DEPARTMENTS OF THE ARMY AND THE AIR FORCE
JOINT FORCES HEADQUARTERS KANSAS
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NGKS-TAG 29 July 2011

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: TAG Policy Letter #34, Guidance and Parameters for the Use of Social Media

1. The purpose of this memorandum is to establish appropriate guidelines for the use of social media for employees of the Kansas Adjutant General's Department and members of the Kansas National Guard. This policy is designed to maximize the effectiveness of social media as an agency communication tool, while applying security and privacy safeguards for the agency and individual users.

2. Background: The Kansas Adjutant General's Department, Kansas National Guard and Kansas Division of Emergency Management have an official presence on the web, Facebook and Twitter. (At the time of this policy development, the Kansas Homeland Security Office and Kansas Civil Air Patrol do not have a presence on social media). These are joint assets covering the entire agency and exist to serve the entire organization. The mission of these assets is to keep the people of Kansas informed and educate them about who we are, what we do and why the organization is important to them. Our goal is to build their trust and be seen as an organization worthy of their respect and participation.

3. Definition: social media is defined as internet sites where individuals and organizations may share information and engage in conversation with others in a public setting which include, but are not limited to, such sites as Facebook, Twitter, YouTube and blogs.

4. The State Public Affairs Office is the agency's approval authority for agency information disseminated to the public or posted in a public website on behalf of the organization or its members; however, due to the nature of social media which requires short messages and quick response, the following measures will guide agency social media use and messaging.

a. Social Media Site Development: Divisions of the department, Major Subordinate Commands (MSCs) and each Wing are encouraged to have social media sites specific to their function; individual units and armories will be represented on MCS sites. These sites must receive approval from the State Public Affairs Office (PAO) and must be approved by the division director, MSC or Wing Commander (as appropriate) prior to being established. Sites established prior to this policy will be reviewed and approved by the PAO and division director, MSC or Wing Commander or their designee.

The following refers to sites requiring an administrator (Admins) such as Facebook: With the PAO and Director/MSC/Wing approval, the PAO will then designate a PAO staff member(s) as a site administrator in addition to the unit/wing/MSC/division site administrator (or Unit Public Affairs Representative). *This also applies to those social media sites established prior to this policy*).

- Admins shall not post classified information, inappropriate material, policy information or personal opinion on the decisions of the agency.
- Admins will ensure access to the site for both the PAO administrator and the unit/wing/MSC/division site administrator for any required site changes.
- Admins shall not respond to hate speech, non-sequiturs or issues that do not deal with Kansas Adjutant General's Department, Kansas National Guard, Kansas Division of Emergency Management and Kansas Homeland Security.
- Admins may immediately remove any post and/or message that violate this policy.

b. The State PAO will regularly monitor the content of agency social media sites using established public social media monitoring tools and has the right to remove inappropriate material posted on the sites as outlined in this policy. If ***any*** Kansas Adjutant General Department staff member or Kansas National Guardsmen sees posts which raise concerns for them, they should contact the PAO immediately.

c. Information should not be released via social media unless it has been verified as factual using the standard approval process for releasing information (i.e. commander or other leadership has signed off on it or PAO has approved it through its approval process with leadership). Since social media does not adhere to normal business hours, it is necessary to provide an expectation of service with a framework for response times. If a response is possible within normal business hours, it should be provided as soon as possible. If a question or post occurs after hours, a response should be provided the next day. Information will also be posted on each social media site regarding under what circumstances the administrator may remove a post from the site:

(1) Comments not topically related to the particular site
(2) Profane language
(3) Sexual content or links to sexual content
(4) Solicitations of commerce
(5) Conduct or encouragement of illegal activity
(6) Information that may compromise the safety or security of the public, public systems, the organization or its employees and National Guard members
(7) Content that violates legal ownership interest of any party
(8) Content that reflects negatively on the Kansas Adjutant General's Department, Kansas National Guard, Kansas Division of Emergency Management and/or Kansas Homeland Security and its employees/Guard members
(9) Information that violates operational security
(10) Information protected by HIPPA

d. Agency staff and National Guard members will continue to clear interview requests and communication with mainstream media/reporters with the Kansas Adjutant General's Department public affairs Office prior to responding.

