



DEPARTMENT OF THE AIR FORCE
AIR EDUCATION AND TRAINING COMMAND

6 JUL 2011

MEMORANDUM FOR AETC AIRMEN

FROM: AETC/CC

1 F Street, Suite 1
Randolph AFB TX 78150-4324

SUBJECT: Commander's Expectations for Airmen Communicating via Social Media Websites

REFERENCES: (a) AFGM to AFI 33-129 Web Management and Internet Use
(b) AFI 33-115 Public Affairs (PA)

1. The information technology arena evolves at a rapid pace, and more online avenues are being created to distribute information through blogs, chat rooms, social networks, and video hosting. The Air Force uses these social media sites and Internet-based capabilities like Facebook, MySpace, Twitter, and YouTube to increase our crossflow of timely information through networking among our peers. More importantly, every Airman has a role in promoting public understanding of our service.

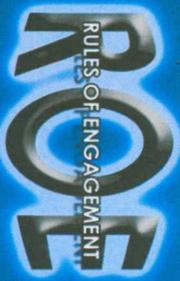
2. Despite these newer networking and information crossflow capabilities, the fact is, the rules for computer use have not changed. When accessing social media sites we must continue to act in a professional manner and practice safe online activity to protect our operational network. Whether posting on an official or personal website, every Airman is responsible for their "electronic conduct." As a reminder, we must abide by the same basic rules of engagement within any public forum:

- Limited personal use approved by supervisor and not detrimental to the mission
- Official use must fall in-line with PA and OPSEC policies and guidelines
- Ensure information is relevant, accurate and contains no personal identifiable information
- Do not store/process classified information on non-approved systems
- Do not store, process, display, send or transmit prohibited content (adult content, hate speech, gambling, illegal weapons, etc.)
- Conduct yourself professionally at all times, both in text and imagery
- If you are unsure, seek command or PA guidance, especially issues beyond your expertise; always follow guidance in AFI 33-129 and AFI 33-115

3. Social networking sites and Internet-based capabilities provide new ways to efficiently crossflow large amounts of information in a timelier manner as we continue to recruit, train and educate the best Airmen in the world. Let's do it responsibly.


EDWARD A. RICE, JR.
General, USAF
Commander

Attachment:
ROE for Social Media



For Social Media

- All Airmen must abide by certain restrictions to ensure good order and discipline. All actions on and off duty are subject to the Uniform Code of Military Justice (UCMJ).
- Airmen should use their best judgment, remembering that there are always consequences to what is written and all Airmen will take direct responsibility for what they post online.
- Do not post any defamatory, libelous, vulgar, obscene, abusive, profane, threatening, hateful, racially, ethnically, or otherwise offensive or illegal information or material.
- Do not post any information or other material protected by copyright without the permission of the copyright owner.
- Do not 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 such owners.
- Do not post classified or sensitive information.
- Do not post any information that would infringe upon the proprietary, privacy, or personal rights of others.
- Do not forge or otherwise manipulate identifiers in posts in an attempt to disguise, impersonate, or otherwise misrepresent their identity or affiliation with any other person or entity.
- Identify to readers of a personal social media site or post that the views expressed are yours alone and that they do not necessarily reflect the views of the Air Force. Use a disclaimer such as: 'The postings on this site are my own and don't necessarily represent Air Force positions, strategies, or opinions.'
- Airmen discussing issues related to their career field or personal experiences is acceptable, but they should not discuss areas of expertise for which they have no first-hand, direct background or knowledge.

(Per Chapter 15 of AFI 35-113 Internal Information)