

***** UNCLASSIFIED // *****

Subject: INTERNET-BASED CAPABILITIES GUIDANCE - OFFICIAL INTERNET POSTS
Originator: /C=US/O=U.S.

GOVERNMENT/OU=DOD/OU=NAVY/OU=ORGANIZATIONS(UC)/L=DISTRICT OF
COLUMBIA/L=WASHINGTON/OU=SECNAV WASHINGTON DC(UC)

DTG: 192027Z Aug 10

Precedence: ROUTINE

DAC: General

To: /C=US/O=U.S. GOVERNMENT/OU=DOD/OU=NAVY/OU=ADDRESS LISTS(UC)/CN=AL
ALNAV(UC)

/C=US/O=U.S. GOVERNMENT/OU=DOD/OU=AUTODIN PLAS/OU=AIG 6-AZ/OU=ALNAV

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FM SECNAV WASHINGTON DC

TO ALNAV

BT UNCLAS //N05720//

ALNAV 056/10

MSGID/GENADMIN/SECNAV WASHINGTON DC/AUG//

SUBJ/INTERNET-BASED CAPABILITIES GUIDANCE - OFFICIAL INTERNET POSTS//

REF/A/DESC:DIRECTIVE-TYPE MEMORANDUM (DTM) 09-026/DEPSECDEF/25FEB2010//

REF/B/DESC:DOD DIRECTIVE 5230.09/DA&M, DOD/22AUG2008// REF/C/DESC:DOD

5500.7-R/GC, DOD/23MAR2006// REF/D/DESC:SECNAVINST 5720.44B/OI-

5/1NOV2005// REF/E/DESC:SECNAVINST 5720.47B/CHINFO/28DEC2005//

REF/F/DESC:SECNAVINST 5211.5E/DNS-36/28DEC2005// REF/G/DESC:SECNAVINST

5239.3B/DON CIO/17JUN2009// REF/H/DESC:DODMAN 5205.02-M/USD-

I/03NOV2008//

REF/I/DESC:5 U.S.C. 552a, THE PRIVACY ACT OF 1974-AS AMENDED//

REF/J/DESC:U.S. NAVY REGULATIONS// REF/K/DESC:DOD DIRECTIVE

1344.10/USD(P&R)/19FEB2008//

NARR/REF A IS DOD POLICY FOR THE RESPONSIBLE AND EFFECTIVE USE OF
INTERNET-BASED CAPABILITIES. REF B IS DOD POLICY FOR CLEARANCE OF DOD
INFORMATION FOR PUBLIC RELEASE. REF C IS THE JOINT ETHICS REGULATION.
REF D IS DON PUBLIC AFFAIRS POLICY AND REGULATIONS. REF E IS DON POLICY
FOR CONTENT OF PUBLICLY ACCESSIBLE WORLD WIDE WEB SITES. REF F IS DON
PRIVACY ACT PROGRAM. REF G IS THE DON INFORMATION ASSURANCE POLICY. REF
H IS THE DOD OPERATIONS SECURITY (OPSEC) PROGRAM MANUAL. REF I IS THE
PRIVACY ACT OF 1974, AS AMENDED. REF J IS U.S. NAVY REGULATIONS. REF K
IS THE DOD POLICY FOR POLITICAL ACTIVITIES BY MEMBERS OF THE ARMED
FORCES.//

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GENTEXT/REMARKS/1. THIS ALNAV PROVIDES GUIDANCE TO ALL DEPARTMENT OF NAVY (DON) PERSONNEL REGARDING OFFICIAL POSTS ON INTERNET-BASED CAPABILITIES. A SEPARATE ALNAV PROVIDES GUIDANCE REGARDING UNOFFICIAL POSTS ON INTERNET-BASED CAPABILITIES.

2. DEFINITIONS: PER REF A, THE FOLLOWING DEFINITIONS APPLY:

A. INTERNET-BASED CAPABILITIES (IBC) -- PUBLICLY ACCESSIBLE INFORMATION CAPABILITIES AND APPLICATIONS AVAILABLE ACROSS THE INTERNET IN LOCATIONS NOT OWNED, OPERATED, OR CONTROLLED BY THE DEPARTMENT OF DEFENSE OR THE FEDERAL GOVERNMENT. INTERNET-BASED CAPABILITIES INCLUDE COLLABORATIVE TOOLS SUCH AS SOCIAL NETWORKING SERVICES, SOCIAL MEDIA, USER-GENERATED CONTENT, SOCIAL SOFTWARE, WEB-BASED E-MAIL, INSTANT MESSAGING, AND DISCUSSION FORUMS (E.G., YOUTUBE, FACEBOOK, MYSPACE, TWITTER, GOOGLE APPS).

