



RHUMB LINES

Straight Lines to Navigate By



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Safe and Responsible Personal Use of Social Media

“A large and growing number of our Sailors, their families and friends are employing any number of information sharing systems in their professional and personal lives. These environments are in many cases ungoverned, and while our service members gain tremendous benefit from them, it isn't without risks to our people and our operations.”

– Adm. Jonathan W. Greenert , Vice Chief of Naval Operations

Since social media has been authorized under [DTM 09-026](#), it has given Navy personnel the ability to instantly communicate with service members, families and other stakeholders. In turn, those people can now share information with their social groups online. While this interconnectivity has obvious and significant benefits to our deployed forces, it does come with risks. Information not intended for public release can be quickly distributed, and adversaries can collect information online to piece together a more comprehensive picture of someone’s life, a ship’s routine or a command’s mission. To mitigate these risks, it is critical that we educate our personnel and families on how to [safely](#) use social media. [ALNAV 057/10 – Internet-based Capabilities Guidance – Unofficial Internet Posts](#) provides policy guidance for Navy personnel when using social media for personal use.

When posting information on social media sites it is important understand:

- Everything online is potentially available to everyone in the world, including co-workers, adversaries and criminals.
- Information posted online can remain there – forever. It can then be used in ways its originator never intended.
- Individuals are personally responsible for what they post online.

Ways to Mitigate Risks in Social Media:

- Even if you aren't using social media, others can still post information or photos of you. Be aware of this. Let your friends and family know if you would prefer your information and photos to remain private.
- Use [recommended privacy settings for Facebook](#) and other social networking sites.
- Don't “friend” strangers.
- Never discuss information online that could jeopardize [operations security](#) (OPSEC).
- Don't share personally identifiable information (PII) that can be used to impersonate you or steal your identity.
- Don't click on links that go to unfamiliar sites.
- Choose applications wisely. Many applications share information with marketers and others.
- Use anti-virus and anti-spyware at home.
- Use a different, strong password for each online account.
- Don't share any passwords with third-party sites.
- Carefully consider sharing your location, because it indicates when you're not at home and vulnerable.
- Don't share Navy information that hasn't been officially released. Err on the side of caution.
- Review training resources on OPSEC, safety and official guidance.

Key Messages

- Navy personnel are encouraged to responsibly engage in unofficial Internet posting about the Navy and Navy-related topics.
- Navy personnel are frequently in a position to share the Navy’s successes with a global audience via the Internet.
- There are risks to communicating online, but those risks can be mitigated by using privacy settings and thinking before posting.

Facts & Figures

- 75% of Sailors actively use a social networking site.
- There are currently 545 registered Official Navy Social Media presences on www.navy.mil/socialmedia.
- The official [U.S. Navy Facebook page](#) has more than 187,000 fans.
- 13,500 people follow [NavyNews](#) on Twitter.