DACOWITS RFI W4 for March 2015

The Committee requested a written response from the Army on the following subject: Impacts of Social Media on Military Women

1. What are the Services current policies regarding social media usage?

The Office of the Chief of Public Affairs maintains a social media handbook, "The Unites States Army Social Media Handbook," with social media guidelines, which is publicly available on the U.S. Army Slide Share account. Additionally social media usage is guided by the following references: DOD Instruction 8550.01-DOD Internet Services and Internet-based Capability, 11 Sep 2011; AR 25-1, Army Information Technology, dated 25 June 2013; Army Standing Operating Procedures for Official U.S. Army External Presence; Secretary of the Army memo, "Delegation of Authority-Approval of External Official Presences," 2 Dec 2013; ALARACT 289/2013: Army Operations Security Training For External Official Presence (EOP) Operators, 29 Oct 13; and Secretary of the Amy memo, "Responsible Use of Internet-based Capabilities," 25 mar 10.

2. Are there any policies specifically addressing social media and sexual harassment?

AR 600-20, Army Command Policy, paragraph 4-19, addresses "treatment of persons" and provides policy on hazing and bullying including through social and electronic media. Otherwise, there are no any specific policies regarding social media and sexual harassment; however official pages must include and comply with "posting guidelines" under the "general information" tabs and comply with each social media platform's terms of service/use policies/community standards. The DOD Social Media User Agreement can be found at http://www.defense.gov/socialmedia/user-agreement.aspx and specifically states what can be deleted from an official page. For example, Facebook lists both violence and threats and bullying and harassment as violations of community standards, which in turn can be reported and removed.

3. What, to date, are the cases of punishment/accountability relating to social media and service members?

Punishment/accountability of cases relating to social media and service members is not handled at the OCPA level. If issues are brought to our attention it is sent to the service members command for appropriate action as deemed by the command and local legal authority.

4. Do the Services actively review Service member's social media accounts when determining discipline?

Social media sites have protocols for requesting individual account information. When appropriate, the commander can use legal and investigative channels to acquire social media information.

5. Can complaints of online harassment be brought to the Commanding Officer?

Yes, complaints of harassment whether online or not should be treated the same and reported to the appropriate authority.

6. Are online harassment remarks addressed? If so, by what means are the Services utilizing to address this?

Social media sites have protocols for requesting individual account information. When appropriate, the commander can use legal and investigative channels to acquire social media information.

7. Is there training or guidelines conveyed to recruits, both officers and enlisted? Is refresher training given? If so, how often?

Yes, Public Affairs & Media Awareness training was developed and loaded onto the Training Development Capabilities website for implementation into various Army courses and briefly discusses appropriate content.

RFI Category and Number:
Wellness Working Group RFI #4

RFI Question:
Impacts of Social Media on Military Women.
The Committee requests a written response from the Services on the following:

- *What are the Services current policies regarding social media usage?*
- *Are there any policies specifically addressing social media and sexual harassment?*
- *What, to date, are the cases of punishment/accountability relating to social media and service members?*
- *Do the Services actively review Service member's social media accounts when determining discipline?*
- *Can complaints of online harassment be brought to the Commanding Officer?*
- *Are online harassment remarks addressed? If so, by what means are the Services utilizing to address this?*
- *Is there training or guidelines conveyed to recruits, both officers and enlisted? Is refresher training given? If so, how often?*

RFI Response:

- **What are the Services current policies regarding social media usage?**

The Navy welcomes and encourages Sailors to responsibly use mass and digital media to share appropriate personal information and to help tell the Navy story. Guidelines are laid out in Service and DoD instructions:

  - ALNAV 056/10 discusses official Internet posts (http://www.public.navy.mil/bupers-npc/reference/messages/Documents/ALNAVS/ALN2010/ALN10056.txt)
  - DoD Instruction 8550.01 discusses Internet-based capabilities such as social media (http://www.dtic.mil/whs/directives/corres/pdf/855001p.pdf)
  - ALNAV 057/10 covers unofficial Internet posts (http://www.public.navy.mil/bupers-npc/reference/messages/Documents/ALNAVS/ALN2010/ALN10057.txt)

POC or office responsible:

CDR Chris Servello, CNP PAO, (703) 604-3401, christopher.servello@navy.mil

- **Are there any policies specifically addressing social media and sexual harassment?**

The following instructions govern social media use in the Navy and DoD:

  - DoD Instruction 8550.01 discusses Internet-based capabilities such as social media (http://www.dtic.mil/whs/directives/corres/pdf/855001p.pdf)
  - ALNAV 057/10 covers unofficial Internet posts (http://www.public.navy.mil/bupers-npc/reference/messages/Documents/ALNAVS/ALN2010/ALN10057.txt)

Policy is provided in DON Guidance for Unofficial Internet Posts, June 2010 and ALNAV 057/10, Internet-Based Capabilities Guidance – Unofficial Internet Posts. This guidance prohibits any unofficial internet postings that could be perceived as defamatory, libelous, obscene, abusive, threatening, racially or ethnically hateful or otherwise offensive or illegal.

With regards to sexual harassment, the DON defines sexual harassment as "a form of sex discrimination that involves unwelcome advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature when:

a. Submission to such conduct is made either explicitly or implicitly a term or condition of a person's job, pay, or career.

b. Submission to or rejection of such conduct by a person is used as a basis for career or employment decisions affecting that person.

c. Such conduct has the purpose or effect of unreasonably interfering with an individual's work performance or creates an intimidating, hostile, or offensive work environment."

This definition emphasizes that workplace conduct, to be actionable as "abusive work environment" harassment, need not result in concrete psychological harm to the victim, but rather need only be so severe or pervasive that a reasonable person would perceive, and the victim does perceive, the workplace as hostile or offensive. OPNAVINST 5354.1F CH-1 policy defines the term "workplace' or "work environment" as an expansive term for military members and may include conduct on or off-duty, 24 hours a day.

POC or office responsible:

Mr. Jason Kelly, Director of Digital Media Engagement, CHINFO, (OI2), 703-614-9434, Jason.s.kelly@navy.mil
Mr. George Bradshaw, OPNAV N173, 901-874-4271, george.e.bradshaw@navy.mil
CDR Chris Servello, CNP PAO, (703) 604-3401, christopher.servello@navy.mil

- **What, to date, are the cases of punishment/accountability relating to social media and service members?**

Potential offenses related to the improper use of social media vary. The Navy does not track accountability data at this level of detail. But ostracism, maltreatment or other acts of retaliation against victims of crime or those who report crimes, including through the use of social media, are punishable under the UCMJ.

POC or office responsible:

CDR Anne Marks, Deputy Staff Judge Advocate, Office of Legal Counsel for the Chief of Naval Personnel (N00L) , (703) 604-0443, anne.marks@navy.mil

- **Do the Services actively review Service member's social media accounts when determining discipline?**

Review of social media accounts of a suspect or of witnesses to a reported crime is a common investigative action taken during the course of criminal investigations. Such reviews of social media accounts that take place during an investigation may provide evidence relevant to an alleged offense and would therefore be considered in determining disposition on an alleged offense. Each case is evaluated on its own specific facts and judged on its own merits.

POC or office responsible:

CDR Anne Marks, Deputy Staff Judge Advocate, Office of Legal Counsel for the Chief of Naval Personnel (N00L) , (703) 604-0443, anne.marks@navy.mil

- **Can complaints of online harassment be brought to the Commanding Officer?**

Yes, complaints of online harassment can be brought to the Commanding Officer.

The chain of command is the primary and preferred channel for identifying and correcting discriminatory practices. This includes the processing and resolving of complaints of SH. Individuals who believe they have experienced (or observed) a sexually harassing situation are encouraged to handle the issue themselves informally. If the situation is not resolved or if the objectionable behavior continues, individuals may file a formal complaint of sexual harassment using the Navy Equal Opportunity Formal Complaint Form, NAVPERS 5354/2. This complaint shall be given to the commander within 1 calendar day for action. Other formal complaint options include (but are not limited to):

(1) Filing a U.S. Navy Regulations Article 1150, Redress of Wrong Committed by a Superior (other than the commander).
(2) Filing a Uniform Code of Military Justice (UCMJ) Article 138, Complaints of Wrongs against the Commander.
(3) Filing a NAVPERS 1626/7, Report and Disposition of Offenses.
(4) Contacting the Inspector General (IG), which includes Echelon 2 IGs, as well as the Naval Inspector General (NAVINSGEN).
(5) Communicating with elected officials.

Further guidance can be found within the Navy Equal Opportunity Policy, OPNAVINST 5354.1F CH-1 and the Navy Equal Opportunity website http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/equal_opportunity/Pages/default.aspx

POC or office responsible:

Mr. George Bradshaw, OPNAV N173, 901-874-4271, george.e.bradshaw@navy.mil

- **Are online harassment remarks addressed? If so, by what means are the Services utilizing to address this?**

Online harassment or objectionable online behaviors by individuals who serve in the Navy are subject to the UCMJ. The preferred method for informing the Commander of sexual harassment is the Navy Equal Opportunity Formal Complaint Form, NAVPERS 5354/2.

Other formal complaint options include (but are not limited to):

(1) Filing a U.S. Navy Regulations Article 1150, Redress of Wrong Committed by a Superior (other than the commander).
(2) Filing a Uniform Code of Military Justice (UCMJ) Article 138, Complaints of Wrongs against the Commander.
(3) Filing a NAVPERS 1626/7, Report and Disposition of Offenses.
(4) Contacting the Inspector General (IG), which includes Echelon 2 IGs, as well as the Naval Inspector General (NAVINSGEN).
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Further guidance can be found within the Navy Equal Opportunity Policy, OPNAVINST 5354.1F CH-1 and the Navy Equal Opportunity website http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/equal_opportunity/Pages/default.aspx

POC or office responsible:

Mr. George Bradshaw, OPNAV N173, 901-874-4271, george.e.bradshaw@navy.mil

- **Is there training or guidelines conveyed to recruits, both officers and enlisted? Is refresher training given? If so, how often?**

There is no set (annual/bi-annual requirement) for social media training...although social media use is discussed in annual Core Value and information security training. To help guide responsible and respectful use, Navy training resources like the Navy Command Social Media Handbook, CHINFO Facebook Basics, and Facebook Tutorials provide guidelines to both officers and enlisted. Refresher training is given at the command level based on interest and necessity.

