



Texas Military Department

DIRECTIVE

Number 5400.02
5 December 2017

NGTX-RMP

SUBJECT: Texas Military Department (TMD) Internet and External Social Media Presence

Reference: See enclosure

1. PURPOSE. This issuance establishes policy related to the use of official and unofficial internet and social media presences, including those that could be considered official, by TMD members. This policy supersedes (JFTX P15-14) Internet and Social Media Presences, dated 5 August 2015.
2. APPLICABILITY AND SCOPE. This issuance applies to all TMD personnel.
3. POLICY.
 - a. Local commanders and civilian supervisors are responsible for determining if Internet or social media presences would benefit their mission. Unit's with an official internet or social media presence must register the site with TMD State Public Affairs Office (PAO). This applies to all official Internet and social media presences involving TMD units, regardless of when originally established.
 - b. All unit or directorate public websites will be housed within the TMD public website umbrella www.tmd.texas.gov.
 - c. 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.
 - d. Posting of photographs, videos, internal documents or information that TMD, 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.

e. 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.

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

4. DEFINITIONS. NA

5. RESPONSIBILITIES.

a. Commanders/Directors. If an official internet or social media presence is requested, Commanders/Directors will appoint a content manager, in writing, who must register the site with TMD State Public Affairs Office (PAO) and complete required training.

b. TMD State PAO. TMD State PAO will maintain a directory of all official TMD Internet and social media presences and their content managers.

c. Unit Site Administrators. Site administrators will complete the TMD Social Media Packet and adhere to Social Media guidance.

d. TMD Service Members/Employees with unofficial social media presence. See Enclosure 2, Tips for Using Social Media.

6. INFORMATION REQUIREMENTS. NA

7. RELEASABILITY. Unlimited.

8. EFFECTIVE DATE. This directive is effective immediately and will expire two years from the date of publication unless sooner rescinded or superseded.

9. POINT OF CONTACT. State PAO at (512)-782-5620.

2 Encls

1. References
2. Tips on Using Social Media



JOHN F. NICHOLS
Major General, TXANG
Adjutant General

DISTRIBUTION:

A
KATHERINE M. BROWN
CW4 AG USA
SIG-Polig



Enclosure 1
References.

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

Department of Defense Directive (DoDD) 5205.02E, dated 20 June 2012.

Army ALARACT 075/2017, PROFESSIONALIZATION OF ONLINE CONDUCT, dated 17 August 2017.

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.

Enclosure 2
Tips on Using Social Media.

1. TMD 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. TMD personnel should be mindful that they are subject to disciplinary action under the Texas Code of Military Justice (TCMJ) or state policy, rules and regulations. Additionally, posts may be used as part of character evaluations and background checks for security clearances.
3. TMD personnel must be clear that when posting opinions, posts are their own and not on behalf of TMD.
4. TMD personnel should avoid offensive and inappropriate behavior online that can bring discredit to themselves or TMD, 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 TMD should be done professionally and respectfully, not emotionally. Personnel are advised to use their chain of command or public affairs office for guidance.
6. TMD 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.