B. OFFICIAL USES OF INTERNET-BASED CAPABILITIES

(1) EXTERNAL OFFICIAL PRESENCES -- OFFICIAL PUBLIC AFFAIRS ACTIVITIES CONDUCTED ON NON-DOD SITES ON THE INTERNET (E.G., THE 'U.S. NAVY' AND 'MARINE CORPS NEWS' FACEBOOK PAGES, INDIVIDUAL COMMAND TWITTER ACCOUNTS). THESE PRESENCES FUNCTION AS EXTENSIONS OF, NOT IN LIEU OF, OFFICIAL DON WEB SITES.

(2) OFFICIAL REPRESENTATION -- ACTIVITIES SUCH AS AUTHORIZED COMMAND REPRESENTATIVES COMMENTING IN AN OFFICIAL CAPACITY ON FACEBOOK FAN PAGES, MILITARY INTEREST BLOGS (MILBLOGS), AND SIMILAR IBC.

(3) NON-PUBLIC AFFAIRS USE OF IBC -- OFFICIAL USE OF AN IBC IS PERMITTED TO SUPPORT MISSION RELATED FUNCTIONS (E.G. USE OF A WIKI OR OTHER IBC FOR COLLABORATION WITH PARTNERS EXTERNAL TO THE DOD).

3. GUIDANCE.

A. PER REF A, OFFICIAL DON INFORMATION MAY BE DISSEMINATED VIA INTERNET-BASED CAPABILITIES, PROVIDED SUCH DISSEMINATION IS IN COMPLIANCE WITH REFS A THRU K. THE DON RECOGNIZES THE VALUE OF THESE COMMUNICATION CHANNELS IN POSTING CURRENT INFORMATION FOR OUR VARIOUS CONSTITUENTS AND SUPPORTING THE MORALE OF PERSONNEL, THEIR FAMILIES AND FRIENDS. THIS FREE FLOW OF INFORMATION CONTRIBUTES TO LEGITIMATE TRANSPARENCY OF THE DON TO THE U.S. PUBLIC WHOM WE SERVE.

B. THE DEPARTMENT OF THE NAVY CHIEF INFORMATION OFFICER (DON CIO), CHIEF OF INFORMATION (CHINFO), MARINE CORPS DIRECTOR OF PUBLIC AFFAIRS (DIRPA), DEPUTY DON CIO (NAVY) AND DEPUTY DON CIO (MARINE CORPS) WILL COORDINATE A DETAILED POLICY SPECIFYING ROLES AND RESPONSIBILITIES TO ENSURE THE SAFE AND EFFECTIVE ADMINISTRATION OF OFFICIAL USE OF INTERNET-BASED CAPABILITIES TO INCLUDE EXTERNAL OFFICIAL PRESENCES. THIS WILL INCLUDE A CONSISTENT PROCESS FOR THE REGISTRATION, REVIEW, APPROVAL AND MONITORING OF ALL DON OFFICIAL PRESENCES ON INTERNET-BASED CAPABILITIES.

C. CURRENTLY, CHINFO AND USMC DIRPA MAINTAIN REGISTRIES OF EXTERNAL OFFICIAL PRESENCES ON INTERNET-BASED CAPABILITIES FOR NAVY AND USMC RESPECTIVELY. THESE REGISTRIES INCLUDE A PUBLICLY ACCESSIBLE DIRECTORY OF VALIDATED DON OFFICIAL EXTERNAL PRESENCES. UNTIL FUTURE POLICY IS RELEASED DETAILING A DON IBC REGISTRATION AND APPROVAL

PROCESS, NAVY COMMANDS MUST SUBMIT THEIR EXTERNAL OFFICIAL PRESENCES FOR REVIEW AND APPROVAL TO WWW.NAVY.MIL/SOCIALMEDIA. USMC COMMANDS MUST SUBMIT THEIR EXTERNAL OFFICIAL PRESENCES FOR REVIEW AND APPROVAL TO WWW.MARINES.MIL/SOCIALMEDIA.