POC or office responsible:

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DACOWITS Request for Information Regarding Social Media
RFI# W4: Impacts of Social Media on Military Women
U.S. Air Force

I. Are there any policies specifically addressing social media and sexual harassment?

Air Force Instruction 1-1, *Air Force Standards*, sets out standards that are directive in nature and that can form the basis for adverse action under the UCMJ. Relevant sections include:

- All Airmen have the enduring responsibility to foster a climate of dignity and respect and to promote and ensure a culture that will not tolerate sexual assault or behaviors that support it. (para 1.7.4.5)

- Our core values demand that Airmen treat others with genuine dignity, fairness, and respect at all times. (para 2.1)

- Air Force personnel must not engage in any conduct that is improper (including conduct which gives the appearance of impropriety), illegal, dishonest, or otherwise brings discredit to the Air Force. (para 2.3.6)

- Airmen interact with individuals through many forms of communication, including face-to-face, telephone, letter, e-mail, text messages, social networking services, and social media. Social networking services include weblogs, message boards, video sharing, and social networking sites, (*e.g.*, YouTube, Facebook, MySpace, Twitter, Google Apps) which are web-based services that allow individuals and communities of people to stay in touch. Compliance with the standards discussed in this instruction does not vary, and is not otherwise dependent on the method of communication used. You are personally responsible for what you say and post on social networking services and any other medium. Regardless of the method of communication used, Air Force standards must be observed at all times, both on and off-duty. (para 2.15)

- Your obligation to maintain appropriate communication and conduct with officer and enlisted personnel, peers, superiors, and subordinates (to include civilian superiors and subordinates) is applicable whether you communicate via a social networking service or other forms of communication, such as e-mail, instant messaging, or texting. (para 2.15.2)

- You must avoid offensive and/or inappropriate behavior on social networking platforms and through other forms of communication that could bring discredit upon the Air Force or you as a member of the Air Force, or that would otherwise be harmful to good order and discipline, respect for authority, unit cohesion, morale, mission accomplishment, or the trust and confidence that the public has in the United States Air Force. (para 2.15.3)

Misbehavior involving social media is also addressed through the UCMJ which includes the following relevant punitive articles:

- Article 92, Dereliction of duty
- Article 92, Failure to obey a lawful order
- Article 93, Cruelty and maltreatment
- Article 117, Provoking speech

- Article 133, Conduct unbecoming an officer
- Article 134, Conduct, service discrediting and/or prejudicial to good order/discipline
- Article 134, Fraternization
- Article 134, Indecent language
- Article 134, Communicating a threat

Department of Defense Instruction 1304.33 addresses relationships between trainer/recruiters and trainee/recruits. It specifically prohibits "personal, intimate, or sexual relationships including those relationships conducted in person or via cards, letters, e-mails, telephone calls, instant messaging, video, photographs, social networking, or any other means of communication."

Additionally, Air Education and Training Command Instruction 36-2909 addresses recruiting, education, and training standards of conduct. It specifically prohibits "engaging in personal, social contact by any means. Prohibited contact includes, but is not limited to, personal, social media contact, such as: e-mail, texting, Facebook, Twitter, and similar virtual social networks." The AETCI has been in place since December 2013. Officer Training School and AFROTC provide training to cadets/trainees and cadre members/trainers on these instructions, both initially upon arrival and then annually. Within AFROTC, the AFROTC/CC's Commander's Expectation letter specifically addresses creating a work environment free from harassment and limits contact on social media between cadre and cadets to official business only (i.e., the detachment's official Facebook or Twitter account).

II. What, to date, are the cases of punishment/accountability relating to social media and service members?

Since 2010, the AF has had 145 cases wherein social media was referenced in at least one charge and the case was addressed ("punished") via court-martial or an Article 15.

Other situations (e.g., bullying, hate speech, indecency) have been brought to the attention of the Air Force Social Media Team by social media followers. Instances were passed from the Social Media Team to the respective first sergeants for review and/or action.

III. Do the Services actively review Service members' social media accounts when determining discipline?

Yes, in these instances:

- AFI 1-1, *Air Force Standards*: You should recognize that social network friends and followers may potentially constitute relationships that could affect determinations in background investigations and periodic reinvestigations associated with security clearances. (para 2.15.6)

- Command personnel, investigators, and legal office personnel frequently review social media when evaluating a case or when considering an appropriate response; in fact, anecdotally, many Air Force defense counsel warn their clients to "shut down" their social media sites in order to limit the inadvertent disclosure of incriminating material to investigators.

IV. Can complaints of online harassment be brought to the Commanding Officer?

Any complaint of sexual harassment can be brought to the commander or through command channels (e.g., to a supervisor, first sergeant, flight commander, squadron commander), regardless of the form in which it occurred. Complaints regarding any type of harassment can also be made to the installation Equal Opportunity Office, the Inspector General system, or through law enforcement.

Members of the public can make complaints of harassment through official online websites or social media, and recipients may pass them along through official command channels.

V. Are online harassment remarks addressed? If so, by what means are the Services utilizing to address this?

Commanders may investigate and take appropriate action concerning an Airman's on and off-duty conduct, to include online harassment remarks. Commanders have a full range of disciplinary and protective tools available to them. The disciplinary tools can include: counseling/reprimand, Article 15, court-martial, involuntary separation, etc. The protective tools can include: a no-contact order, an order to refrain from certain behaviors, an order to surrender one's off-base residence and move into the base dormitories, and pretrial restraint.

The Air Force Social Media Team investigates harassment complaints by gathering information (e.g., screenshots, names, locations) from a sender/follower and using it to contact an Airman's first sergeant.

VI. Is there training or guidelines conveyed to recruits, both officers and enlisted? Is refresher training given? If so, how often?

Air Force regulations, such as AFI 1-1, as well as the Air Force Social Medial Guide for Airmen (http://www.af.mil/Portals/1/documents/SocialMediaGuide2013.pdf), provide guidance on appropriate online conduct and related issues.

Starting February 2015, guidelines for using social media are presented to new Basic Military Training graduates weekly. The Air Force Social Media Team provides a 30-minute presentation to discuss considerations for OPSEC, appropriate conduct, and regulations.

Also, see the response to question one regarding DODI 1304.33 and the AETCI 36-2909. Trainees, cadets, trainers, and cadre members all complete the required training under these instructions both initially upon arrival and annually.

The OTS/AFROTC curricula do not specifically or directly address the "impact of social media on military women." The curricula, however, includes several lessons that indirectly touch on the issue. These lessons include: sexual harassment, equal opportunity, managing diversity, and public relations and the media. The common thread running through each of these lessons is fair treatment of others. The Public Relations and the Media lesson addresses the use of social media

with a focus on the do's and don'ts. The majority of these lessons are written at the comprehension level of learning and include case studies which provide the students with the opportunity to compare and contrast ideas and opinions in order to arrive at a greater understanding of the material.

At the Air Force Academy, Public Affairs briefs every month at Newcomers Orientation and holds training for cadets at least annually about what is and is not appropriate for social media. SAPR also briefs cadets on sexual assault, healthy vs. unhealthy relationships, as well as brings in additional training (ex. Sex Signals, Stalker Awareness Training).

Below info further describes Sexual Assault Prevention and Response education and training from both the enlisted and officer accession sources to include how social media is weaved into training:

Enlisted Recruiting: Sexual Assault Prevention and Response education and training begins as soon as an Air Force applicant meets with a recruiter. Starting from first contact with a recruiter and continuing through an Airman's professional military education, the Air Force builds upon established sexual assault prevention and response core competencies and learning objectives for all training. Recruiters brief new recruits on the definitions of sexual assault, sexual harassment, unprofessional relationships, maltreatment, poor training, and the requirement to report misconduct in the recruitment phase. The recruiter's goal is to ensure applicants understand that the Air Force does not and will not tolerate these negative behaviors. The recruiters also ensure new recruits understand the Air Force Sexual Assault Prevention and Response Program reporting procedures should they happen to be subjected to or witness anyone carrying out these offenses. To guarantee the message is received, the Air Force gives the same briefing again after the recruits arrive at Basic Military Training. The sexual assault prevention and response education continues at Basic Military Training, where 11.5-hours of core training focus on gender diversity, sexual harassment, and sexual assault. Instructors engage new recruits in discussions about how media, social media, and culture affect gender diversity, sexual harassment, and sexual assault. Every trainee must review the Second Air Force Commanders and Command Chiefs video on their rights and duties of a United States Air Force trainee in Basic Military Training as well as a similar one in technical training.

New recruits who complete Basic Military Training then attend a Technical School for their specific Air Force Specialty Code. In technical training new Airmen receive two-hours of scenario-based, sexual assault response coordinator-led discussions along with a four hour block of instruction based on scenarios they will face while in the community, classroom, dormitory, and elsewhere. Examples where social media, texting, and drinking are used throughout training to remain relevant and real to experiences the new recruits may face. Additionally, students are now tested on content and procedures. Additionally, during another block of training conducted by the Judge Advocate, information that emphasizes the policies and cases of unprofessional relationships and sexual assault are shared to enhance education and awareness.

Upon arrival at their first duty station, newly enlisted Airmen attend a course of instruction at the First Term Airman's Center. The course facilitates an Airman's transition from the training

environment to their first duty station. At the First Term Airman Center, Airmen learn about a wide variety of installation-specific topics to include the installation's Sexual Assault Prevention and Response Program. Airmen are introduced to the installation sexual assault response coordinator and given his or her contact information and receive a minimum of one-hour of sexual assault prevention and response training. The sexual assault prevention and response training concentrates on specific services offered by the installation, reporting avenues, first responder and local law enforcement contact information, and ongoing awareness campaigns. This venue allows for more discussion about the influence of culture and social media on sexuality, gender expectations, and response to sexual assault. In addition, new Airmen receive annual Sexual Assault Prevention and Response training along with the rest of the force. This year's annual training speaks directly to the influence of media and social media on gender expectations and sexual assault.

Officer Accessions Training: Officers in the United States Air Force join the Air Force through one of three avenues; The United States Air Force Academy, Reserve Officers Training Corps, or Officer Training School.

United States Air Force Academy: The Air Force Academy is committed to the advancement of values and behaviors required of military officers. The Air Force Academy is also dedicated to increasing sexual assault prevention and response education, victim confidence associated with reporting and victim support. To ensure a continuum of sexual assault training throughout the four-year degree program at the academy, the curriculum was enhanced in 2013 with a philosophy that within the first year, the cadet is a follower; second year a role model; third year a worker/coach; and fourth year a leader.

