



TEXAS MILITARY FORCES
JOINT FORCE HEADQUARTERS
TEXAS MILITARY DEPARTMENT
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NGTX-PA

5 August 2015

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: (JFTX P15-14) Policy for Texas Military (TXM) Internet and External Social Media Presences

1. References. See enclosure.
2. Applicability. This policy applies to all Texas Military personnel regardless of component or department.
3. Purpose. This memorandum establishes policy related to the use of official and unofficial Internet and social media presences, including those that could be considered official, by TXM members. This policy supersedes (JFTX P13-16) Internet and Social Media Presence, dated 27 October 2013.
4. Policy.
 - a. Local commanders and civilian supervisors are responsible for determining if Internet or social media presences would benefit their mission. If so, they must appoint a content manager, in writing, who must register the site with TXM Public Affairs Office (PAO). TXM PAO will maintain a directory of all official TXM Internet and social media presences and their content managers. This applies to all official Internet and social media presences involving TXM units, regardless of when originally established.
 - b. Local commanders and civilian supervisors are the release authority for their respective areas. Commanders and supervisors are charged with appointing additional individuals as the release authority for their respective areas of responsibility.
 - c. Posting of photographs, videos, internal documents or information that TXM, federal, state or local authorities have not officially released to the public is prohibited. This includes, but is not limited to, memos, e-mails, meeting notes, message traffic, white papers, public affairs guidance, pre-decisional materials, investigatory information and information posted in a military or civilian command post.
 - d. 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 or other intellectual property rights of the owners of such marks without the permission of the owners is prohibited.

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e. Local commanders and civilian supervisors are responsible for all posts to their social media sites.

5. This policy is effective immediately and will expire 2 years from the date of publication unless sooner rescinded or superseded.

6. Point of contact for this policy is TXM Public Affairs Office at (512) 782-5620.

2 Encls

1. References
2. Tips on Using Social Media


JOHN F. NICHOLS
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Adjutant General

DISTRIBUTION:

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Texas
Office

References to JFTX Policy 15-14, Policy for Texas Military (TXM) Internet and External Social Media Presences

Department of Defense Instruction (DoDI) 8550.01, dated 11 September 2012.

DoDD 5205.02E, dated 20 June 2012.

Army Social Media Handbook, Version 3.1, dated January 2013.

Air Force Social Media Guide, 4th Edition, dated 01 June 2013.

National Guard Pamphlet 360-5, dated 06 June 2008.

Air Force Instruction (AFI) 35-107 Public Web Communications, dated 21 October 2009.

Air Force Instruction (AFI) 33-129 Web Management and Internet Use, dated 12 September 2009.

Air Force Instruction (AFI) 10-701 Operations Security (OPSEC), dated 08 June 2011.

Tips on Using Social Media

1. TXM personnel are responsible for content they post on the Internet and social media sites. Personnel should use discretion when posting or linking personal information to such sites and other online platforms, such as telephone numbers or postal and email addresses.
2. Texas Military Forces (TXMF) personnel should be mindful that they are subject to disciplinary action under the Uniform Code of Military Justice. Additionally, posts may be used as part of character evaluations and background checks for security clearances.
3. TXM personnel must be clear that when posting opinions, posts are their own and not on behalf of TXM.
4. TXM personnel should avoid offensive and inappropriate behavior online that can bring discredit to themselves or TXM, including defamatory, libelous, obscene, abusive, threatening, racially or ethnically hateful or otherwise offensive or illegal posts.
5. Correcting errors and misrepresentations made by others about TXM should be done professionally and respectfully, not emotionally. Personnel are advised to use their chain of command or public affairs office for guidance.
6. TXM personnel should adhere to Department of Defense Directive 1344.10 and/or Texas Government Code Chapter 556 if and when posting political content. Personnel should make sure that the posts do not imply endorsement or opinions of the organization.