

<p style="text-align: center;">ARIZONA Department of Emergency and Military Affairs</p> <p style="text-align: center;">POLICY LETTER</p>	POLICY LETTER NO. 30.03	
	DATE 02NOV 15	OPR DEMA-TAG
SUBJECT: Social Media Use by DEMA and Military Units	REGULAR POLICY LETTER DISTRIBUTION (POLICY LETTER 10.01)	
<p>1. This policy applies to all social media operations at the unit or agency level intended to communicate or release official department information on behalf of units, agencies, and members of the Arizona Department of Emergency and Military Affairs (DEMA) which includes Army, Air, and Arizona Division of Emergency Management (ADEM) components. This policy does not apply to, nor prohibit, the personal social media activity of department members. However, Soldiers, Airmen and civilian employees are ultimately responsible for their conduct online. Army National Guard members must comply with standards outlined in the United States Army Social Media Handbook, Version 3.1. Air National Guard members must comply with standards outlined in the Air Force Social Media Guide, 4th Edition. State of Arizona employees must comply with standards outlined in the State of Arizona Social Networking Policy, P505.</p> <p>2. Social media encompasses interaction with external websites or services based primarily on participant contributions to content. Types of social media include: blogs, social and professional networks, video or photo sharing, and social bookmarking. Examples of social media sites are <i>YouTube, Facebook, Flickr, Twitter, MySpace, LinkedIn, etc.</i></p> <p>3. The release of sensitive personal or operational information through social media can have significant adverse impacts on our mission and people. To mitigate these risks, official social media activities must ensure that published content provides value to the organization, is actively monitored, and is appropriate for public release. Official social media activities intended to communicate or release official department information on behalf of units, agencies, and members will be managed through senior leadership involvement and formally-appointed site administrators who complete appropriate training to establish and reinforce standards for operating in this public venue. All social media activity conducted by DEMA organizations and members for the purpose of official business must be clearly identified as "official." Unit pages and sites labeled "unofficial" must be evaluated by commanders, directors, public affairs and public information specialists to identify if they represent their organizations and are maintained by unit members for the purpose of releasing official information and should therefore comply with this policy.</p> <p>4. PROCEDURES.</p> <ul style="list-style-type: none"> a. Requests to establish official social media sites, and efforts to bring existing sites into compliance, must be coordinated through and approved by the State Public Affairs Office (PAO) or State Public Information Office (PIO) following the requirements outlined in this policy's attachment. b. Administrators of existing social media sites have 60 days from the date of this memorandum to comply with this policy and gain appropriate approval or sites may be removed from public access until approved. c. Site approval, management and content will conform to service-specific and/or state-specific guidance. <p>5. Management of DEMA social media activity and authority to enforce applicable policies is delegated to the DEMA Public Affairs and Public Information office.</p>		



MICHAEL T. MCGUIRE
Major General, AZNG
The Adjutant General

Attachment:
Social Media Requirements

Attachment



Social Media Policy Requirements
Arizona Department of Emergency and Military Affairs
AZ DEMA Public Affairs and Public Information Office
12 MAY 2014

Requirements for AZ DEMA social media sites and site administrators	Army Component	Air Component	ADEM Component
Site administrator appointment letter	Brigade level commander (or first O-6 in the chain of command for staff agencies) signed appointment letter required for primary and alternate administrators. (Note 1.)	Wing level commander (or first O-6 in the chain of command for staff agencies) signed appointment letter required for primary and alternate administrators. (Note 1.)	Director and Chief Information Officer signed appointment letter required for primary and alternate administrators. (Note 1.)
Mandatory site administrator training	<p>1. View Department of Defense Release of Information Training video located at: http://www.dvidshub.net/video/156121/dod-information-release (Note 2.)</p> <p>2. Complete OPSEC and Public Release Decisions (OPSE-1500) course offered by the Interagency OPSEC Support Staff (IOSS) at: https://www.iad.gov/ioass/index.cfm (Note 3.)</p> <p>3. Complete the Army OPSEC Training For EOP Operators offered by U.S. Army Information</p>	<p>1. View Department of Defense Release of Information Training video located at: http://www.dvidshub.net/video/156121/dod-information-release (Note 2.)</p> <p>2. Complete OPSEC and Public Release Decisions (OPSE-1500) course offered by the Interagency OPSEC Support Staff (IOSS) at: https://www.iad.gov/ioass/index.cfm (Note 3.)</p> <p>3. Complete the Information Assurance Support Environment's Social Networking V1.0</p>	<p>1. Review State Policy 505, Social Networking; P401, Email Use Policy; and P501, Internet Use Policy.</p> <p>2. Review AzEIN Standard Operating Procedures.</p> <p>3. Complete IS 402, Social Media in Emergency Management</p> <p>4. Complete the Information Assurance</p>