- As a follower, three and a half-hours are dedicated to content focusing on addressing definitions, roles, policies, gender issues, safety measures and bystander intervention.

- As a role model, two and a half-hours are dedicated to address content covering consequences along with verbal and nonverbal communication of sexual cues. One training uses a real life scenario that specifically involved social media and the harmful outcomes related to gender expectations.

- As a worker/coach, four-hours are dedicated to address prevention behaviors, victim psychology, holding peers appropriately accountable, victim empathy, and helping behaviors.

- Finally, as a leader, two and a half-hours are dedicated to focusing on legal implications and leadership roles in preventing sexual assaults.

The academy conducts sexual assault prevention and response training via large group briefings, small group facilitation, subject matter expert guest speakers, and leadership panels along with peer facilitated scenario discussions. The discussion of social factors that influence the continuum of harm and negative social norms are interspersed in training. These include sexism, social media, hostility towards women, hostile masculinity, and gender expectations.

The Air University Holm Center manages these Air Force Officer Commissioning Programs. The center sets the parameters within which Air Force officers must function for good order and discipline, clearly establishes differences between acceptable and unacceptable behavior, and emphasizes the consequences of not adhering to stated policies regarding acceptable behavior. Special emphasis is placed on ensuring faculty members and newly commissioned second lieutenants are fully aware and accepting of the Department of Defense standards on sexual assault prevention and response. The Air Force Reserve Officer Training Corps and Officer Training School Programs lay the foundation for sexual assault prevention and response for these officers.

Air Force Reserve Officer Training Corps: This officer accession source is a college program offered at more than 1,100 colleges and universities across the United States. To ensure a continuum of sexual assault prevention training throughout the Air Force Reserve Officer Training Corps Program, the following content is presented in a three-hour block of instruction each semester.

- An explanation of the Sexual Assault Prevention and Response Program to include: definitions of sexual assault, consent, and confidentiality; risks associated with alcohol use; the roles of a perpetrator, facilitator, bystander and victim; the wingman concept; the effects sexual assault can have on a unit's trust and cohesion; the importance of empathy to a victim; and how gender relations and sexism can impact trust and mission accomplishment.
- A case study addressing how to handle a sexual assault from both the victim and leadership standpoints as well as inappropriate relationships among military members.

During a cadet's field training encampment, which occurs between their sophomore and junior year, cadets receive a visit from the Maxwell Air Force Base Sexual Assault Response Coordinator. The sexual assault response coordinator discusses his or her role and responsibilities during the encampment, and a victim advocate's role in supporting a sexual assault victim. The sexual assault response coordinator is available during the encampment to discuss sexual assault reporting options and to answer cadet questions about the Sexual Assault Prevention and Response Program. In the summer of 2014, the field training encampment Sexual Assault Prevention and Response Curriculum incorporated "Sex Signals", a traveling sexual assault awareness production. The inclusion of this production into field training enables the Air Force to educate future officers on dating, sex, and the core issue of understanding consent, which is vital to Air Force prevention efforts.

Officer Training School: Officer Training School is a rigorous, nine-week program designed to challenge a person both mentally and physically. Similar to the Air Force Reserve Officer Training Corps, Officer Training School candidates receive Air University Holm Center-developed training. Officer candidates receive three hours of dedicated sexual assault prevention and response training, primarily taught during the introductory phase of the course and reemphasized throughout. The sexual assault prevention block of instruction is similar to the Air Force Reserve Officer Training Corps semester training. A summary of the curriculum is shown below.

- The sexual assault response coordinator responsibilities and availability while in training and the role of the victim advocate.

- A visit by the Maxwell Air Force Base Sexual Assault Response Coordinator to further discuss the sexual assault program to include restricted and unrestricted reporting as well as to answer questions.

- An explanation of the Sexual Assault Prevention and Response Program to include definitions of sexual assault; consent; confidentiality; risks associated with alcohol use; the roles of a perpetrator, facilitator, bystander and victim; the wingman concept; the effects sexual assault can have on a unit's trust and cohesion; the importance of empathy to a victim; and how gender relations and sexism can impact trust and mission accomplishment.

- A case study addressing how to handle a sexual assault from both the victim and leadership standpoints as well as inappropriate relationships among military members.

- A student assessment completed at the end of Officer Training School.

Newly commissioned officers continue their education and training in Sexual Assault Prevention and Response as they enter their first assignment by attending mandatory annual training and through their continued professional military education. Different mandatory and ancillary training addressing sexual assault prevention and response give opportunity to address issues of media literacy, social media, gender roles and expectations, and social factors that influence our response and potential to prevent social violence.

2013

4th Edition

Air Force Social Media Guide

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Introduction to Social Media

This guide will help you share information effectively while following Air Force instructions and protecting operations security. These simple, easy-to-follow tips will help you use social media in your professional and personal life. This guide is for informational purposes only and does not replace official Air Force policy.

People of all ages use social media daily. According to December 2012 Pew Internet Project data, 67% of adults who are online participate in social networking. It's an efficient way to keep in touch with friends and family, and it's how many people get their entertainment, connect with people over common interests and receive news.

You are encouraged to use social media to share your experiences as an Airman. You can contact your local public affairs office to see if they can share your story, or you can publish information on your social media accounts. Whether you're sharing information with just your close friends and family or sharing it with the world in a YouTube video or a blog, you're informing people on what it's like to be a part of the world's greatest Air Force. Your stories might inspire someone to join the Air Force, support the Air Force, comfort a parent or spouse, improve morale or correct inaccurate information.

Air Force families may want to use social media to keep in touch with deployed Airmen, network with other military families and share stories on social media.

People can feel comfortable about using social media and letting their Airmen use social media. It's one of the many tools available to communicate information, and it has a value-added capability of promoting interaction.

If you would like more information about using social media, contact the Social Media Division at the Air Force Public Affairs Agency at afpaa.hq.socialmedia@us.af.mil or (210) 395-1795; DSN 969-1795.

"Social media not only serves as a way to communicate internally with our Airmen, but also as a means to tell the story of our Airmen to external audiences who themselves are actively engaged in social networks."

Chief Master Sgt. Brian Hornback
Air Force Global Strike Command Command Chief Master Sergeant

Social Media for Leaders

Social media and social networking have evolved to become the primary communication methods used by today's Airmen, families and leaders. The dynamic nature of social media lets people interact with diverse audiences in an informal and transparent environment. It's an avenue for leaders to help shape conversations about their units and missions and connect with people on a personal level.

Commanders at major commands will use different social media strategies and social networking tools than wing-level commanders. Base public affairs representatives can create a tailored approach to balance the needs of senior leaders with the needs of key audiences. Remember that social media is not intended to push information – it's for sharing interesting content and building relationships with online followers. Social media channels help bridge the information gap for people who know very little about the military in general.

When using social media in an official capacity, it's important to be honest about who is posting information on behalf of senior leaders. If you're using social media to keep in touch with family and friends, it might not make sense to allow subordinates access to your personal accounts. Air Force Instruction 1-1, *Air Force Standards*, outlines how leaders can use social networking sites.

All leaders are reminded to maintain appropriate communication and conduct with enlisted personnel, peers, superiors and subordinates (to include civilian superiors and subordinates). If your personal social media accounts are publicly viewable and show your Air Force affiliation, consider what your photos, videos, posts and comments say about you, your values and beliefs and the image you portray of the Air Force.

Air Force leaders can encourage their Airmen to tell their unique Air Force stories. They can also work with their local public affairs office to use social media channels to communicate with their Airmen, stakeholders, news media, families, local community and the public.

THINGS TO CONSIDER:

01 Encourage Airmen to tell their unique Air Force stories

02 Be honest about your unit and mission (without violating OPSEC)

03 Keep your interactions conversational and informal, yet professional and tasteful

Social Media for Airmen

In general, the Air Force views social media sites positively and respects your rights as Americans to use them to express yourself. However, by the nature of your profession, you are always on the record and must represent our core values. Air Force Instruction 1-1, *Air Force Standards*, outlines how Airmen should conduct themselves on social networking websites. Here are a few things to remember when communicating online via social media as an Airman:

1. You are personally responsible for what you say and post on social networking services and any other medium.
2. Consider how a post can be interpreted by the public. Be cautious about crossing the line between funny and distasteful. If you have doubts about whether you should post something, err on the side of caution. If the post in question concerns the Air Force, discuss the proposed post with your supervisor or your local public affairs office.
3. Maintain appropriate communication and conduct with officer and enlisted personnel, peers, superiors and subordinates (to include civilian superiors and subordinates).

Hashtags

When posting on social media platforms like Twitter, Facebook, Instagram, Flickr, etc., you can use hashtags to help tell your story to a wider audience.

What's a hashtag?

A hashtag categorizes topics in social media. The hashtag symbol "#" is used before a keyword or phrase (no spaces). You can follow specific hashtag topics to see a consolidated list of relevant posts by other social media users.

How can Airmen use hashtags?

You can use a hashtag to mark keywords or topics.

What Air Force hashtags should I use?

The Air Force uses #AirForce, #Airmen and #USAF.

Visit the Air Force's Twitter page: http://www.twitter.com/usairforce

Social Media for Families

Families

As a family member, you are integral to the success of the Air Force. Without your support, Airmen wouldn't be able to accomplish the great work they do every day. The Air Force stories you share on social media help maintain the morale of Airmen and educate the public about the Air Force. You're encouraged to use social media to talk about the Air Force and keep in contact with the Airmen in your life. However, you should use it safely and effectively.

It's important for Airmen and their families to identify and safeguard critical information about military operations. Be cautious about sharing personal information or communicating with people over social media. Posting too much information could jeopardize the security of Airmen and missions. If you wouldn't want to see the information on the news, do not post it on the Web.

Social content shared by Airmen and families is a major target for those looking to gain access to sensitive information in order to impersonate, blackmail or intimidate. While there is a definite benefit to using social media, be wary of the details you provide.

