTION MEMORANDUM:
Key Points: The key points convey salient information that the Action Officer (AO) needs to take away from the action.
Ref: Lists all references (as possible), e.g. directives (instructions, notices); taskers; meeting; e-mail, etc. If there are no reference, state N/A.
Encl: List all enclosures/Tabs. Explain what is included within the packet. If there are no enclosures, state N/A. Example of how the packet will appear in the folder: Memorandum/Notice/Instruction for signature. Enclosure 1: DoD tasker and staffing action, etc. Enclosure 2: Forms/Reports
1. Purpose: Provide a short and clear statement of the purpose (e.g., Purpose: To obtain the signature on the memorandum).
2. Discussion: Summarize the information and provide a current status if applicable. Why are you telling this to the AO? What should the AO know an discuss? Describe the task, origin of the action, issue and the requirement. Provide fact-filled authority should fully understand why this action is necessary.
3. Recommendation: Provide a brief statement defining the desired action by the final approval authority and explain why this is the best option (e.g., approve action and sign the memorandum). Block 7 allows the Action Officer (AO) to approve, disapprove, or comment on the action. These blocks are designated for the internal approval chain within the command. Possible entries could include Branch, Division, Director, and Deputy. The appropriate releasing authority should initial and date the action once they have released/approved for forwarding to the next appropriate office for disposition. The assigned Action Officer (AO) will initial and date. His or her initials represent concurrence with the assigned action. ACTION OFFICER (Name/Title/ Phone Number/E-mail): Enter the responsible action officer's name, rank and/or position title, office phone number and e-mail address. This information is especially important to ensure any questions related to the action can be quickly directed to the appropriate point of contact, avoiding delays in processing the action.