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	<p>Assurance Virtual Training (AIAVT) at: https://iatraining.us.army.mil/ (Note 3.)</p> <p>4. Complete the Information Assurance Support Environment's Social Networking V1.0 course at: http://iase.disa.mil/eta/sns_v1/sn/launchPage.htm</p>	<p>course at: http://iase.disa.mil/eta/sns_v1/sn/launchPage.htm</p>	<p>Support Environment's Social Networking V1.0 course at: http://iase.disa.mil/eta/sns_v1/sn/launchPage.htm</p>
Memorandum of request to DEMA Public Affairs	<p>Appointed administrator must submit a memorandum of request to the AZ DEMA Public Affairs Office that includes justification and a clearly defined purpose for a social media presence. Request must include appointment letters, and training completion certificates. (Note 4.)</p>	<p>Appointed administrator must submit a memorandum of request to the AZ DEMA Public Affairs Office that includes justification and a clearly defined purpose for a social media presence. Request must include appointment letters, and training completion certificates. (Note 4.)</p>	<p>Appointed administrator must submit a memorandum of request to the AZ DEMA Public Information Office that includes justification and a clearly defined purpose for a social media presence. Request must include appointment letters. (Note 4.)</p>
Disclaimer/terms of use statement	<p>Required for all official social media sites. (Note 5.)</p>	<p>Required for all official social media sites. (Note 5.)</p>	<p>Required for all official social media sites. (Note 5.)</p>
Additional documentation	<p>Primary and alternate administrators must keep on file and review annually their unit's Critical Information List. (Note 6.)</p>	<p>Primary and alternate administrators must keep on file and review annually their unit's Critical Information List. (Note 6.)</p>	<p>N/A</p>

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Additional administrator	State PAO must be added as a site administrator	State PAO must be added as a site administrator	State PIO must be added as a site administrator
Site registration	<p>Army social media sites must be registered on the following websites:</p> <p>www.army.mil/socialmedia</p> <p>http://www.nationalguard.mil/features/Social_media/</p>	<p>Air Force social media sites must be registered on the following websites:</p> <p>http://www.af.mil/AFSites/SocialMediaSites.aspx</p> <p>http://www.nationalguard.mil/features/Social_media/</p>	N/A

NOTES:

1. Sample Social Media Site Administrator Appointment Letter provided below. A minimum of two administrators must be appointed. At least one must be a full-time member. Appointment letters must be kept on file at the unit level and at the AZ DEMA Public Affairs Office.
2. The Department of Defense Release of Information Training video does not generate a completion certificate therefore primary administrators must attest to each administrator's completion in the memorandum of request.
3. Completion certificates for IOSS and AIAVT courses must be kept on file at the unit level and at the AZ DEMA Public Affairs Office. Certificates must be submitted with the memorandum of request. New administrators must submit their appointment letter and completion certificates with 60 days of appointment.
4. Sample Social Media Request Letter provided below. Approved request letters must be kept on file at the unit level and at the AZ DEMA Public Affairs Office.
5. Sample Disclaimer/ terms of use statement provided below.
6. Social media site administrators must contact their unit's OPSEC manager for their most current Critical Information List (CIL). This is a list of local OPSEC considerations unique to the supported unit and must be reviewed annually.

Attachment

Sample Social Media Site Administrator Appointment Letter

(Organization Official Letterhead)

(Date)

MEMORANDUM FOR AZNG-PAO

FROM: Unit/CC

Subject: Social Media Administrator Appointment Letter

1. The following named personnel are appointed social media site administrators for the (Unit/Agency Name) at (include site URLs if they exist, or proposed providers i.e. Facebook, Twitter, etc).

	RANK /NAME	OFFICE SYM	FULL/PART TIME	PHONE
<u>Primary</u>	(Rank/Name)	HQ/XX	FULL	XXX-XXX-XXXX
<u>Alternate</u>	(Rank/Name)	HQ/XX	PART	XXX-XXX-XXXX

2. The above named personnel have received the training required for the position. (Ref: NGAZ-TAG DEMA Social Media Policy Memorandum, dated: XX XXX XX)

FIRST MI. LAST, RANK, AZ ARNG
Commander/Director

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Sample Social Media Site Memorandum of Request

(Organization Official Letterhead)

(Date)

MEMORANDUM FOR AZNG-PAO

FROM: Unit/Office Symbol

Subject: Social Media Site Request

1. The (Unit/Agency Name) requests approval to implement official social media operations on (List desired sites). Or *The (Unit/Agency Name) request approval to certify and register its existing social media presence at (list site URLs).*
2. Social media presence on the above listed sites supports the unit mission through (provide justification and need for social media presence). Proposed content will typically encompass (list desired content, i.e. promotions, retirements, changes of command, family events, etc)
3. I attest that the following site administrators have accomplished the required training for official social media operations:

	RANK /NAME	Release of info video	IOSS	AIAVT
<u>Primary</u>	(Rank/Name)	✓	✓	✓
<u>Alternate</u>	(Rank/Name)	✓	✓	✓

4. The above administrators will ensure compliance with AZ DEMA Social Media Policy (Adjutant General Policy Memorandum xxx-xxx). Questions concerning this request may be referred to (Name) at (Phone) or at (email).