D. COMMANDS MUST DESIGNATE ADMINISTRATORS FOR OFFICIAL USE OF IBC TO INCLUDE EXTERNAL OFFICIAL PRESENCES. THE ADMINSTRATOR IS RESPONSIBLE TO ENSURE POSTINGS TO THE IBC COMPLY WITH CONTENT RESTRICTIONS AND THE IBC IS CONFIGURED SECURELY IN COORDINATION WITH THE COMMAND INFORMATION ASSURANCE MANAGER (IAM). COMMANDS THAT PERMIT POSTINGS BY OTHERS (E.G. FANS) MUST ENSURE THE SITE CONTAINS AN APPROVED USER AGREEMENT DELINEATING THE TYPES OF INFORMATION THAT ARE UNACCEPTABLE FOR POSTING TO THE SITE AND MUST REMOVE UNACCEPTABLE CONTENT. AT A MINIMUM, THE DON'S CURRENT SOCIAL MEDIA USER AGREEMENT IS REQUIRED. THIS AGREEMENT IS FOUND AT WWW.CHINFO.NAVY.MIL/SOCIALMEDIA/USER_AGREEMENT.DOC (NOTE UNDERScore BETWEEN THE WORDS OF THE FILE NAME).

E. EXTERNAL OFFICIAL PRESENCES SHALL LINK TO THE COMMAND/ACTIVITY'S OFFICIAL WORLD WIDE WEB SITE.

F. COMMANDS/ACTIVITIES MUST DEVELOP AND PUBLISH LOCAL PROCEDURES FOR THE APPROVAL AND RELEASE OF ALL INFORMATION, OF ANY MEDIA, POSTED ON COMMAND/ACTIVITY OFFICIAL USE OF INTERNET-BASED CAPABILITIES TO ENSURE POSTED INFORMATION MEETS REQUIREMENTS SET FORTH IN REFS (A) THROUGH (K).

G. COMMANDS MUST ACTIVELY MONITOR AND EVALUATE OFFICIAL USE OF IBC FOR COMPLIANCE WITH SECURITY REQUIREMENTS AND FOR FRAUDULENT OR OBJECTIONABLE USE.

H. OFFICIAL REPRESENTATIONS MAY BE POSTED ONLY BY THOSE AUTHORIZED TO RELEASE OFFICIAL INFORMATION TO THE PUBLIC. THIS MAY INCLUDE AN INDIVIDUAL WHO IS POSTING UNDER THE SUPERVISION OF THOSE AUTHORIZED TO RELEASE OFFICIAL INFORMATION. CONTRACTED PUBLIC AFFAIRS AND COMMUNICATIONS MANAGEMENT PERSONNEL ARE NOT AUTHORIZED TO PUBLISH CONTENT TO A COMMAND/ACTIVITY EXTERNAL OFFICIAL PRESENCE UNLESS A DON OFFICIAL WITH THE AUTHORITY FOR PUBLIC RELEASE OF INFORMATION APPROVES AND CONTROLS THE CONTENT.

I. INFORMATION POSTED IN AN OFFICIAL CAPACITY TO ANY INTERNET-BASED CAPABILITY MUST NOT INCLUDE:

(1) CLASSIFIED INFORMATION, PRE-DECISIONAL INFORMATION, PROPRIETARY INFORMATION, BUSINESS SENSITIVE INFORMATION, OPSEC INDICATORS, INFORMATION DESIGNATED AS FOR OFFICIAL USE ONLY (FOUO), OR PRIVILEGED INFORMATION, UNDER APPLICABLE LAW.

(2) INFORMATION PROTECTED BY THE PRIVACY ACT OF 1974 OR THE HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT (HIPAA) OF 1996.

(3) INFORMATION, OTHER THAN AUTHORIZED RELEASES, ABOUT CASUALTIES PRIOR TO OFFICIAL CONFIRMATION THAT NEXT OF KIN HAVE BEEN NOTIFIED AND A COMPETENT AUTHORITY AUTHORIZES PUBLICATION OF SPECIFIC CASUALTY INFORMATION. COMMANDERS ARE REMINDED THAT CASUALTY INFORMATION IS TO BE TIGHTLY CONTROLLED AND HEAVILY SCRUTINIZED.

