



WASHINGTON MILITARY DEPARTMENT
JOINT FORCE HEADQUARTERS, WASHINGTON NATIONAL GUARD
CAMP MURRAY, WASHINGTON 98430-5000

NGWA-PAO

4 December 2014

**MEMORANDUM FOR ALL MEMBERS AND UNITS OF THE WASHINGTON
NATIONAL GUARD**

SUBJECT: Guidance and Parameters for the Use of Social Media

1. Reference:

- a. Washington Military Department Unified Policy No. UNI-11-01.
- b. 5 CFR Part 2635, Standards of Ethical Conduct for Employees, 1 January 2012.
- c. DoDD 5230.09, Clearance of DoD Information for Public Release, 22 August 2008.
- d. DOD Instruction 5400.13 "Public Affairs Operations," October 2008.
- e. WANG Operations Security (OPSEC) SOP, 29 March 2013.

2. As members of the Washington National Guard, we all have a piece of the Guard's story to tell. The advent of social media has provided vast opportunities and challenges, and necessitates the following rules and guidelines.

3. Except as specified in paragraph 5 below, the **State Public Affairs Office** must clear, approve and post any official information that appears in a public forum on behalf of the organization or its members. Material is cleared in accordance with TAG's Strategic Communications Plan, the Critical Information List (CIL) and SAPP consideration (Security, Accuracy, Personnel Privacy and Propriety).

4. The Washington National Guard has an official presence on the web, Facebook, YouTube, Twitter and FLIKR. These are joint assets covering the entire Washington National Guard (Air and Army National Guard) and exist to serve the entire Washington Military Department. The mission of these assets are to keep the people of Washington State informed, and educate them about who we are, what we do and why we are important to them. Our goal is to build their trust, and be seen as an organization worthy of their respect and participation. The State Public Affairs Office is the custodian of these social media pages, and accepts materials for posting from all Guardsmen.

5. Except as specified in the sub-paragraphs below, WAARNG Major Subordinate Commands (MSCs), WA ANG Wings, and individual units are **NOT** allowed to have

their own websites (exception for AF-PIMS sites), social media pages or public-accessed pages. Anyone wishing to utilize these tools in an official capacity must use the official sites administered by State Public Affairs Office. Send material to the Public Affairs Office at pao@washingtonguard.org. The State Public Affairs Office will serve as the clearing house for what is appropriate and how it should be messaged.

a. The Washington National Guard's Joint Services Support (JSS) Directorate is authorized to maintain one Facebook site and one Twitter to publicize and coordinate the conduct of official JSS-sponsored events to include Family Programs activities. The State Public Affairs Officer will approve the person designated by the JSS Director to serve as the Administrator for the JSS's Social Media site. Additionally, one member of the State Public Affairs Office will have administrative roles to the page.

b. The WAARNG Recruiting and Retention Battalion (RRB) is authorized to maintain one Social Media site to publicize and coordinate the conduct of official RRB-sponsored events to include Recruit Sustainment Program (RSP) activities. The State Public Affairs Officer will approve the person(s) designated by the RRB Commander to serve as the Administrator(s) for RRB's Social Media site. Additionally, one member of the State Public Affairs Office will have administrative roles to the page.

c. The WA ANG Recruiting and Retention section is authorized to maintain its one Social Media site to publicize and coordinate the conduct of official events. The State Public Affairs Officer will approve the person(s) designated to serve as the Administrator(s) for the site. Additionally, one member of the State Public Affairs Office will have administrative roles to the page.

d. WAARNG Major Subordinate Commands (MSCs), WAANG Wings, and individual units are allowed to have **closed, invite only Facebook Groups**. These groups must have an Administrator (E-7 and above). The Administrator has overview on the group's members, posted material and photos and ensures that the site is closed off to the public. Any questions about closed Facebook Groups can be sent to the State Public Affairs Office at: pao@washingtonguard.org.

e. All personnel authorized by the State Public Affairs Officer to serve as webpage or Social Media site Administrators will be familiar with the DoD Social Media policy and complete the following required Social Media policy training:

(1) "Social Media and Operations Security Training," available at <https://ia.signal.army.mil/sms.asp>.

(2) "Social Networking," http://iase.disa.mil/eta/sns_v1/sn/launchpage.htm.

(3) They will also be asked to complete the OPSEC Level II course, scheduled through the Washington Military Department Provost Office.

(4) Copies of course completion certificates will be provided to the State Public Affairs Officer prior to an individual to be approved to serve as an Administrator.

f. All approved administrators will apply the same criteria outlined in paragraph 3 above when determining the appropriateness of information to be included on a Social Media site.

6. Due to mandatory Air Force training requirements, the State Public Affairs office will coordinate with the Air Guard Public Affairs personnel, ensuring that the proper training is conducted and documented. This training will be tracked by the Air Guard HQ Public Affairs office.

7. Individual members of the Washington National Guard can have personal sites on social media forums, but not an official presence. For example, John Smith can have a Facebook page. Private John Smith, Washington Army National Guard, cannot have a Facebook page. When a Guard member uses their rank and position within the Guard to represent themselves on social media, they cross the line from acting as an individual citizen to one of acting in an official capacity.

a. Individual members of the Washington National Guard should remain vigilant, even when posting on social media for personal use. Each member is responsible for the protection of their Personal Identifiable Information (PII). As DOD guidance for social media use comes out the Washington National Guard State Public Affairs Office will distribute information.

8. Guard members must continue to clear interview requests from mainstream media with the Washington National Guard State Public Affairs Office at 253-512-8989 or pao@washingtonguard.org.

9. All members of the Washington National Guard community are encouraged to practice good operations security within their personal social media sites. Members should be careful not to discuss issues, items, or details which violate the CIL or SAPP considerations.

10. Point of contact for this action is CPT Joseph Siemandel, State Public Affairs Officer, at 253-512-8989 or joseph.f.siemandel.mil@mail.mil.



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