FIRST MI. LAST, RANK, AZ ARNG
Duty Title

Attachments:

1. Social Media Administrator Appointment Letter
2. Training Certificates

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Sample Disclaimer/terms of use statement (Sample for DEMA/Government, Facebook Pages Place in "About" section)

TERMS OF USE

While this is an open forum, it's also a family-friendly one, so please keep your comments and wall posts clean. In addition to keeping it family-friendly, we ask that you follow our posting guidelines.

EDITING AND DELETIONS

The (Unit/Agency Name) reserves the right to review, edit, move or delete any material submitted as a comment to the information provided for display or placed on this social media website in its sole discretion, without notice. Comments submitted to this site will be reviewed and a representative sample may be posted on the website, or in the case of social networking sites, inappropriate comments may be deleted at the sole discretion of the (Unit/Agency Name). We hope to receive submissions from all viewpoints, but we ask that all participants agree to the following Terms of Use:

* To ensure constructive questions, please post only questions directly related and relevant to the (Unit/Agency Name).

* Refrain from posting questions or comments that contain threats, obscenity, material that would violate the law if published here including abusive, defamatory or sexually explicit material.

* Submissions containing the following will be deleted:

-- Obscene or threatening language or discrimination (hate speech) based on race, sex, gender, religion, national origin, age, or disability.

-- Promotes services or products (not including non-commercial links that are relevant to the topic).

-- Includes any personal or sensitive information (phone numbers, email or postal addresses).

Don't post personnel lists, rosters, organization charts or directories.

-- Suggests or encourages illegal activity.

-- Contains copyrighted images or intellectual property.

-- Contains For Official Use Only, classified, pre-decisional, proprietary or business-sensitive information.

-- Controversial, political, and disruptive posts/comments will also be deleted.

-- Operational Security (OPSEC). All personnel (including families and friends of service members) have a responsibility to ensure that no information that might put our military members in jeopardy or would be of use to our adversaries is posted to websites that are readily accessible to the public. Not surprisingly, that information includes, among other things, technical information, operation plans, troop movement schedules, current and future locations of military units and ships, descriptions of overseas bases, details of weapons system, or discussions of areas frequented by service members overseas. Other information that's not as obvious but should also not be discussed in an open forum includes daily military activities and operations, equipment status, unit morale, and results of operations. Any of these topics, if released in an open medium, have the ability to provide our adversaries opportunities to harm

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our military members.

-- External Links (including Advertising Links). The appearance of external hyperlinks does not constitute endorsement by the State of Arizona or the United States Department of Defense of the information, products or services contained therein. The State of Arizona and the United States Department of Defense do not exercise any editorial control over the information you may find at these locations.

COMMENTS BY OTHERS ARE NOT ENDORSED

The (Unit/Agency Name) does not necessarily endorse, support, sanction, encourage, verify or agree with the comments, opinions, or statements posted on this website. Any information or material placed online, including advice and opinions, are the views and responsibility of those making the comments and do not necessarily represent the views of the Department of Defense, the United States Government, the State of Arizona, or its third party service providers. By submitting a comment for posting, you agree that the Department of Defense, the United States Government, the State of Arizona, and its third party service providers are not responsible, and shall have no liability to you, with respect to any information or materials posted by others, including defamatory, offensive or illicit material, even material that violates this Agreement.

DISCLAIMER: Reference herein to any specific commercial products, process, or service by trade name, trademark, manufacturer, or otherwise, does not necessarily constitute or imply its endorsement, recommendation, or favoring by the United States Government or State of Arizona. The views and opinions of authors expressed herein do not necessarily state or reflect those of the Government, and shall not be used for advertising or product endorsement purposes. With respect to documents available from this server, neither the United States Government, State of Arizona, nor any of its service members or employees, makes any warranty, express or implied, including the warranties of merchantability and fitness for a particular purpose, or assumes any legal liability or responsibility for the accuracy, completeness, or usefulness of any information, apparatus, product, or process disclosed, or represents that its use would not infringe on privately owned rights, ought to be included.

Please let us know about existing external links which you believe are inappropriate and about specific additional external links which you believe ought to be included.

You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

Thank you for your continued support of the (Unit/Agency Name).