(4) INFORMATION, OTHER THAN AUTHORIZED RELEASES, REGARDING EVENTS OR INCIDENTS CURRENTLY UNDER INVESTIGATION.

(5) INFORMATION THAT IS UNDER COPYRIGHT OR TRADEMARK, WITHOUT PERMISSION OF THE HOLDER.

(6) UNIT OR OTHER PERSONNEL LISTS/ROSTERS, CHARTS OR DIRECTORIES, WITH THE NAMES, ADDRESSES AND TELEPHONE NUMBERS OF UNIT MEMBERS. THIS PROVISION DOES NOT APPLY TO THE NAME, RANK, OR BUSINESS CONTACT INFORMATION FOR A CO, XO, CMC OR COMMAND OMBUDSMEN OR AS OTHERWISE REQUIRED IN THIS DIRECTIVE.

(7) MATERIAL THAT IS POLITICAL IN NATURE OR TENDS TO ENDORSE POLITICAL PARTIES, CANDIDATES, CAMPAIGNS, REFERENDUMS, BALLOT INITIATIVES, OR OTHER POLITICAL CAUSES.

(8) MATERIAL THAT ENDORSES/PROMOTES NON-FEDERAL ENTITY (NFE) PRODUCTS, NFE SERVICES, OR NFE ENTERPRISES OTHER THAN THOSE OFFICIALLY ENDORSED BY THE DEPARTMENT OF THE NAVY.

(9) POSTED LINKS TO COMMERCIAL CONTENT WHICH MAY IMPLY ENDORSEMENT. THIS INCLUDES THOSE TO COMMERCIAL ENTITIES, CHARITIES OR CAUSES (EXCEPT THOSE AUTHORIZED BY STATUTE OR REFS C AND E).

J. LINKS TO ARTICLES OR POSTS ABOUT THE DOD, THE DON OR ANY COMPONENT THEREOF ARE PERMITTED.

K. INFORMATION POSTED IN AN OFFICIAL CAPACITY TO ANY INTERNET-BASED CAPABILITY MUST:

(1) BE CLEARLY IDENTIFIED AS BEING MADE BY AN AUTHORIZED MEMBER OF THE COMMAND/ACTIVITY TO INCLUDE NAME, RANK, AND TITLE OF THE AUTHOR UNLESS POSTED BY AN ADMINISTRATOR, WHERE IT IS CLEAR THE POST IS OFFICIAL IN NATURE.

(2) MAKE NO ATTEMPT TO DISGUISE, IMPERSONATE OR OTHERWISE MISREPRESENT THE IDENTITY OR AFFILIATION OF THE AUTHOR. ANONYMOUS POSTS ARE PROHIBITED.

(3) BE TRUTHFUL, ACCURATE, AND WRITTEN IN A PROFESSIONAL MANNER, INCLUDING CORRECT SPELLING AND GRAMMAR.

(4) NOT VIOLATE APPLICABLE U.S. NAVY REGULATIONS REGARDING COMMENTARY REFLECTING ON A SUPERIOR OR RELEASE OF INFORMATION ABOUT PRIVATE INDIVIDUALS.

(5) IN CASES NECESSITATING A CORRECTION OF A PREVIOUS POST BY ANOTHER CONTRIBUTOR TO THE INTERNET-BASED CAPABILITY, BE DONE IN A RESPECTFUL, CLEAR AND CONCISE MANNER. PERSONAL ATTACKS ARE PROHIBITED.

4. ADDITIONAL INFORMATION ABOUT THE USE OF INTERNET-BASED CAPABILITIES FOR EXTERNAL OFFICIAL PRESENCES AND PUBLIC AFFAIRS POLICY, GUIDANCE, TRAINING, AND RECOMMENDED BEST PRACTICES IS AVAILABLE AT WWW.CHINFO.NAVY.MIL/SOCIALMEDIA.HTML (NAVY) OR WWW.MARINES.MIL/SOCIALMEDIA (MARINE CORPS). FOR QUESTIONS REGARDING THE USE OF INTERNET-BASED CAPABILITIES, NOT RELATED TO PUBLIC AFFAIRS ACTIVITIES IN THE DON, PLEASE CONTACT THE AFOREMENTIONED DON CIO POC.

5. RELEASED BY RAY MABUS, SECRETARY OF THE NAVY.// BT