



OREGON MILITARY DEPARTMENT
OFFICE OF THE ADJUTANT GENERAL
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NGOR-TAG

3 January 2023

MEMORANDUM FOR Oregon Military Department/National Guard Personnel

SUBJECT: Command Policy Memorandum # 150 (Joint) – Social Media Use

1. This policy supersedes Command Policy Memorandum # 150 (Joint) Oregon Military Department Social Media Guidelines and Website Maintenance and Content Management, dated 1 November 2017.
2. Oregon Military Department (OMD) and Oregon National Guard (ORNG) personnel must be cognizant of their actions and how they may be perceived outside the organization. Our communication and behavior are important to maintaining the trust extended to us by the Governor and citizens of Oregon. When it comes to social media use, remember to first “think before you post.”
3. Individuals whose job duties require use of OMD/ORNG official social media pages must adhere to established policies governing operational security and the rules outlined below. Additional detail and information are available in the references listed in Annex A.
 - a. Social media is a communication and outreach tool to engage with diverse communities and highlight our organization, its members, and their successes.
 - b. Official social media pages affiliated with the Oregon Military Department, Oregon National Guard, Oregon Air National Guard and Oregon Army National Guard are authorized no lower than battalion or group levels to post content at the discretion of Wing and Brigade commanders. A designated unit public affairs representative or public affairs trained personnel will maintain the presence with administrator rights provided to the State Public Affairs Office for required archival and oversight.
4. As public employees, we must not imply in our personal social media communications that our opinions reflect the views of state government, the Oregon Military Department, or the Oregon National Guard. This requirement applies whether you are using personal equipment or state/federal equipment to access social media pages.
 - a. If an individual using personal social media identifies or is identifiable as an OMD/ORNG employee or U.S. Service Member (e.g., picture in uniform; unit patch; position,

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title, rank or service branch), his/her use must reflect our organizational values, and show dignity and respect for others.

b. As OMD/ORNG members, if your personal use of social media does not conform to our organization's values or rules, such conduct may be investigated to determine if the behavior violates the standards identified in this memo or other relevant work expectations or policies. Personal use that may negatively impact or interfere with our organization include, but are not limited to, the following contexts:

1) The use of discriminatory remarks, sexually explicit language, harassment, threats of violence or similar inappropriate conduct motivated by or because of another individual's protected class membership that do not conform to our organization's values or rules.

2) Identifying the employee's personal opinions as being affiliated with the employee's official position or representative of the views of OMD/ORNG or the Department of Defense (DOD).

3) Displaying OMD/ORNG/DOD logos, uniforms or similar identifying items in a manner that disparages our public image.

4) Posting operational information, gained through your service or employment, that is confidential, sensitive, or otherwise not generally known or accessible to members of the public.

c. Individuals identified or identifiable as an OMD/ORNG member or U.S. Service Member in their personal social media must clearly state that any expressed opinions are their own and do not represent the views or positions of OMD/ORNG or the DOD.

d. This policy does not restrict OMD/ORNG personnel from off-duty use of personal social media to express their views on political candidates and matters of public concern. However, personnel identified or identifiable as an OMD/ORNG member must clearly state the expressed views are their own, and are not OMD/ORNG/DOD sponsorship, approval or endorsement of any political candidate, campaign or cause.

e. Personnel not identified in social media as OMD/ORNG members may not misrepresent their identity or affiliation with OMD, ORNG or DOD.

5. Social media is not approved for official military or civilian employee communication, or the conveyance of any official military or civilian employee information.

6. OMD/ORNG personnel are expected to be familiar with and adhere to the rules this policy outlines and Annex A references. Violations will be addressed in accordance with applicable regulations, contractual requirements if applicable, the Oregon Code of Military Justice, and for

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OMD employees, relevant DAS or OMD policies.

7. Questions regarding this policy may be directed to the OMD Public Affairs Office at 971-355-3527.

Encl



MICHAEL E. STENCEL

Major General

The Adjutant General

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Annex A: Oregon Military Department/Oregon National Guard Social Media Rules

- I. Authorized/Approved modes of military communication.
 - a. Email from a .mil domain or State e-mail address.
 - b. Voice communication via telephone/cell phone, or other telephonic means.
 - c. Personal face-to-face communication, to include VTC or similar.

- II. References: Directives, Memorandums, Policy:
 - a. AF Instruction 35-107, 15 March 2017, “Public Web and Social Communication”
 - b. AF Manual 35-101, 07 December 2020, “Public Affairs Procedures”
 - c. ALARACT 058/2018, 25 July 2018, “Professionalization of Online Conduct”
 - d. Army Regulation 360-1, 08 October 2020, “The Army Public Affairs Program”
 - e. Army Social Media Handbook: Policies and Procedures, <https://www.army.mil/socialmedia>
 - f. Department of Defense Web and Social Media Policies, <https://dodcio.defense.gov/DoD-Web-Policy/>
 - 1) Department of Defense Instruction 5400.17, 12 August 2022, “Official Use of Social Media for Public Affairs Purposes” <https://www.esd.whs.mil/DD/>
 - 2) Department of Defense Office of Inspector General, Social Media User Agreement, <http://www.dodig.mil/Disclaimers/Social-Media-User-Agreement/>
 - 3) NGB-PA Memorandum, 12 June 2014, “Social Media Guidance for National Guard Members” [http://www.nationalguard.mil/Portals/31/Resources/SocialMedia/NGB-PA%20Social%20Media%20Guidance%20\(June%2012%202014\).pdf](http://www.nationalguard.mil/Portals/31/Resources/SocialMedia/NGB-PA%20Social%20Media%20Guidance%20(June%2012%202014).pdf)
 - 4) Secretary of Defense Memorandum, 06 January 2017, “Guidance on Transition and Archiving of Official Social Media Accounts,” https://www.army.mil/e2/downloads/rv7/socialmedia/guidance_on_transition_and_archiving_of_official_social_media_accounts_010617.pdf
 - 5) Department of Administrative Services publication Social Media Best Practices (March 2022) <https://www.oregon.gov/das/OSCIO/Documents/social-media-best-practices.pdf>