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MEMORANDUM FOR Wisconsin Army and Air National Guard

SUBJECT: Use of Interactive/Social Media - TAG POLICY MEMORANDUM 38

1. Interactive and social media is now integral to how people communicate and process information. It is anticipated that Soldiers, Airmen and civilian employees will use these communication tools, in a non-official capacity, to create and publish their own content on the Internet.
2. However, when participating in activities such as an on-line forum, texting among friends, or talking on a cell phone; personnel should never have an expectation of privacy. It is incumbent upon everyone to ensure that our mission is not adversely affected by the use of these communication systems. Personal information shared with friends or family may end up in the public domain and be used in unintended ways.
3. All Soldiers, Airmen, and civilian employees are responsible for operations security. AR 530-1 and AFI 10-701, titled Operations Security (OPSEC), prohibits disclosure of critical and unclassified but sensitive information in any public domain, to include but not limited to social media, the internet, open source publications and traditional media. Do not publicly disseminate or publish photographs displaying critical or sensitive information. Do not publicly reference, disseminate, or publish critical or sensitive information that has already been compromised. Seeing classified information on open source media does not necessarily indicate the information was officially released. When in doubt, check with your chain of command.
4. Social Media provides a platform for people and organizations that may pose a threat to the Wisconsin National Guard, Service Members, civilians, and family members. Soldiers and Airmen must be aware that any information shared on social media can be used to target individuals.
5. Soldiers, Airmen, and civilian employees maintain their First Amendment Constitutional rights in any online environment. However, if a member of the Wisconsin National Guard participates in an interactive media format they should follow the guidelines outlined below:
 - a. Guard members may identify themselves as members of the military and include their rank, component and status. If they decide not to identify themselves as Guard members, they cannot deny affiliation with the National Guard.

b. When expressing personal opinions, Guard members should make it clear that they are speaking for themselves and not on behalf of the Wisconsin National Guard. They are also encouraged to use a disclaimer such as: "The postings on this site are my own and don't represent the National Guard's positions or opinions." Do not represent an official Wisconsin National Guard position unless authorized to do so. A violation may subject a member to disciplinary action under the Wisconsin Code of Military Justice.

c. As with other forms of personal public engagement, Guard members must avoid offensive and inappropriate behavior that could bring discredit upon themselves and the National Guard. Examples of this includes posting defamatory, libelous, obscene, abusive, threatening, racially or ethnically hateful or otherwise offensive or illegal information or material at any time.

d. Correcting errors and misrepresentations made by others about the National Guard should be done professionally and respectfully, not emotionally. Guard members should contact their chain of command or public affairs office for guidance if they are uncertain about the need for a response.

e. When posting political content, Guard members must adhere to policy in Department of Defense Directive 1344.10. They should also not imply National Guard endorsement of any opinions, products or causes other than those already officially endorsed by the National Guard.

f. Guard members should use privacy settings on social networking sites so only their "friends" can view their photos and updates. They should also recognize that social network "friends" and "followers" could affect determinations in background investigations for security clearances.

g. Use of the National Guard, Army or Air Force logo and other symbols should be used with discretion in unofficial posts to ensure they are used in a manner that does not bring discredit upon the military, result in personal financial gain or give the impression of official or implied endorsements.

h. Guard members should not release personally identifiable information, such as Social Security number, home address or driver's license number that could be used to distinguish their individual identity.

i. Guard members are advised to remove geo-tagging from their photos. Posting geo-tagged photos can be used by others to track activity patterns and locations, putting friends and family at risk.

j. Guard members are not allowed to release any official Wisconsin National Guard information such as email addresses, telephone numbers or fax numbers not already

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authorized for public release. By piecing together information provided on different websites, criminals can use information to impersonate Guard members and steal passwords.

k. Guard members should not post information that would infringe upon the privacy, proprietary or personal rights of others or use any words, logos or other marks that would infringe upon the trademark, service mark, certification mark, or other intellectual property rights of the owners of such marks without the permission of the owners.

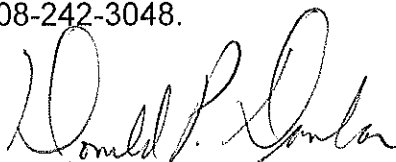
l. Guard members should review their accounts daily for possible use or changes by unauthorized users and should install and maintain current anti-virus and anti-spyware software on their personal computers.

6. The Adjutant General retains the right to restrict the use of social media while service members are on state active duty or Title 32 status. Commanders will ensure Soldiers and Airmen are briefed on the social media posture as part of in-processing procedures when activated or during muster briefings at the initiation of training.

7. Wisconsin National Guard employees or members, interacting on social networking and internet sites, are reminded to comply with the organization's Information Assurance Policy regarding access and usage of internet sites from Department of Defense networks and Information Systems. Access to these sites is limited to those directorates and individuals with an official purpose.

8. Public Affairs and the Provost Marshall will conduct periodic reviews of interactive internet activities within the scope of this policy. Units that create social media pages must contact the Joint Force Headquarters Public Affairs Office and add a PAO representative as an administrator. Commanders are responsible for the content of unit pages.

9. Commanders, directors, and supervisors are responsible for ensuring their personnel comply with this policy. Leadership at all levels will take every opportunity to educate and train personnel on operational security and information assurance in order to mitigate a threat. All questions on content should be directed to the Joint Force Headquarters Public Affairs Office, 608-242-3048.



DONALD P. DUNBAR
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The Adjutant General