- Don't post the exact whereabouts and activities of deployed Airmen.
- Be general about the dates and locations concerning an Airman's trip arrival and departure.
- Don't make your vacation dates public on social networks. Criminals may track your activities and know exactly when to break into your home while you're on vacation.
- Don't publicly post exactly how long your Airman will be gone on a trip or deployment.
- Be careful about publicly posting children's photos, names, schools, ages and schedules.
- Consider the image you portray on social media. Think before you share information that could jeopardize you and your Airman's career or reputation.
- Let children know they should seek help for cyber-bullying.

You're encouraged to use social media to engage in support networks, such as spouse's clubs, event committees, child care groups or local civic activities. These groups are not considered official Air Force social media, and you don't need permission to form a group of your own. You may want to limit the membership and visibility of the group to help protect the information exchanged.

You may also want to follow the main Air Force social media accounts (listed on page 14), your local base's accounts or the accounts of your Airman's base for the latest information on the work your Airman does. You can help support their specific missions by sharing their social media content and experiences with your followers and friends.

How can I share my experiences as an Air Force family member?

- Blog about what it's like to have an Airman in the family or give tips about military life
- Post photos of places you've visited while in the military
- Share photos of your Airman's Basic Military Training graduation
- Share an Air Force article about your Airman's achievements

Emerging Social Media Trends

Platforms

More social sharing options

Blogs, status updates, tweets, pins, videos, photos and podcasts are used to share thoughts and ideas with global social media users. The emergence of social sharing brings together all of these communication products to provide Airmen and the general public with multiple avenues for discussing trending topics. Some of the latest social sharing sites that have gained popularity this year are Pinterest, a social "visual-bookmarking" site, and Vine, a video platform for Twitter that lets people create and share 6-second videos.

Visual content reigns supreme

Social media conversations have morphed from text-based posts to status updates using photos, graphic illustrations and videos. Social networking websites are optimizing their designs to focus more on photos and video to allow users to tell their stories visually. According to Facebook, its news feed emphasizes visual content to make it more aesthetically appealing.

Mobile, tablet applications booming

Telephones have evolved into modern multi-functional smartphones capable of taking photos and videos that can be uploaded to many social networking websites. Social apps are helping mobile and tablet users connect with friends and family members so they can share real-time information from any location.

Common Social Media Platforms

Social networking

Promotes social interaction among users through posts, commentaries, links, photos and videos (e.g., Facebook, Google+, MySpace).

Microblogs

People share content in a limited message format using status updates, links, photos and videos (e.g., Twitter, Tumblr).

Blogs

Websites with regular entries of commentary, descriptions of events or other material such as graphics or video (e.g., WordPress, TypePad).

Video sharing

Provides a location where users upload, share and view videos (e.g., YouTube, Vimeo, Vine).

Photo sharing

Uses a website to host and share images (e.g., Flickr, Instagram).

Location-based social networks

Allows users to check-in and connect with people as they explore a particular place (e.g., Foursquare).

Social news/bookmarking

A forum where users share social news trends. It's common to see social news feeds combine social bookmarking on news-related items. This allows users to manage specific content according to preference (e.g., Reddit, Digg, Delicious).

Visual bookmarking

A unique platform that uses a "visual" bookmark feature to allow users to share Web links to information through imagery (e.g., Pinterest, Fancy, StumbleUpon).

16 useful social media tips

1. **No classified information**
   Don't post classified, sensitive or For Official Use Only information (for example, troop movement, force size, weapons details, etc.). If in doubt, talk to your supervisor or security manager.

2. **Stay in your lane**
   Discussing issues related to your career field or personal experiences are acceptable and encouraged, but you shouldn't discuss areas of expertise where you have no firsthand, direct experience or knowledge.

3. **Obey applicable laws**
   You must keep federal law, Department of Defense directives and instructions, Air Force instructions and the Uniform Code of Military Justice in mind when using social media in official and unofficial capacities. As an Airman, you are on duty 24 hours a day, 365 days a year.

4. **Differentiate between opinion and official information**
   Yes, tell them what you think...just make sure you state that this is your opinion and not that of the organization.

5. **Use your best judgment**
   What you write may have serious consequences. Once you post something on social media, you can't "get it back." Even deleting the post doesn't mean it's truly gone. Ultimately, you bear sole responsibility for what you post.

6. **Replace error with fact**
   When you see misrepresentations made about the Air Force in social media, you may certainly identify and correct the error. Always do so with respect and with the facts. When you speak to someone who has an adversarial position, make sure what you say is factual and respectful. Don't argue, just correct the record.

7. **Be aware of the image you present**
   Any time you engage in social media, you're representing the Air Force. Don't do anything that discredits you or our service.

8. **Be cautious with information sharing**
   Maintain privacy settings on your social media accounts, change your passwords regularly and don't give out personally identifiable information. Be cautious about the personal details you share on the Internet.

9. **Avoid the offensive**
   Don't post any defamatory, libelous, vulgar, obscene, abusive, profane, threatening, racially or ethnically hateful or otherwise offensive or illegal information or material.

10. **Don't violate privacy**
    Don't post any information that would infringe upon the proprietary, privacy or personal rights of others.

11. **Don't violate copyright**
    Don't post any information or other material protected by copyright without the permission of the copyright owner.

12. **Don't misuse trademarks**
    Don't use any words, logos or other marks that would infringe upon the trademark, service mark, certification mark or other intellectual property rights of the owners of such marks without owner permission.
    • The Air Force Symbol visually represents our service's brand identity. To use the Air Force Symbol on a social media platform, you must follow display guidelines found at *http://www.trademark.af.mil*.

13. **No endorsements**
    Don't use the Air Force name to endorse or promote products, political positions or religious ideologies.

14. **No impersonations**
    Don't manipulate identifiers in your post in an attempt to disguise, impersonate or otherwise misrepresent your identity or affiliation with any other person or entity.

15. **Don't promote yourself for personal or financial gain**
    Don't use your Air Force affiliation, official title or position to promote, endorse or benefit yourself or any profit-making group or agency. For details, refer to the Code of Federal Regulations, Title 5, Volume 3, sec. 2635.702, *Use of Public Office for Private Gain*, in the Joint Ethics Regulation or Air Force Instruction 35-101, *Public Affairs Responsibilities and Management*.

16. **Follow terms of service**
    Become familiar with each social media site's terms of service and follow them. For example, having two personal profiles on Facebook violates their terms of service.

What's geotagging?

Geotagging adds geographical identification data to photos, videos, websites and text messages through location-based applications. This technology helps people find images and information based on a location from a mobile device or desktop computer.

How should Airmen use geotagging?

Airmen should be cautious when enabling the geotagging feature on mobile, location-based apps because they could potentially create personal and operational security risks. Disable geotagging at sensitive or deployed locations.

How can Airmen tell their stories via social media?

Airmen already use social media to tell their friends and families about their Air Force experiences, but what are the best ways for sharing text, photos and video on Facebook, Twitter, YouTube and Flickr? Read the fictional scenario below to see how one Airman leverages these social networking sites to do his part in telling the Air Force story.

SCENARIO
Senior Airman Joe Smith has been a C-130 crew chief for three years. He is proud of his service and uses social media to tell others about his Air Force job and experiences. See how Smith uses Facebook, Twitter, YouTube and Flickr to tell his Air Force story.

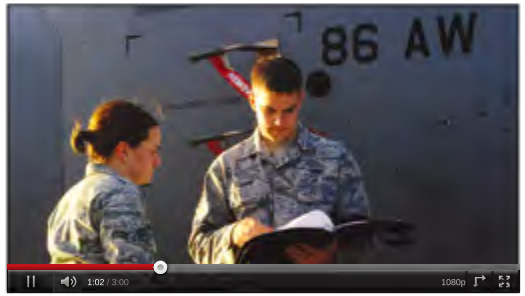
YouTube

1. Uses interesting video that highlights mission.

2. Uploads a three-minute video, which is the ideal length.

3. Video includes good description, title, tags and keywords.

4. Video resolution is 720p or 1080p.



Flickr

1. Uses action shot.

2. Includes relevant and descriptive tags that will help users find the photo through search engines.

3. Photo has caption identifying Air Force people and resources.

4. Photos don't violate regulations or compromise OPSEC.

Facebook

Joe Smith
Just returned from a humanitarian mission delivering 50 tons of food and water to people 6,000 miles away. Feels good to be able to help people and be a crew chief in the Air Force! View my photo album from our trip and check out **Ramstein Air Base**'s page to learn more about C-130s!

Smith humanitarian mission photos
go.usa.gov

5 minutes ago · Like · Comment · Share

Post with photo album attached

1. Discusses mission in general terms (no specific dates, locations or OPSEC violations).

2. Tags Ramstein Air Base to link readers to the base's official Facebook page.

3. Attaches album of releasable photos (call your local public affairs office for more guidance on releasable photos).

4. Keeps post brief and concise for mobile and tablet users.

5. Uses enthusiastic and positive messages to describe his job and experience.

Twitter

Joe Smith @joesmithusaf 1 day
Feel great after delivering 50 tons of food during our #C130 mission with @TeamRamstein! http://go.usa.gov/29xz #AirForce

Tweet

Joe Smith @joesmithusaf 1 day
RT @TeamRamstein delivers 50 tons of food during humanitarian mission http://go.usa.gov/29xz #AirForce #C130

Retweet

1. Keeps tweet under 125 characters to allow followers to retweet his post (140 characters is the maximum allowed on Twitter posts including hyperlinks).

2. Mentions "TeamRamstein" using @ symbol to link readers to Ramstein's official Twitter page.

3. Uses shortened URL (e.g., http://go.usa.gov) to save characters.

4. Links tweet to Air Force's official hashtag by using # symbol (hashtags help group tweets by keywords and topics).

5. Retweets a tweet from Ramstein to give followers more information about the mission.

Examples

Frequently Asked Questions

Q: Who do I contact if I want to set up a base organization Facebook page/ group?

A: The official base page should be limited to wing-level or higher. This allows the official page to display all relevant base information on one cohesive space, rather than having the information spread out among several pages. Closed groups are permitted for smaller, more specific organizations such as the base's Company Grade Officers' Council, but it is always advised to keep your local public affairs office informed of such groups.

Q: How do I get my information out to my base or official Air Force social media platforms?

A: Public affairs offices love to hear from their Airmen and families about potential stories or military-related events. They can assist you with coverage and share your stories when appropriate. However, public affairs offices are not allowed to advertise or appear to make official endorsements, so there are limitations to their support. For sharing material with the official Air Force Facebook, Twitter, Blog or other platforms, contact your local public affairs office.