e. All employees of the Kansas Adjutant General's Department and Kansas National Guard community are required to maintain operational security and may not disclose information about confidential agency business on agency social media sites or their personal social media sites. For example, employees may not discuss issues, items or details which violate the Security, Accuracy, Personnel Privacy and Propriety (SAPP) considerations of the Kansas Adjutant General's Department. Kansas National Guard members must follow OPSEC rules on social media sites just as in every other area of communication. If military members violate OPSEC or personal privacy, it is punishable by the Uniform Code of Military Justice (UCMJ) or Kansas Code of Military Justice (KCMJ).

f. In some circumstances it may be appropriate to have a closed group social media site (i.e., by invitation only) where individuals of a particular part of the organization can communicate about issues only among their members. These sites are encouraged for use by Family Readiness Groups where spouses want to communicate in a more open forum, but without public access. It should be noted these sites may not be as confidential as they might appear due to potential hackers or unknown individuals being invited into the group by participants. *It is requested that awareness of these sites be provided to the State PAO, Division Director, MSC or Wing.*

g. Agency policies, rules, regulations and standards of conduct apply to employees/Kansas National Guard members* who engage in social networking activities while conducting business. Use of agency/Guard email/internet and or communication in your official capacity will constitute/Guard agency business.

(1) Updating and posting to the organization's social media sites must be done with supervisor's knowledge, with adherence to human resource policies, counted as employee work time and not in violation of the Fair Labor Standards Act.
(2) Employees/Guardsmen must follow all privacy protection laws (i.e., HIPPA) and protect sensitive agency information.
(3) Employees/Guardsmen must follow all copyright laws, public record laws, retention laws, fair use and financial disclosure laws, and other laws that apply to the organization.
(4) Employees/Guardsmen should not cite vendors, suppliers, clients, citizens, co-workers or other stakeholders in posts without written approval from these individuals/ organizations.
(5) Employees/Guardsmen should not engage in behavior that violates the organization's code of conduct.

h. Employees of the agency and members of the Kansas National Guard may have personal social media sites, but these may not be represented as an official agency or National Guard site. (For example, John Smith may have a Facebook page. However, if Private John Smith, Kansas Army National Guard, has a Facebook page, it may cross the line from individual citizen to an

official capacity, and anything stated on this site could be construed as an official statement from the Kansas Adjutant General's Department or Kansas National Guard).

i. The State Public Affairs Office, under the authority of the Adjutant General, may suspend or revoke administrative rights of any unit/wing/MSC/division site administrator managing an agency social media site for any violations set forth in this policy. If you have questions, contact the PAO at: ngksstaffpao@ng.army.mil.

j. As the Kansas Adjutant General's Department, Kansas National Guard, Kansas Division of Emergency Management, and Kansas Homeland Security continue to evolve in its usage of social media tools, more guidance to include best business practices and lessons learned will be forthcoming.

5. The point of contact for more information or guidance is contact Sharon Watson, Kansas Adjutant General's Department Public Affairs Director, at 785-274-1192, 785-274-1190 or sharon.watson3@us.army.mil.

LEE E. TAFANELLI
Major General (KS), Kansas National Guard
The Adjutant General

DISTRIBUTION:
All members of the Kansas Adjutant General's Department (Kansas National Guard, Kansas Division of Emergency Management, Kansas Homeland Security, Civil Air Patrol)

*References for Military Members:
a. 5 CFR Part 2635, Standards of Ethical Conduct for Employees
b. DoD 5230.9, Clearance of DoD Information for Public Release, 9 April 1996
c. Army Regulation 25-1, Army Knowledge Management and Information Technology Management, 4 December 2008
d. Army Regulation 25-2, Information Assurance, 23 March 2009
e. Army Regulation 530-1, Operations Security, 19 April 2007
f. Army Regulation 360-1, The Army Public Affairs Program, 15 September 2000
g. Air Force Instruction 35-101, 2.13 Air Force Members and Employees, 18 August 2010
h. Air Force Instruction 35-104, Section 1B 1.6 Published, Released or Cleared Information, 31 January 2011
i. Air Force Instruction 35-113, Section 9 Public Affairs Specialist Responsibilities, 11 March 2010
j. Air Force Instruction 35-113, Section 15 Social Media, 11 March 2010
k. Air Force Materiel Command Instruction 31-400, Information Protection, 24 August 2009