

Davis-Monthan AFB Social Media Guidelines

The Airman's guide to a smart Web-surfing experience

There's a saying amongst Airmen wherever you go: **"It's a small Air Force."** And with the advent of social media, the Air Force, (and the world) is getting even smaller. Airmen, families and friends are using new media to connect and share from around the world. However, with new and expanding technology, there are risks, so make sure you know how to engage safely and wisely.

Remember: All Airmen are on-duty and subject to the UCMJ around the clock. In the eyes of the public, you are representatives of the Air Force. Steer clear of anything that might reflect poorly on yourself, the military or the United States.

Loose lips sink ships Never post classified or sensitive information (troop movement, force size, weapons details, etc.). In doubt? Talk to your supervisor or security manager FIRST. A harmless photo of an Airman on the flight line could be sensitive if it's a deployed environment and shows bombers in the background. Be smart!

Stay in your lane If you're an aircraft mechanic, you're well-suited to communicate messages about aircraft maintenance. If you're a civil engineering apprentice, you probably shouldn't be blogging about legal issues.

Protect your privacy You probably wouldn't share your address and vacation plans with strangers in person, so why would you trust strangers on the Internet? Be careful what personal information you divulge online, and also don't post any information that infringes on others' privacy. Be sure to check your privacy settings often.

Avoid the offensive Never post any defamatory, libelous, vulgar, obscene, abusive, profane, threatening, hateful or otherwise offensive or illegal material.

No lying Credibility is critical. Without it, no one will believe or care about what you have to say. There's nothing wrong with not knowing something; it's pretending to know that causes trouble.

No impersonations Never pretend to be someone or affiliated with something you're not! Be yourself and identify yourself honestly.

Replace error with fact, not argument When a website or blog posts a factual error about the Air Force, you may point out the error and correct the facts. Use a respectful tone, not a disparaging one – even if they don't!

Respect copyright and trademarks Don't post copyrighted materials – including logos, trademarks, photos, etc. – without permission.

Give Your Opinion Yes, tell them what YOU think...just make sure you state that it is your opinion and not that of the Air Force or your organization. Be sure to clearly identify what's your opinion and what is fact. Use a disclaimer to clarify that you aren't speaking in an official capacity (i.e., "The views I express here are my own and don't necessarily represent the views of the Air Force").

Always put your best foot forward The best thing about social media can also be the scariest: Once your post hits the Internet, thousands – sometimes millions – of people can see it and share it in a very short period of time. A good rule of thumb: If you wouldn't say it in front of your mother, you probably shouldn't post it online. You can always ask for guidance from your supervisor or the base public affairs office before posting something questionable. Ultimately, YOU are the only one responsible for what you chose to post online.



Questions? Call the 35th Fighter Wing Public Affairs office at 228-3407