



NATIONAL GUARD BUREAU
1636 DEFENSE PENTAGON
WASHINGTON DC 20301-1636

NGB DTM 0600.00
NGB-PA
15 July 2021

MEMORANDUM FOR NATIONAL GUARD BUREAU

Subject: National Guard Bureau Official External Presence Social Media Policy

References: See Attachment B.


1. Purpose. This Directive-Type Memorandum (DTM) establishes interim policy for the creation, maintenance, and use of Official External Presences (OEPs) on various social media platforms and interactive multi-media sites including but not limited to Facebook, Twitter, Flickr, YouTube, LinkedIn, and Instagram in accordance with the references.
2. Applicability. This DTM applies to the National Guard Bureau (NGB). This is not applicable to personnel assigned to manage Recruiting and Retention social media accounts.
3. Definitions.
 - a. Social Media -- Websites and digital applications that enable users to create and share content or to participate in social networking.
 - b. Official Posts -- Anything posted publicly to a website, social media site, or other digital application or platform that is publicly accessible by a military member, civilian, or contractor acting on behalf of the NGB. Official online posts involve content released in an official capacity by a NGB Public Affairs Office (NGB-PA).
4. Policy. Posting internal documents or information that the National Guard has not officially released to the public is prohibited, including memorandums, letters, emails, meeting notes, message traffic, white papers, public affairs guidance, drill weekend or other training guidance, pre-decisional-materials, investigatory information, and proprietary information. Please send inquiries to the NGB Social Media team at ngbpa.socialmedia@mail.mil and contact NGB-PA; at 703-607-2581.
5. Responsibilities. See Attachment A.
6. Procedures. See Attachment A.
7. Information Collection Requirements. None.
8. Other Paragraphs. N/A.

9. Tables, Figures, or Templates. See Attachment A.

10. Releasability. This DTM is approved for public release; distribution is unlimited. It is available at <<https://www.ngbpmc.ng.mil/>>. This DTM is effective upon publication and expires one year from the date of signature.

11. Records Management. This DTM and all records created as a result, regardless of media and format, must be managed in coordination with the Chief of Staff of the NGB Joint Staff in accordance with the NGB Records Management Program.

12. Compliance. Per the CNGB 5000.01 Issuance Series, the proponent will review this DTM annually on the anniversary of its effective date to either confirm the action has been completed or to update and extend the directive's continued applicability, currency, and consistency with Federal, Department of Defense, and NGB policy and provide validation to the NGB Strategy, Policy, Plans, and International Affairs Directorate.


DANIEL R. HOKANSON
General, USA
Chief, National Guard Bureau

Attachments:
As stated

ATTACHMENT A

NATIONAL GUARD BUREAU SOCIAL MEDIA

1. Use of OEPs. National Guard military and civilian members are encouraged to use social media to share their experiences and to conduct themselves online in a safe and professional manner worthy of their status and calling to support and defend the Nation.

a. Organizational Use. The NGB recognizes that publicly viewable OEPs on various social media platforms offer a valuable avenue for communicating with internal and external audiences. However, if these sites are not appropriately managed, they become ineffective and pose risks to the organization's credibility and reputation. Requests for additional OEPs must be submitted for review and approved by the Director of NGB-PA.

b. Official OEPs. The following pages and sites are the only authorized OEPs in NGB:

FACEBOOK PAGES
National Guard
Chief of the NGB
Director of the Army National Guard
Director of the Air National Guard
Air National Guard

Table 1. Facebook Pages

TWITTER ACCOUNTS
NGB
Air National Guard
Director of the Army National Guard
Chief of the NGB

Table 2. Twitter Accounts

YOUTUBE ACCOUNT
NGB

Table 3. YouTube Account

INSTAGRAM ACCOUNTS
Chief of the NGB
Director of the Army National Guard
Air National Guard
NGB

Table 4. Instagram Accounts

FLICKR ACCOUNTS
NGB
Chief of the NGB

Table 5. Flickr Accounts

2. Unofficial OEPs. Any OEP not listed above is not authorized and has the potential to either embarrass NGB or may inadvertently disclose nonpublic information or Controlled Unclassified Information (CUI) that aggregates to reveal sensitive or classified information. Personal sites should not misrepresent an organizational site. If this is detected, the personal site must either be closed down or converted to a private group. The individual operating the site should then submit a request to operate an organizational page for review and decision to the Director of NGB-PA. All personnel should also remember operational security when posting information in the digital environment. Reports of unauthorized OEPs should be submitted via email to ngbpa.socialmedia@mail.mil.