Q: What regulations apply to an Airman using social media platforms?

A: All regulations that normally apply—you are always an Airman. You represent the Air Force in all of your words and actions. Simply put, as a member of the military, you are held to a higher standard than your peers. This applies to photos involving alcohol or risky behaviors, sharing questionable or inappropriate material, and speaking disrespectful words in violation of the UCMJ. Always consider the consequences before you send your post into cyberspace. You are ultimately responsible for what you post. You are entitled to your opinions, but be clear in your statements that you are expressing your own opinions and not those of the Air Force.

Q: Am I allowed to develop a mobile application?

A: Any Airman who develops an app for official purposes must consult with his or her supervisor and the AFPAA Social Media Division for guidance.

Q: Can I post photos or videos of myself in uniform on social media?

A: Airmen can post photos or videos of themselves on their personal social media pages as long as they do not imply endorsement of commercial or non-profit organizations and comply with Air Force Instruction 36-2903, *Dress and Personal Appearance of Air Force Personnel.*

Q: Am I allowed to access social media sites while I am at work?

A: Yes, social media sites can be accessed for official purposes, and wing commanders or equivalents are responsible for publishing local policy and guidance defining authorized personal use of social media in the workplace. In general, Air Force members are not prohibited from accessing personal social media accounts at work. However, the following must be remembered:

- Personal accounts are not covered by the terms of service agreements established with the Department of Defense. The DOD is not responsible for individual obligations or agreements established during personal use.
- Do not use official contact information to establish personal accounts. Personal accounts should be established using personal telephone numbers and/or email addresses.
- Personal accounts should not be used to conduct official DOD communication, except when official communication channels are not available. Personal accounts may be used to participate in professional networking, development and collaboration related to, but not directly associated with, official mission.

Q: What do I do if someone creates a fake social media presence?

A: If there is a fake account, you may report it to the social media platform's help section, or you can contact AFPAA for help at afpaa.hq.socialmedia@us.af.mil.

Q: What should I do if I am contacted by media members through my private social media account(s)?

A: Airmen should refer the media to their base public affairs office, and spouses may contact a local public affairs office for assistance. It is not appropriate for media members to solicit opinions or official quotes through social media without first working through public affairs. You are not obligated to answer their questions; however, if you are interested in completing an interview, your public affairs office will be able to assist you with preparing and setting up a formal interview.

Q: What should I do as a family member if I see sensitive information posted on social networking sites?

A: If you find that someone has posted sensitive information on a social media platform, politely ask the individual to remove/edit his or her post. If unsuccessful, you can contact your local public affairs office or use your family member's chain of command for assistance.

Have more questions? Contact your local public affairs office or email us at afpaa.hq.socialmedia@us.af.mil

References

The following DOD and Air Force publications contain information to consider when using social media. DOD Web policies are viewable at *http://www.defense.gov/webmasters*, and Air Force instructions are accessible at *http://www.e-publishing.af.mil*.

DODI 8550.01, *DOD Internet Services and Internet-Based Capabilities:* Covers applicability, definitions, policy, responsibilities and releasability regarding Internet-based capabilities.

AFI 35-101, *Public Affairs Mission*: Covers the overall public affairs mission and how to correctly implement it.

AFI 35-107, *Public Web Communications*: Addresses the Public Web and Social Media programs.

AFI 35-113, *Internal Information*: Section 15 covers social media.

AFI 33-129, *Web Management and Internet Use*: Details proper and improper uses of Internet-based capabilities.

New social media terms

Here are a few new terms used on social media platforms like Facebook, Twitter, Google+ and Pinterest.

Circles - Groups and organizes friends, colleagues and acquaintances on Google+.

Hangout - Video service on Google+ that allows you to video chat with up to 10 Google+ users at a time.

Internet Meme - An idea or concept that is shared between people online.

Pin - An image or video added to a Pinterest board and shared with other users.

Board - Organizes pins on Pinterest by topic.

Timeline - Area on your personal Facebook account that allows you to display photos, videos and posts by event date.

Twitter chat - Discussions that occur on Twitter around a specific hashtag. They occur at a specified date and time. For example, the Air Force has used #USAFchat on several Twitter chat topics.

Download this social media guide online!

http://1.usa.gov/Y79V9c

Check out what the Air Force is doing on social media!

The Air Force Social Media Program includes key social networking websites where the Air Force engages with Airmen, families and the general public. Here are a few links to official Air Force social media pages:

Social Media Directory
http://www.af.mil/socialmedia.asp

Air Force Live Blog
http://airforcelive.dodlive.mil

Facebook
http://www.facebook.com/usairforce

Flickr
http://www.flickr.com/usairforce

Twitter
http://www.twitter.com/usairforce

YouTube
http://www.youtube.com/afbluetube

Vine (for mobile iOS, Android devices)
@usairforce

Instagram
http://instagram.com/officialusairforce

Air Force Public Affairs Agency

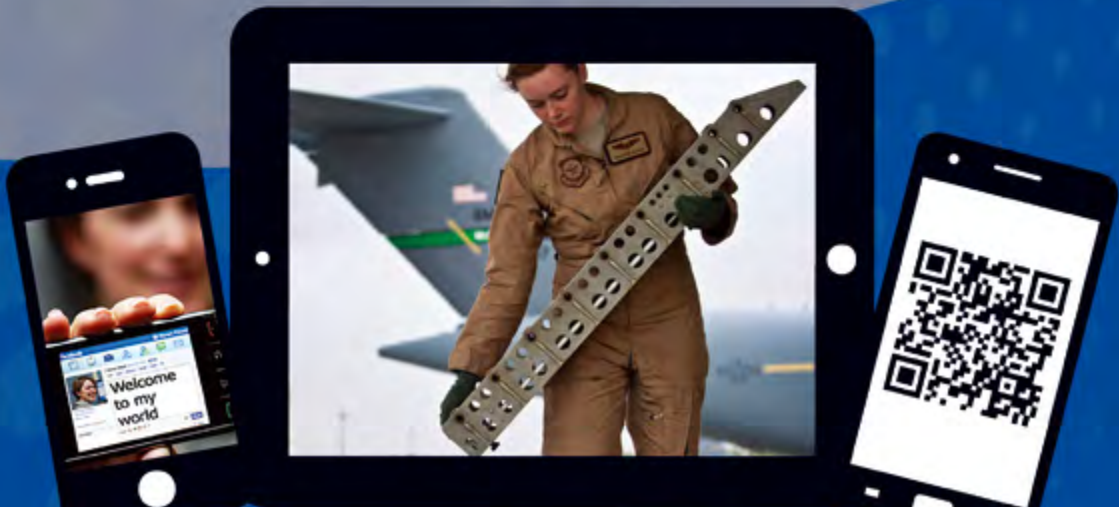
AFPAA/PA

2261 Hughes Avenue, Suite 157

JBSA-Lackland, TX 78236-9853

(210) 395-1795

afpaa.hq.socialmedia@us.af.mil



25 Feb 15

Information Paper

Subject: RESPONSE TO DACOWITS REQUEST FOR INFORMATION: SOCIAL MEDIA USAGE

1. Purpose. To provide response to the Defense Advisory Committee on Women in the Service (DACOWITS) in preparation for the upcoming quarterly meeting to be held 11-12 March 2015.

2. Background. Specific questions: “What are the Services’ current policies regarding social media usage? Are there any policies specifically addressing social media and sexual harassment? What, to date, are the cases of punishment/accountability relating to social media and service members? Do the Services actively review Service member's social media accounts when determining discipline? Can complaints of online harassment be brought to the Commanding Officer? Are online harassment remarks addressed? If so, by what means are the Services utilizing to address this? Is there training or guidelines conveyed to recruits, both officers and enlisted? Is refresher training given? If so, how often?"

3. Discussion

a. What are the Services’ current policies regarding social media usage?

The Marine Corps’ policy in outlined in Marine Administrative Message 365/10 (**SOCIAL MEDIA GUIDANCE - UNOFFICIAL INTERNET POSTS.** Marines must use their best judgment at all times and avoid inappropriate behavior that could bring discredit upon themselves, their unit, and the Marine Corps. This includes posting any defamatory, libelous, abusive, threatening, racially or ethnically hateful or otherwise offensive or illegal content. Training is conducted on social media practices and techniques to ensure Marines and leaders are aware of the impact on the command's information program. Additionally, Public affairs officers conduct unit-level training on a variety of topics.

Violations of federal law or DOD or Marine Corps regulations or policies may result in disciplinary action under the Uniform Code of Military Justice. The unit commander is responsible for the discipline of the individuals in the unit.

b. Are there any policies specifically addressing social media and sexual harassment?

(1) Marine Administrative Message 365/10- **SOCIAL MEDIA GUIDANCE - UNOFFICIAL INTERNET POSTS**

(2) Marine Corps Order 1000.9A (Sexual Harassment)

(3) Additionally, the "Social Media Handbook" can be found on the USMC home page at the following link:
http://www.marines.mil/News/SocialMedia.aspx

All cover the use of inappropriate language, bullying, and harassment.

c. What, to date, are the cases of punishment/accountability relating to social media and service members?

Except for a few specific exceptions, the USMC does not categorically track disciplinary infractions. Commanders are responsible for tracking misconduct in their command.

d. Do the Services actively review Service member's social media accounts when determining discipline?

Yes, to the extent permitted by law. Decisions regarding the appropriate disciplinary action will depend on a commander's thorough review of all relevant facts, which may include the content of the service member's social media posts.

e. Can complaints of online harassment be brought to the Commanding Officer?

Yes. The Marine Corps takes allegations of harassment very seriously and encourages all service members to report cases of suspected online harassment to their chain of command and/or appropriate law enforcement agency.

f. Are online harassment remarks addressed? If so, by what means are the Services utilizing to address this?

Yes, when the Marine Corps can determine the identity of the individual who made the comments. The Marine Corps is committed to upholding and protecting the dignity of all U.S. Service Members. Marines who believe they have been harassed, humiliated, demeaned, or otherwise harmed by other service members via social media should immediately report this activity to their chain of command. The appropriate administrative and legal remedies will vary depending on the facts and circumstances of each case.

g. Is there training or guidelines conveyed to recruits, both officers and enlisted? Is refresher training given? If so, how often?"

