



Douglas A. Ducey
GOVERNOR

STATE OF ARIZONA
DEPARTMENT OF EMERGENCY AND MILITARY AFFAIRS

5636 East McDowell Road
Phoenix, Arizona 85008-3495
(602) 267-2700 DSN: 853-2700



Major General Michael T. McGuire
THE ADJUTANT GENERAL

NGAZ-TAG

2 November 2015

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Employee Social Media and Online Conduct

1. References:

- a. Army ALARACT 122/2015
- b. U.S. Army Social Media Handbook, Version 3.2, MAR 14
- c. U.S. Air Force Social Media Handbook, 01 JUN 13, 4th Edition
- d. Deputy Secretary of Defense Instruction 8550.01 DoD Internet Services and Internet-Based Capabilities, 11 SEP 12
- e. National Guard Pamphlet 360-5, 06 JUN 08
- f. Social Media Guidance for National Guard Members, 03 JUN 14
- g. Arizona Department of Emergency and Military Affairs Policy Letter No. 30.03, 02 NOV 15
- h. State of Arizona Social Networking Policy, P505, 15 JUN 10

2. Purpose: To provide policy for all employees of the Arizona Department of Emergency and Military Affairs (AZDEMA) along with the Arizona National Guard on acceptable online behavior and the use of social media.

3. Applicability: This policy applies to all Soldiers and Airmen of the Arizona National Guard (AZNG), contractors, and AZDEMA employees. This policy remains in effect until rescinded by the undersigned authority.

4. Policy: AZDEMA and the AZNG values require that everyone be treated with dignity and respect. As members of this organization, individuals' interactions online may reflect on AZDEMA, the AZNG, the U.S. Army, the U.S. Air Force and their values. Our values apply to all aspects of our life, including online conduct. Harassment, bullying, hazing, stalking, discrimination, retaliation, and any other type of

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misconduct that undermines dignity and respect are not consistent with our organizational values and negatively impact command climate and readiness. Soldiers, Airmen and civilian employees who participate in or condone misconduct, may be subject to criminal, disciplinary, and/or administrative action.

a. **Official Use.** Official online posts involve content released in an official capacity by the AZDEMA State Public Affairs Office (PAO) or Public Information Office (PIO). Posting internal documents or information that AZDEMA PAO or PIO have not officially released to the public is prohibited, including memos, e-mails, meeting notes, message traffic, white papers, public affairs guidance, drill weekend or other training guidance, pre-decisional materials, investigatory information and proprietary information. Official 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 AZDEMA, must comply with AZDEMA Policy Letter No. 30.03.

b. **Personal Use.** AZDEMA and AZNG members are encouraged to use social media to share their experiences and to conduct themselves online in a safe and professional manner. AZDEMA and AZNG members are personally responsible for all content that they publish on social networking sites, blogs, or other websites. When expressing personal opinions, members should make it clear that they are speaking for themselves and not on behalf of the organization. Using a disclaimer is encouraged: "The postings on this site are my own and do not represent the positions or opinions of AZDEMA or AZNG."

5. Guidance:

a. Commanders and leaders will reinforce a climate where current and future members of this organization understand that online misconduct is inconsistent with our values and where online-related incidents are prevented wherever possible, and reported/addressed at the lowest possible level. Personal use of social media should be limited to non-duty hours when using AZDEMA or AZNG network systems.

b. When using electronic communication devices, members of AZDEMA and the AZNG should apply "think, type, post":

(1) "Think" about the message being communicated and who could potentially view it.

(2) "Type" a communication that is consistent with our organizational values.

(3) "Post" only those messages that demonstrate dignity and respect for self and others.

c. Personnel experiencing or witnessing online misconduct should promptly report matters to their Chain of Command or Supervisor. Alternate avenues of reporting and

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information include: Equal Opportunity, Equal Employment Opportunity, Sexual Harassment/Assault Response and Prevention, the Inspector General and local law enforcement.

6. Social Media and Online Conduct Tips for Success:

a. AZDEMA and AZNG members may identify themselves as such and include their rank, position, military component and status. However, if they decide not to identify themselves as members of the organization, they should not disguise, impersonate or misrepresent their identity or affiliation with the organization.

b. When posting political content, AZDEMA and AZNG members should not imply official AZDEMA endorsement of any opinions, products or causes other than those already officially endorsed by AZDEMA or AZNG.

c. AZDEMA, AZNG, AZARNG, AZANG, Army or Air Force logos and other symbols may be used in unofficial posts as long as the symbols are used in a manner that does not bring discredit upon the organization the symbol represents, result in personal financial gain, or give the impression of official or implied endorsement.

d. Use privacy settings to protect your personal information. Social network "friends" and "followers" could affect determinations in background investigations for security clearances.

e. Protect personal identifiable information, such as Social Security numbers, home addresses or driver's license numbers that could be used to distinguish individual identities.

7. Limitations: The Arizona Department of Emergency and Military Affairs and the Arizona National Guard encourage members to tell the AZDEMA and Arizona National Guard story and this policy is not intended to prohibit or limit the responsible use of social media. This policy does not supersede official DoD, service-specific, or state guidance, but rather amplifies those official policies already in place. This policy is not intended to limit employees' legitimate exercise of Constitutionally-protected free speech.

8. This policy is punitive. Violations of this policy may be punishable pursuant to A.R.S. § 26-1092, Technician Personnel Regulation (TPR) 752, and/or through administrative procedures.



MICHAEL T. MCGUIRE
Major General, AZNG
The Adjutant General

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