3. Requests for New OEPs. If an individual would like an existing account that is not already listed under 2.b. to be considered an official OEP, it must be converted to a closed group or private account first. A request for review should be submitted via email to ngbpa.socialmedia@mail.mil. The Director of the office requesting the OEP or Primary Staff Officer will appoint, in writing, a primary and alternate point of contact responsible for maintaining each additional approved OEP. They must include a dedicated Public Affairs-trained subject matter expert managing the OEP and a written strategy including the purpose, intended audience, and plan for the OEP. NGB-PA will provide required training to ensure the points of contact understand and adhere to all applicable regulations and guidelines.

a. OEP Management. To safeguard the NGB, OEPs must:

(1) Posting Frequency. Post at least three times weekly, with at least one of those posts being organically generated content (for example, locally produced photo, video or print product, not a “shared” post from another page). Pages that do not post regularly send the message that the organization or leader exists but is not doing anything significant.

(2) Private Messages. Answer private messages in a timely and professional manner. OEPs are not bulletin boards or websites where information can simply be displayed and then forgotten. They are two-way communication tools, and a page’s responsiveness (or lack thereof), affects public perception and whether or not the followers feel that the unit or group cares about them.

(3) Comments. Answer appropriate audience questions factually and in a timely manner. Followers’ comments on an OEP’s posts are a matter of public record and must be managed accordingly. Do not delete comments. Hide comments in accordance with reference g.

b. OEP Rights. NGB-PA will have administrator-level rights or usernames and passwords to all NGB OEPs; unit and group points of contact will have editor-level rights where appropriate.

(1) Public Web and Social Media Communication Registering OEPs. Register all NGB OEPs properly in accordance with Department of Defense social media guidelines with NGB-PA.

(2) OEP Statement. The following statement will be included in the “about” section of any NGB OEPs: “Terms of Participation/Posting Guidelines: While this is an open forum, please keep your comments and posts appropriate. You participate at your own risk, taking personal responsibility for your comments, your username, and any information provided. The appearance of external links or the use of third-party applications on this site does not constitute official endorsement on behalf of the National Guard Bureau.” On Twitter and Instagram, this can be shortened to: (Following, RTs/likes & links ≠ endorsement.).

c. OEP Violations. Any NGB OEP that does not adhere to these guidelines will be subject to shut down at the direction of the NGB-PA. Official Government accounts are accessible at reference j.

ATTACHMENT B

REFERENCES

- a. Air Force (AF) Instruction 35-101, 20 November 2020, "Public Affairs Operations"
- b. AF Instruction 35-107, 15 March 2017, "Public Web and Social Communication"
- c. AF Manual 35-101, 07 December 2020, "Public Affairs Procedures"
- c. ALARACT 058/2018, 25 July 2018, "Professionalization of Online Conduct"
- d. Army Regulation 360-1, 08 October 2020, "The Army Public Affairs Program"
- e. Army Social Media Handbook: Policies and Procedures, <<https://www.army.mil/socialmedia>>, (accessed on 14 July 2021)
- f. Department of Defense Instruction 8170.01, 02 January 2019, "Online Information Management and Electronic Messaging"
- g. Department of Defense Office of Inspector General, Social Media User Agreement, <<http://www.dodig.mil/Disclaimers/Social-Media-User-Agreement/>>, (accessed on 14 July 2021)
- h. NGB-PA Memorandum, 12 June 2014, "Social Media Guidance for National Guard Members"
- i. Secretary of Defense Memorandum, 06 January 2017, "Guidance on Transition and Archiving of Official Social Media Accounts," <https://www.army.mil/e2/downloads/rv7/socialmedia/guidance_on_transition_and_archiving_of_official_social_media_accounts_010617.pdf>, (accessed on 14 July 2021)
- j. U.S. General Services Administration Negotiated Terms of Service Agreements, <https://digital.gov/resources/negotiated-terms-of-service-agreements/>, (updated 14 July 2020)