CG Training Command has promulgated written guidance on the acceptable use of social media. Additionally, there is one hour of formal classroom training plus guided discussions conducted for recruits. Officer candidates receive 10+ hours of ethics and core values training to include Equal Opportunity and inclusiveness, but no formal training on social media itself. Annual training requirements for all Marines includes MarineNet courseware that contains social media usage as one of the topics.

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Approved by: B. Reilly, Col, Military Policy Branch Head, HQMC (703) 784-9387

Impacts of Social Media on Military Women

The Committee requests a written response from the Services on the following:

1. What are the Services current policies regarding social media usage?
2. Are there any policies specifically addressing social media and sexual harassment?
3. What, to date, are the cases of punishment/accountability relating to social media and service members?
4. Do the Services actively review Service member's social media accounts when determining discipline?
5. Can complaints of online harassment be brought to the Commanding Officer?
6. Are online harassment remarks addressed? If so, by what means are the Services utilizing to
7. address this?
8. Is there training or guidelines conveyed to recruits, both officers and enlisted? Is refresher training given? If so, how often?

Civil Rights Directorate (CRD) – DACOWITS Response for Information

1. Outside of CRD's AOR

2. The current Anti-Harassment and Hate Incident (AHHI) policy (attached), does not specifically address the use of social media as an avenue for perpetrating sexual harassment. However, the listed examples of prohibited behaviors within the policy are not exhaustive. Therefore, we do not preclude the commission of sexual or non-sexual harassment via social media as a form of prohibited behavior.

3. In the near future, CRD will acquire a database to accurately document and analyze incidents and outcomes for harassment claims reported through the AHHI process.

4. Outside of CRD's AOR

5. Yes. All military and civilian employees may utilize the CG Anti-Harassment & Hate Incident (AHHI) process by bringing forth complaints of harassment to their respective Commanding Officer/Officer in Charge (CO/OIC). The AHHI process provides Command Level determination of corrective action, based on the findings of the investigation.

6. Yes. All reports/complaints of harassment are required to be promptly addressed. The CG Anti-Harassment and Hate Incident (AHHI) program is driven by the USCG - CRD, yet operationally decentralized, giving commanders the flexibility to take immediate action for Anti-Harassment situations that occur in their respective AORs.

8. All CG personnel receive AHHI policy and procedure training. The training is a core element within the mandated Civil Rights Awareness training which occurs biannually.

Anti-Harassment & Hate Incident Procedures Policy

(*Excerpt from the Coast Guard Civil Rights Manual, COMDTINST M5350.4C, Chapter 2, Section C)*

Introduction

The purpose of this policy is to prescribe procedures, in accordance with the Coast Guard and DHS Anti-Harassment Policy, for combating harassment in the U.S. Coast Guard and to promptly correct any harassment that occurs. This policy also prescribes additional notification procedures for conduct that would constitute a hate incident. The Coast Guard continually strives to meet the highest standards of personal respect by valuing human dignity and diversity in accordance with our core values of honor, respect, and devotion to duty. In order to meet this objective, every commander, manager and supervisor must be personally committed to and responsible for the fair and equal treatment of all Coast Guard personnel and to those with whom it interacts. To this end, the Coast Guard's goal is to safeguard the workplace environment so that no member of the workforce shall be subject to physical or verbal harassment, abuse or violence based on an individual's race, color, religion, sex, national origin, age, disability, genetic information, sexual orientation, marital status, parental status, political affiliation or any other basis protected by law.

Regional, zone, and sector commanders, commanding officers of logistics and service centers, commanding officers of headquarters units, deputy and assistant commandants for directorates, Judge Advocate General and special staff elements at Headquarters shall ensure compliance with the provisions of this policy.

The Coast Guard is committed to providing an environment free of harassing behavior for all of its members and employees. The Coast Guard provides all of its members and employees the opportunity to achieve their full potential in order to improve unit cohesion, military readiness and mission execution. The Coast Guard will not tolerate retaliation against any employee for reporting harassing conduct under this or any other policy or procedure, or for assisting in any inquiry about such a report. Harassment is a violation of Coast Guard core values and will not be tolerated and employees will be protected should retaliation occur.

Despite ample public and private efforts in the United States over the past 100 years, harassment still occurs. As a military, multi-mission, maritime service performing a broad range of services to a diverse nation, these types of incidents go against everything the Coast Guard stands for and are contrary to applicable laws and regulations. The Coast Guard has determined that the most effective way to limit harassing conduct is to treat it as misconduct, even if it does not rise to the level of harassment actionable under civil rights laws and regulations. In the usual case, a single utterance of an ethnic, sexual, or racial epithet that offends an

employee would not be severe enough to constitute unlawful harassment in violation of federal law; however, it is the Coast Guard's view that such conduct is inappropriate and must be stopped.

a. Defining Harassment

Prohibited Harassment is defined as including, but not limited to, unwelcome conduct, whether verbal, nonverbal, or physical conduct that has the purpose or effect of unreasonably interfering with an individual's work performance or creating an intimidating, offensive, or hostile environment on the basis of an individual's protected status, which includes: race, color, religion, sex, national origin, age, disability, genetic information, sexual orientation, marital status, parental status, political affiliation, or any other basis protected by law. Among the types of unwelcome conduct prohibited by this policy are epithets, slurs, stereotyping, intimidating acts, and the circulation or posting of written or graphic materials that show hostility toward individuals because of their protected status. Acts of physical violence, and actual, implied, or veiled threats of violence, are forms of prohibited harassment. Any form or manner of threatening or provoking remarks or threatening gestures in the workplace is also prohibited.

Sexual Harassment is a form of prohibited harassment. For additional guidance with respect to incidents of sexual harassment, please refer to the Sexual Harassment Prevention Policy (Chapter 2, Section C, Part 2).

b. Whistleblower Protection

It is prohibited to retaliate or harass an employee or applicant because of disclosure of information by that individual that is reasonably believed to evidence violations of law, rule or regulation, gross mismanagement, gross waste of funds, an abuse of authority, or a substantial and specific danger to public health or safety, unless disclosure of such information is specifically prohibited by law and such information is specifically required to be kept secret by executive order in the interest of national defense or the conduct of foreign affairs.

Individuals who believe they may have been victims of whistleblower retaliation may file a written complaint (Form OSC-11) with the U.S. Office of Special Counsel, 1730 M Street N.W., Suite 218, Washington, DC 20036-4505.

c. Commandant Directive

All members of the Coast Guard are charged to "bring harassment or misconduct of a harassing nature to the attention of their supervisors or anyone in their supervisory chain." Every Commander, CO/OIC, manager, and supervisor is directed to be accountable for maintaining a work environment in which harassment is not tolerated and for taking proactive measures to prevent any form of illegal discrimination or harassment.

d. Harassment Complaint Procedures

Every employee and military member is responsible for responding to and eliminating prohibited harassment in the Coast Guard. The specific actions required vary based on position and authority. All Hands are prohibited from conducting harassing behavior of any type.

Everyone is encouraged to inform any person engaging in harassing conduct that the conduct is unwelcome.

Reporting Procedures for Victims and Witnesses:

1. Any victim or witness of prohibited harassment is encouraged to report the inappropriate conduct to their chain of command. All Hands are required to ensure protection of confidentiality to the extent possible.

2. Alternatively, anyone may report prohibited harassment to any Coast Guard Civil Rights Service Provider (CRSP) and/or the Civil Rights Directorate (CRD). For conflict of interest matters, CRSPs may only consult the chain of command upon approval by Director of Civil Rights or his/her designee.

3. Persons whose complaints are not promptly investigated may contact the Coast Guard CRD at (202) 372-4524.

4. Reports of harassment will be treated as confidential to the extent possible and consistent with good order and discipline. The Coast Guard does not tolerate retaliation against any individuals for reporting harassment or assisting another individual in reporting harassment.

5. Filing a harassment complaint does not replace, substitute, or satisfy the separate requirements for filing a Discrimination Complaint, negotiated grievance, merit system protection board appeal or other statutory grievance procedure.

Supervisors & Managers are required to stop harassing behavior and report such activities via the procedures outlined above.

Commanders of Coast Guard Units are required to take the following steps upon notification of a complaint of prohibited harassment. They must:

1. Take appropriate actions to ensure safety of victim, including contacting local law enforcement, base security forces, or emergency medical care if necessary.

2. Notify the CRSP and/or the Regional Civil Rights Manager having

jurisdiction over the complainant's geographical location.

3. Notify Coast Guard Investigative Service (CGIS) or other law enforcement agencies if required under Mandatory Reporting of Incidents to Coast Guard Investigative Service and Requesting Investigative Assistance, COMDTINST 5520.5E. For example, Commanders are required to report harassment incidents that involve a Uniform Code of Military Justice (UCMJ) violation or violation of Federal Criminal Law to CGIS. If notification of CGIS or another law enforcement agency is required, then processing of the complaint in accordance with these procedures will be held in abeyance for five (5) business days to provide time for notification of the appropriate investigative agency and for that agency to inform the Commander whether it intends to pursue an investigation. If CGIS, or other law enforcement agency, responds that they will not investigate, or do not respond within five (5) business days, the Commander will continue processing the complaint under these procedures. If CGIS, or other law enforcement agency, informs the Commander that they will investigate, the Commander may continue to process the complaint under these procedures with the concurrence of CGIS, or other law enforcement agency. On the other hand, if CGIS, or other law enforcement agency, does not concur with the simultaneous processing of the complaint, the Commander must either: (1) hold processing the complaint in abeyance until CGIS, or other law enforcement agency, concurs with the complaint proceeding; or (2) inform CGIS, or other law enforcement agency, in writing of the decision to proceed with processing the complaint despite the objection.

4. Follow the procedures outlined in the Workplace Violence and Threatening Behavior, COMDTINST 5370.1 (series) if the harassment complaint involves: (1) any act or attempted act of physical aggression or harm by an individual that occurs at the workplace; or (2) threats, either overt or implied, to commit an act of physical aggression or harm at the workplace.

5. Advise the victim that filing a harassment complaint does not replace, substitute, or satisfy the separate requirements of filing a Discrimination Complaint, negotiated grievance, merit system protection board appeal or other statutory grievance procedure.

6. Respect the confidentiality of individuals reporting harassment or providing information relating to harassment to the extent permitted by law and consistent with good order and discipline. In addition, commanders shall take appropriate measure to prevent reprisals for any reported harassment or information provided during the

investigation of alleged harassment.

