

SOCIAL MEDIA GUIDANCE - UNOFFICIAL INTERNET POSTS

Date Signed: 6/30/2010

MARADMIN Active Number: 365/10

R 292322Z JUN 10

UNCLASSIFIED//

MARADMIN 365/10

MSGID/GENADMIN/CMC WASHINGTON DC DMCS//

SUBJ/SOCIAL MEDIA GUIDANCE - UNOFFICIAL INTERNET POSTS//

REF/A/MSGID:DIR/DTM-09-026/-//

REF/B/MSGID:DIR/DOD 5500.7R/-//

REF/C/MSGID:DIR/DODD 1344.10/-//

REF/D/MSGID:SECNAVINST/5211.5E/-//

REF/E/MSGID:MCO/5239.2/-//

REF/F/MSGID:MCO/3070.2/-//

NARR/REF A IS DOD DIRECTIVE-TYPE MEMO ON RESPONSIBLE AND EFFECTIVE USE OF INTERNET - BASED CAPABILITIES. REF B IS THE DOD JOINT ETHICS REGULATION. REF C IS THE DOD DIRECTIVE ON POLITICAL ACTIVITIES BY MEMBERS OF THE ARMED FORCES. REF D IS THE DON PRIVACY PROGRAM. REF E IS THE MARINE CORPS INFORMATION ASSURANCE PROGRAM. REF F IS THE MARINE CORPS OPERATIONS SECURITY PROGRAM. REF G IS CLEARANCE OF DOD INFORMATION FOR PUBLIC RELEASE. REF H IS THE MARADMIN FOR RESPONSIBLE AND EFFECTIVE USE OF INTERNET BASED CAPABILITIES. REF I IS DOD INSTRUCTION ON HANDLING DISSIDENT AND PROTEST ACTIVITIES AMONG MEMBERS OF THE ARMED FORCES. REF J IS DOD DIRECTIVE ON DOD PRIVACY PROGRAM.//

POC/GREG REEDER/CIV/UNIT:DMA (MARINE

CORPS)/EMAIL:GREGORY.REEDER(AT)AFN.DMA.MIL/TEL 703-602-2001//

POC/DIANE CLARKE/CIV/UNIT:C4 IA/EMAIL:DIANE.CLARKE(AT)USMC.MIL/TEL 703-693-3490//

GENTEXT/REMARKS/1. THIS MARADMIN PROVIDES GUIDANCE FOR MARINES WHO IN THEIR PERSONAL CAPACITY DESIRE TO MAKE UNOFFICIAL POSTS ON THE INTERNET REGARDING MARINE CORPS-RELATED TOPICS.

2. THE MARINE CORPS PERFORMS A VALUABLE SERVICE AROUND THE WORLD EVERY DAY AND MARINES ARE OFTEN IN THE BEST POSITION TO SHARE THE MARINE CORPS STORY WITH THE DOMESTIC AND FOREIGN PUBLICS WE RELY ON FOR MISSION SUCCESS. MARINES ARE ENCOURAGED TO RESPONSIBLY ENGAGE IN UNOFFICIAL INTERNET POSTING ABOUT THE MARINE CORPS AND MARINE CORPS-RELATED TOPICS RELATED TO THEIR PROFESSIONAL EXPERTISE, PERSONAL EXPERIENCES, OR PERSONAL KNOWLEDGE. ADDITIONALLY, MARINES ARE ENCOURAGED TO PROFESSIONALLY AND RESPECTFULLY CORRECT ERRORS AND MISREPRESENTATIONS MADE ABOUT THE MARINE CORPS.
3. CONSISTENT WITH OTHER FORMS OF COMMUNICATION, MARINES ARE RESPONSIBLE FOR ALL CONTENT THEY PUBLISH ON SOCIAL NETWORKING SITES, BLOGS, OR OTHER WEBSITES. IN ADDITION TO ENSURING MARINE CORPS CONTENT IS ACCURATE AND APPROPRIATE, MARINES ALSO MUST BE THOUGHTFUL ABOUT THE NON-MARINE RELATED CONTENT THEY POST SINCE THE LINES BETWEEN MARINES' PERSONAL AND PROFESSIONAL LIVES OFTEN BLUR IN THE ONLINE SPACE. THUS, MARINES SHOULD USE THEIR BEST JUDGMENT AT ALL TIMES AND AVOID INAPPROPRIATE BEHAVIOR THAT COULD BRING DISCREDIT UPON THEMSELVES, THEIR UNIT, AND THE MARINE CORPS. THIS INCLUDES POSTING ANY DEFAMATORY, LIBELOUS, ABUSIVE, THREATENING, RACIALLY OR ETHNICALLY HATEFUL OR OTHERWISE OFFENSIVE OR ILLEGAL CONTENT. VIOLATIONS OF FEDERAL LAW AND DOD REGULATIONS OR POLICIES MAY RESULT IN DISCIPLINARY ACTION UNDER THE UNIFORM CODE OF MILITARY JUSTICE.
4. FOR DETAILED INFORMATION AND GUIDANCE REGARDING APPROPRIATE AND SAFE ONLINE BEHAVIOR, MARINES AND LEADERS OF ALL LEVELS SHOULD VISIT WWW.MARINES.MIL/OMG.
5. RELEASE AUTHORIZED BY LTGEN W. J. WILLIAMS, DIRECTOR, MARINE CORPS STAFF.//