



ALABAMA NATIONAL GUARD  
JOINT FORCE HEADQUARTERS  
1720 CONGRESSMAN W. L. DICKINSON DRIVE  
MONTGOMERY, AL 36109-0711

NGAL-TAG-PAO

August 1, 2021

MEMORANDUM FOR RECORD

SUBJECT: Social Media and Online Conduct Policy

1. References.

- a. Department of Defense Social Media Hub, <https://dodcio.defense.gov/Social-Media>.
- b. DoD Office Standards of Conduct Office, Advisory 21-02, 24 June 2021
- c. Relations with Non-Federal Entities: Official and Personal, Ethics Counselor's Deskbook, 2018
- d. Alabama Code of Military Justice, 11 May 2017
- e. AR 25-13 (Army Telecommunications and Unified Capabilities), 11 May 2017
- f. AR 600-20 (Army Command Policy), 24 July 2020
- g. AR 360-1 (Army Public Affairs Program), 8 Oct 2020
- h. Army Social Media Handbook, <https://www.army.mil/socialmedia/>
- i. Army Social Media Policies and Procedures <https://www.army.mil/socialmedia/>
- j. Air Force Social Media Guidelines, <https://publicaffairs.af.mil/Programs/Air-Force-Social-Media>
- k. Air Force Instruction 35-107 (Public Web and Social Communication), 15 March 2017
- l. AF11-1 (Change 1) Air Force Culture, Air Force Standards, 7 August 2014

1. Social media provides a valuable platform to share information. It is a popular means of communication, authorized and encouraged for use by the Office of the Adjutant General. As social media platforms augment and replace traditional means for communication, it is important for all leaders to ensure missions are not adversely

affected as a result of social media. Policies are in place to guide members and protect OPSEC, they are not for prohibiting communication. Our story is best told by those who live it.

2. Operational security (OPSEC) is crucial to maintain while using social media. Information that may compromise OPSEC must not be disclosed via any public forum, including 'closed groups,' open source publications, or the media. Do not disseminate or publish photographs or videos displaying critical or sensitive information to include exact number of troops, exact location or dates of a mission, and any specific details of the mission. If you see OPSEC compromised, do not publicly reference, further disseminate, or republish the critical information. Report the violation to your chain of command and ask the person to remove the information, if feasible. Alabama National Guard (ALNG) members must be mindful of threats, as well as appropriate conduct when given access to sensitive information or missions. Posting of images, video, or content to personal or official social media platforms is prohibited when it violates OPSEC. ALNG members are reminded to implement security measures while using social media platforms and devices in order to restrict outsider access, such as disabling geo-tagging and increasing privacy settings.

3. Unless explicitly stated otherwise by your supervisor, personal social media usage during duty hours should be limited to authorized breaks unless social media engagement is a specific function of your position duties. Social media applications should not be installed on ALNG mobile devices without prior approval from the ALNG G6.

4. ALNG members must not engage in offensive and inappropriate behavior on social media that could bring discredit upon themselves and the organization or could imply prejudice, racism, sexual harassment, sexism, defamation, libel, be taken as obscene, abusive, threatening, or otherwise offensive or illegal.

5. As a full-time employee, on State Active Duty, Title 10, Title 5, AGR, MILTECH or ADOS your decision to participate in social media is a personal decision. Be cognizant of how you represent yourself within your personal social networks because you are representing the ALNG as a member of the organization. Your personal views can be seen as the views of the ALNG, even if you disclose a post as your own opinion. For this reason, be mindful of information posted to social media platforms that would reflect poorly on the organization. This includes, but is not limited to, personal opinions on leadership or leadership decisions, decisions and announcements made by the U.S. President, political views, and any controversial media topic or event. Information posted to personal profiles still resides in the public domain and becomes the intellectual property of the platform owner, to be used at their will. While the members of the ALNG retain their First Amendment rights while using an online platform, members of the Alabama Air and Army National Guard who use personal social media platforms are still

expected to abide by applicable laws and regulations and maintain a professional demeanor.

6. As a traditional Guardsman be cognizant of how you represent yourself to the community. It is incumbent that your posts do not reflect negatively on the ALNG, or undermine the State of Alabama or the U.S. Government. Be aware that your posts could be viewed as official positions or statements of the ALNG, NGB, USA, USAF, DoD, etc., due to your membership in the ALNG. Be mindful of your membership before making any post that may bring discredit to this organization. Any post that could reflect negatively on the ALNG, State, or U.S. Government may be prosecuted under the ACMJ or applicable law or regulation.

7. When violations are brought to the attention of the Staff Judge Advocate or Public Affairs Office, such posts and comments are subject to review by named offices. Remember that social media posts are subject to Alabama Code of Military Justice and Uniform Code of Military Justice.

8. Social media users must also be mindful of implying federal endorsement of an organization, political party, business, or service. The Joint Ethics Regulation states, "Endorsement of a non-Federal entity, event, product, service, or enterprise may be neither stated nor implied by DoD or DoD employees in their official capacities. DoD personnel must protect against use of titles, positions, and organization and association names to suggest official endorsement or preferential treatment of any non-Federal entities." See Reference l for the SOCO Advisory 21-02 and Reference m for the Relations with Non-Federal Entities: Official and Personal.

9. Only Public Affairs Officers and other specifically designated individuals are authorized to create or maintain official organizational websites and social media pages. Individual members who establish online sites or groups relating to ALNG, or any Division thereof, that are not official must clearly state the site or group is not official and may not use official government symbols, such as state or unit insignia or patches, official seals, logos, etc., which are likely to be understood as implying government endorsement or participation. Such social media pages, when discovered will be reported to the PAO. These pages will be considered as impersonating an official government agency and shall be reported to the social media platform provider where the page resides, regardless of who created the page. The page shall be deemed as improperly utilizing official content.

10. Members are required to request permission from the ALNG Public Affairs Office if they wish to create an official online presence or social media page. Prior to creating online presence, members must complete the training required for publishing content to social media sites and have those sites be reviewed for compliance with Department of Defense policies, as outlined in the ALNG Process on Social Media Creation. Also, members who take over a social media site or online presence must notify the ALNG

Public Affairs Office to conduct the required training before content can be posted. See the Unit Public Affairs Representative (UPAR) Policy for further guidance on unit requirements, responsibilities, training and social media.

11. ALNG members who fail to comply with this policy, or fail to comply with supervisory directives concerning appropriate social media usage, may be subject to the Alabama Code of Military Justice or other appropriate disciplinary actions at the discretion of the individual's chain of command.

12. For questions or concerns regarding this policy or the appropriate use of social media platforms, contact the Alabama National Guard Public Affairs Office at 334-271-7244 or [alngpao@mail.mil](mailto:alngpao@mail.mil).

SHERYL E. GORDON  
Major General, ALNG  
The Adjutant General