7. Immediately conduct an informal investigation, preliminary inquiry or formal investigation as appropriate and in accordance with the Administrative Investigations Manual, COMDTINST M5830.1 (series).

8. If an investigation substantiates harassment has occurred, initiate in appropriate cases, disciplinary or administrative action, that may include action under UCMJ for military personnel or disciplinary action against civilian employees.

9. Report findings and outcomes via their Civil Rights Service Provider to the Director, CRD no later than 30 days from the date the incident was reported. However, if a Commander is required to notify CGIS or another law enforcement agency, then the thirty-day time frame for submission of findings and outcomes is tolled until CGIS or another law enforcement agency determines that the incident does not fall within its purview or five (5) business days have passed since such notification, whichever comes first.

10. Advise complainant of the disposition of the investigation.

Civil Rights Detachments are required to assist commands, employees and military members in complying with the procedures outlined in this instruction. CRSPs are expected to be process experts and act as facilitators to ensure that all harassment complaints are handled in a timely manner. Specifically, CRSPs shall:

1. Notify responsible commanders upon receipt of a harassment complaint while respecting any wishes of anonymity. These reports must be as complete as possible to ensure a full and fair investigation into the alleged harassment.

2. Provide counseling to members or employees on the harassment complaint process and if appropriate the discrimination complaint processes and their differences.

3. If the victim chooses to initiate a discrimination complaint through the civil rights complaints process, the servicing CRSP will conduct pre-complaint counseling in accordance with chapter 4 of this Manual.

Coast Guard Managers and other personnel shall respond to any reports of harassment by putting the person alleging harassment in contact with the appropriate Civil Rights Detachment based on the geographical location of the alleged harassment. Additionally Managers are required to forward any

complaints based on a lack of investigation to the Director, CRD.

The Director, CRD is responsible for coordinating Coast Guard harassment policy and general oversight of the harassment complaint process. In addition, the Director will establish a data collection system for harassment complaints.

e. Defining Hate Incidents

Hate incident is defined as any intentional act (conduct or speech) of intolerance committed against a person, a group of individuals, or property which is motivated, in whole or in part, by the offender's bias against a race, color, religion, sex, national origin, disability, age, or sexual orientation and which is intended to or is more likely than not to have the effect of intimidating others or inciting others to similar conduct.

Examples of hate incidents include the display, presentation, creation or depiction of a noose, a swastika, or any other symbol widely identified with oppression or hatred, irrespective of size, type or how it is displayed or presented. Other symbols, whose display, presentation, creation or depiction would reasonably be construed to encourage oppression or hatred, are also considered to be examples of hate incidents. Hate incidents also include the display, presentation, depiction, or distribution of photographs, images, or other printed or electronic material that is evidence of oppression or hatred, irrespective of size, type or how it is displayed or presented.

Incidents of hatred and prejudice are a vile and divisive part of American history, and unfortunately continue to occur today. The above list of examples is provided only as a sample of acts or expressions that constitute hate incidents.

Due to their likelihood to effect or intimidate others, hate incidents require additional notifications and processing over and above other incidents of harassment.

f. Additional Notification & Processing for Hate Incident Procedures

Due to the negative impact of hate incidents and their likelihood to effect or intimidate others, these incidents require supplemental notifications and processing <u>in addition to the procedures set forth above</u>. Specifically:

1. Anyone may report a hate incident using the procedures outlined above for reporting prohibited harassment.

2. Upon becoming aware of any potential hate incidents in their respective areas of responsibility, Commanders or CRSPs must <u>immediately</u> notify the Director, CRD via their chain of command, and be prepared to provide sufficient information to describe the incident, e.g., photographs, informal statements, etc.

3. A commander who becomes aware of a hate incident will electronically report the incident within 48 hours to a CRSP using the memo format shown in Figure 3 at the end of this Section. If operational conditions prevent transmission of a memo report, the report may be sent telephonically or by any other available means as soon as practicable.

4. In order to protect the parties involved and the integrity of these procedures, commanders and CRSPs must limit communication only to those persons who have a need to know.

5. CRSPs will assist unit commanders in determining if a harassment complaint constitutes a hate incident. Additionally, they shall notify unit commanders if they determine that a harassment complaint constitutes a hate incident but has not been reported as such.

6. Commanders will also coordinate access by the victim to the unit's assigned CRSP, Employee Assistance Program or Chaplain, and other appropriate resources. Additionally, Commanders shall continue to follow up via their CRSP as the situation continues to develop.

The CRD will coordinate additional notifications as required and provide general oversight of the hate incident response process.

g. Harassment Prevention

Command climate of prevention is enhanced by a personal commitment to fair and equal treatment of all Coast Guard personnel. Commanders are encouraged to engage in initiatives that increase mutual respect and trust and foster diversity. Specifically Commanders shall:

1. Emphasize upon assuming command, and at least annually thereafter, that harassment violates the Coast Guard's core values and will not be tolerated. Stress that every alleged harassment incident will be taken seriously, and that when appropriate, punitive action will be initiated under the UCMJ or other applicable laws, policies and regulations.

2. Utilize the Defense Equal Opportunity Management Institute (DEOMI) Organizational Climate Survey (DEOCS) at least annually to assess the organizations climate.

3. Ensure that all personnel receive the required Equal Employment Opportunity/Equal Opportunity training.

4. Address all alleged harassment in accordance with this Instruction.

h. Disciplinary Actions

The Coast Guard retains the right, where appropriate, to discipline a federal employee who has engaged in discriminatory or retaliatory conduct, up to and including removal.

***Reference**: For further information regarding No FEAR Act regulations, refer to 5 C.F.R. § 724, as well as other appropriate federal agencies such as, The Office of Personnel Management, the EEOC, and the Office of Special Council, which provide extensive information about federal antidiscrimination and anti-harassment policies.*

Sexual Harassment Prevention Policy

Introduction

Sexual harassment is behavior that will not be tolerated in the Coast Guard. In keeping with the Anti-Harassment & Hate Incident Procedures Policy, every individual in the Coast Guard is entitled to be treated fairly with dignity and respect and to be allowed to work in an environment free of unlawful discrimination and harassment.

Sexual harassment harms the individual it is directed toward, erodes unit cohesion, destroys morale, undermines military readiness, and ultimately hampers our ability to conduct Coast Guard missions effectively.

It is prohibited to retaliate against individuals who provide information on incidents of sexual harassment.

This section applies to all Coast Guard civilians, active duty military personnel, both regular and reserve, cadets of the Coast Guard Academy, reserve personnel when performing active or inactive duty for training or engaging in any activity directly related to performance of a Coast Guard duty or function, members of the Coast Guard Auxiliary when under orders or engaged in any activity directly related to the mission of the Auxiliary, and members of other branches of the Armed Forces and the U.S. Public Health Service serving with the Coast Guard.

***Reference**: For information on Sexual Harassment Prevention (SHP) training, which is included in Civil Rights training, see Chapter 3, Section B, Part 2.*

a. Legal Background

Title VII makes sex discrimination in the workplace illegal.

The United States Supreme Court has identified sexual harassment as a clear violation of a person's right to work in an environment free of discrimination.

Although Title VII does not explicitly extend the same protections to the military, it is the Coast Guard policy to apply the same protections to its military workforce.

b. Definition of Sexual Harassment

Sexual harassment is defined as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature when:

1. Submission to such conduct is made either implicitly or explicitly a term or condition of employment.

2. Submission to or rejection of such conduct is used as a basis for employment decisions.

3. Such conduct has the purpose or effect of unreasonably interfering with an individual's work performance or creating an intimidating, hostile, or offensive working environment.

4. This definition also encompasses unwelcome display or communication of sexually offensive materials.

Sexual harassment can occur in a variety of circumstances, including but not limited to:

1. The victim as well as the harasser may be a woman.

2. The victim does not have to be of the opposite sex.

3. The harasser can be the victim's supervisor, an agent of the employer, another supervisor, a coworker, or a non-employee.

4. The victim does not have to be the person harassed but can be anyone affected by the offensive conduct.

5. The conduct of the harasser must be unwelcome.

6. Harassment based on perceived or stated sexual orientation is considered sexual harassment and is prohibited.

The economic costs of sexual harassment are significant. Even more harmful, however, are the negative effects of sexual harassment on productivity and readiness, including increased absenteeism, greater personnel turnover, lower morale, decreased effectiveness, and loss of personal, organizational, and public trust. While not easily quantified, these costs are real and seriously affect the ability of the Coast Guard to accomplish its mission.

c. Categories of

There are two categories of sexual harassment. These categories are not

Sexual Harassment

legal definitions, however they explain the nature of the behaviors that are prohibited.

Tangible employment action sexual harassment is the category in which an agency is strictly liable for the sexual harassment by a supervisor or manager when it results in a personnel action. A tangible employment action must be an official action, such as hiring, firing, promotion or failure to promote, demotion, undesirable assignment, significant change in benefits or pay, or work assignment. In the case of tangible employment action sexual harassment, the Coast Guard is strictly liable for the actions of the supervisor.

Hostile environment sexual harassment encompasses all other situations addressed in the definition of sexual harassment above, whether the offender is a supervisor or a coworker. To meet the definition of a hostile environment, the harassment must be so severe and pervasive that a reasonable person would view the environment as hostile, offensive, or abusive. In this case, the Coast Guard is liable only if it knew of the conduct and failed to take prompt and effective corrective action.

d. Types of Sexually Harassing Behavior

Examples of sexual harassment range from overt behaviors, such as inappropriate touching, to more subtle behaviors, such as making suggestive remarks.

Any behavior that relates to sex, is intentional and/or repeated, is unwelcome, and interferes with a person's ability to do their job, or has an adverse effect on their working conditions can be classified as sexually harassing behavior and will not be tolerated in the Coast Guard.

Gender harassment consists of sexist statements and behaviors that convey insulting or degrading attitudes relating to sex or gender. Obscene jokes, offensive graffiti or photographs, or insulting remarks or humor about sex, sexual orientation, or gender are examples of gender harassment. Other examples include repeatedly telling sexual stories that are offensive, whistling, calling, or hooting at someone in a sexual way, making gestures or using body language of a sexual nature which embarrasses or offends, or exposing oneself in a way that makes another embarrassed or uncomfortable for example, mooning.

Seductive behavior is any unwanted, inappropriate, and offensive sexual advance. Unwelcome, persistent requests for dinner, drinks, or dates, repeated unwanted sexual invitations, letters, phone calls, or other invitations, even though the respondent says "no," are examples of seductive behavior. Touching in a way that makes a person feel uncomfortable or making unwanted attempts to stroke, fondle, or kiss a person are also examples of unwanted sexual attention which create an

intimidating, hostile, or offensive environment.

Sexual bribery is the solicitation of sexual activity or other sex related behavior as a basis for a promised reward. Rewards could include for example, a promotion or a raise.

Sexual coercion is coercion of sexual activity or other sexually related behavior by threat of punishment, including threats of termination or demotion, withholding of promotion, or negative performance appraisal. Sexual coercion is classic *quid pro quo* or sex in exchange for a good assignment or faster promotion.

Sexual imposition is an uninvited physical sexual violation or sexual assault, which includes forceful grabbing, feeling, or touching. Sexual imposition is a criminal activity. More information on sexual assault can be found in Coast Guard Military Personnel Manual, COMDTINST M1000.6A (series).

e. Commandant Directive

Every member of the Coast Guard is charge to take prompt and decisive action to prevent and eliminate sexual harassment. This means that all members of the Coast Guard, no matter their rank or position, must constantly be vigilant for signs of sexual harassment and take action to stop it.

CO/OIC and supervisory personnel are directed to be intolerable of sexual harassment at their units and are required to take immediate corrective action when it occurs.

All Coast Guard personnel, both military and civilian, are required to receive Sexual Harassment Prevention training as part of the Civil Rights training upon accession into the Coast Guard, that is, within 90 days to the extent possible, and annually thereafter, in the areas of identification, prevention, resolution, and elimination of sexual harassment. Annual training keeps issues current and requires that leadership be actively involved in the prevention of sexual harassment. Auxiliary members shall receive training as an element of the basic qualification process. Chapter 4 describes this training in detail. SHP training is a substantial part of the Civil Rights training.

f. Responding to Sexual Harassment

When a person experiences sexual harassment, he or she should not ignore the problem or assume it will stop.

Harassment usually intensifies when it is ignored because the lack of corrective action is seen as acceptance or encouragement.

If you think you are being sexually harassed on the job:

1. Tell the harasser that the behavior is unwelcome and must cease immediately.

2. Report such behavior immediately to the supervisor or to an official at a higher level.

3. Seek advice on how to deal with the situation from your local Civil Rights Office.

g. Documenting Sexual Harassment

It is important to document any experience of harassing behavior, including:

1. Dates, times and locations in which events occurred.

2. Witnesses to the harassment.

3. Specific recollection of comments or behavior.

h. Reporting Sexual Harassment

Sexual harassment is a serious issue and every supervisor and commander has an obligation to take action when they are made aware of a problem.

When sexual harassment has occurred or is taking place, the first step to take is to confront the harasser unless the situation is so severe that it is dangerous or unreasonable to do so.

If the harassment continues or is severe enough to warrant immediate command attention the person experiencing the harassment should discuss the subject with a supervisor or CO/OIC in private. If the supervisor is the harasser, the harassment will be reported to the CO/OIC. If the CO/OIC is the harasser, then the report should be given to the official at the next higher level in the chain of command.

If the behavior continues despite confronting the harasser and discussing it with the supervisor, an individual has the right to file a complaint if it is perceived that the problem is not being addressed properly or in a timely manner.

At any point, individuals experiencing harassment or retaliation may contact their servicing Civil Rights Service Provider for advice and guidance.

i. Acts of Reprisal

Acts of reprisal are illegal. If anyone feels that they are being retaliated against for attempting to stop harassment, they may also file a complaint regarding the retaliation issue. See Chapter 4 for details on the process of filing complaints.

j. Responsibilities of Supervisors and CO/OIC

CO/OIC, managers, and supervisors should be sure that their conduct sets an example and is not such that they may be vulnerable to claims of sexual harassment. They should also take affirmative steps to ensure that employees are not involved in harassment by communicating agency policies on harassment.

When subordinates inform supervisors or commanders of sexual harassment within their chain of command, the supervisor or commander is required to take immediate action by:

1. Inquiring into the facts involved.
2. Taking appropriate steps to end the harassment.
3. Determining whether disciplinary action is warranted for the harasser.
4. Notifying the chain of command.

All levels of leadership, from the leading seaman to top management, need to maintain accountability for the behavior of their subordinates. Leaders and supervisors who fail to recognize acts of sexual harassment and take appropriate action are not performing the responsibilities and duties of their position. Leadership must be completely knowledgeable of sexual harassment prevention policies and must take appropriate administrative and/or disciplinary action once harassment is reported. CO/OIC should ensure that all unit personnel receive SHP training each year (see Chapter 3, Section B, Part 2).

U.S. Department of Homeland Security

United States Coast Guard

MEMORANDUM

From: Unit Commander, CG Unit

Reply to Attn of: LT J. Coastie (202) 372-4500

To: CG-00H
Thru: CRSP

Subj: HATE INCIDENT REPORT

Ref: Anti-Harassment & Hate Incident Procedures,
U. S. Coast Guard Civil Rights Manual, COMDTINST M5350.4(Series)

1. **Date, Time and Location of Incident**. What day did the incident occur? What time? Where did the incident occur? Were there multiple or repeated incidents?

2. **Bias Motivation and Description of Incident**. Specify which of the legally protected statuses the report is based on, i.e., race, religion, national origin, disability or sexual orientation. Also provide a preliminary description of the incident. This report should be filed within 48 hours of the complaint and should not be delayed for additional investigation. Units are not required to complete extensive investigation prior to reporting and are encouraged to follow up as more information becomes available.

3. **Action Taken by Command to investigate and Secure Evidence**. Identify immediate and future command actions. If there is any evidence to support a claim it should be included with this or follow up reports. Evidence can include photographs, emails, etc.

4. **Does this incident represent a local hate or bias motivated incident trend? Is there media or Congressional Interest?** Is there media attention at the national or local level? Has the unit been contacted by any reporters or congressional staff?

Units are encouraged to email this report as soon as possible. If email is not available, the report may be sent via phone, fax or other means as operations permit. The report should not be delayed to collect additional evidence or conduct further investigation.

#

Copies provided: Provide copies to chain of command.
Enclosures: If there are any photos or other items to attach please note here.

Sample Hate Incident Reporting Memorandum

NATIONAL GUARD BUREAU
111 SOUTH GEORGE MASON ROAD
ARLINGTON VA 22202-3231

NGB-PA 12 JUNE 14

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Social Media Guidance for National Guard Members

1. References.

a. Deputy Secretary of Defense Instruction 8550.01 DoD Internet Services and Internet-Based Capabilities, September 11, 2012.

b. Army Social Media Handbook, Version 3.1, JAN 13.

c. Air Force Social Media Guide, 4th Edition, 01 JUN 13.

2. Purpose. This memorandum provides simple, easy-to-follow tips that will help you use social media in your professional and personal life. This guide is for amplification purposes and does not replace official DoD, Service-specific nor State and Local Command policies.

3. Background. 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 American people.

4. Official Use. Official online posts involve content released in an official capacity by a National Guard public affairs office. Official contact information, such as official duty telephone numbers or postal and email addresses, should be used to establish official-use accounts when such information is required. Posting internal documents or information that the National Guard has not officially released to the public is prohibited, including memos, emails, meeting notes, message traffic, white papers, public affairs guidance, drill weekend or other training guidance, pre-decisional materials, investigatory information and proprietary information.

5. Personal Use. National Guard members are personally responsible for all content that they publish on social networking sites, blogs or other websites. Personal contact information, such as personal telephone numbers or postal and email address, should be used with discretion to establish personal-use social media accounts. Guard members must comply with their State, Territory or District guidelines and with Army or Air Force guidelines for use of social media. When assigned to a federal mission, Guard

members are subject to disciplinary action under the Uniform Code of Military Justice. Guard members should be mindful that reviewing posts on public and social networking sites may be used as part of character evaluations and background checks for security clearances.

6. Tips on Using Social Media.

a. Guard members may identify themselves as and include their rank, military component and status. However, if they decide not to identify themselves as Guard members, they should not disguise, impersonate or misrepresent their identity or affiliation with the National Guard.

b. When expressing personal opinions, Guard members should make it clear that they are speaking for themselves and not on behalf of the National Guard. They are also encouraged to use a disclaimer such as: "The postings on this site are my own and don't represent the National Guard's positions or opinions."

c. As with other forms of personal public engagement, Guard members must avoid offensive and inappropriate behavior that could bring discredit upon themselves and the National Guard. This includes posting any defamatory, libelous, obscene, abusive, threatening, racially or ethnically hateful or otherwise offensive or illegal information or material.

d. Correcting errors and misrepresentations made by others about the National Guard should be done professionally and respectfully, not emotionally. Guard members should contact their chain of command or public affairs office for guidance if they are uncertain about the need for a response.

e. When posting political content, Guard members must adhere to policy in Department of Defense Directive 1344.10. They should also not imply National Guard endorsement of any opinions, products or causes other than those already officially endorsed by the National Guard.

f. Guard members should use privacy settings on social networking sites so only their “friends” can view their photos and updates. They should also recognize that social network "friends" and "followers" could affect determinations in background investigations for security clearances.

g. The National Guard, Army or Air Force logo 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 Guard, result in personal financial gain or give the impression of official or implied endorsement.

7. Safety.

a. Guard members should not release personal identifiable information, such as Social Security number, home address or driver's license number that could be used to distinguish their individual identity or that of another Guardsman.

b. Guard members are also not allowed to release National Guard email addresses, telephone numbers or fax numbers not already authorized for public release. By piecing together information provided on different websites, criminals can use information to impersonate Guard members and steal passwords.

c. Guard members should not post information that would infringe upon the privacy, proprietary or personal rights of others or use any words, logos or other marks that would infringe upon the trademark, service mark, certification mark, or other intellectual property rights of the owners of such marks without the permission of the owners.

d. Finally, Guard members should review their accounts daily for possible use or changes by unauthorized users and should install and maintain current anti-virus and anti-spyware software on their personal computers.

8. Point of Contact. For answers to social media questions, Guard members should contact their local public affairs office or the National Guard Bureau Social Media Team at ngbpa.socialmedia@mail.mil.

ERIC D. MAXON
COL, USA
Director, National Guard Bureau
Office of Public Affairs

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