



Texas State Guard

INSTRUCTION

TXSGI 2430.10

12 April 2018

NGTX-XZ

SUBJECT: Social Media Guidance

References. (a) TMDD 5400.2, TMD Internet and External Social Media Presence, 05DEC17
(b) ALARACT 075/2017, Professionalization of Online Conduct, 17AUG17
(c) DODD 1344.10, Political Activities by Members of the Armed Forces.
(d) Texas Code 556, Political Activities by Certain Public Entities and Individuals
(e) TMD Public Affairs Guidance TMD Border Operations (2017)
(f) Office of Government Ethics Legal Advisory, LA-15-03, "The Standards of Conduct as Applied to Personal Social Media Use," April 9, 2015

1. PURPOSE. This instruction provides guidance related to the use of official and unofficial internet and social media presences, including those that could be considered personal, by TXSG personnel.

2. APPLICABILITY AND SCOPE. This instruction applies to all TXSG personnel.

3. DEFINITIONS. NA

4. POLICY. This instruction directly supports the directives laid out in TMDD 5400.2, Texas Military Department Internet and External Social Media Presence.

a. All social media/network posts—to include posts to personal social media/network sites—related to the TXSG, TXSG personnel, the Texas Military Department, or self as a member of the TXSG, must conform to the Texas Code of Military Justice (TCMJ). Commenting, posting, or linking to material that violates TCMJ may lead to disciplinary action.

b. Avoid offensive and inappropriate online behavior that can bring discredit to the TXSG or TMD. Avoid defamatory; libelous; obscene; abusive; threatening; racially or ethnically hateful; and otherwise offensive or illegal posts. Correcting errors or

misrepresentations made by others about TMD or TXSG should be done professionally and respectfully. When posting photos of fellow TXSG members on personal social media, you are implying they agree with the postings on your social media.

c. Do not misrepresent TXSG or TMD by words, photos, or images.

d. TXSG personnel are prohibited from using military rank, official titles, positions, or any authority associated with TXSG for personal or financial gain. TXSG personnel are prohibited from using titles or positions in any manner that would create an appearance that the TXSG or TMD sanctions or endorses their personal activities. TXSG personnel may identify official titles or positions in an area of the personal social media account designated for biographical information.

e. Posts of TXSG personnel in uniform and holding/displaying weapons is prohibited. The only exceptions are photos/videos of approved TXSG weapons training and approved TXSG/TMD weapons competitions. TXSG personnel can submit photos and videos of training or competitions through the TMD App.

f. TXSG personnel are prohibited from posting Personally Identifiable Information (PII) that is protected by the Privacy Act Program. No PII is to be posted for any personnel serving on border operations.

g. Never post any orders, missions, locations of units or of individual TXSG members (including yourself), GPS data, or any other information that could affect the safety and security of our members or the mission. Think OPSEC!

h. TXSG personnel cannot post a video on an official TXSG social media platform unless approved by TMD PA. TXSG personnel can post videos to personal social media without clearance or approval. TXSG personnel can submit videos through the TMD App for use by the TMD Public Affairs Office.

i. Websites and/or web logs (blogs or vlogs) produced by TXSG personnel in a personal capacity and not in connection with official duties require no clearance. TXSG personnel are encouraged to share their TXSG experiences with their friends and family. However, it is the personal responsibility of TXSG personnel to ensure such electronic communication does not contain inappropriate or non-releasable information.

j. Do not violate trademark, copyright, or intellectual property by posting material without permission. Examples include protected logos, trademarks, songs, videos, and photographs.

k. All TXSG personnel have freedom of speech, freedom of association and political association as guaranteed by the federal and state constitutions. However, where confusion or doubt is likely to arise regarding the personal nature of social media activities, TXSG personnel are encouraged to include a disclaimer clarifying their social media communications reflect only their personal views and do not necessarily

represent the views of the TXSG or TMD.

I. Use discretion when posting or linking personal information—such as phone numbers, emails, and physical addresses—to social media sites and other online platforms.

5. RESPONSIBILITIES. All TXSG leaders will ensure this guidance is disseminated throughout their units, understood, enforced, and followed by their personnel.

6. INFORMATION REQUIREMENTS. NA

7. RELEASABILITY UNLIMITED.

8. EFFECTIVE DATE. This instruction will expire 2 years from the effective date of publication unless sooner rescinded or superseded.

9. POINT OF CONTACT. TXSG Public Affairs, (512) 782-6595.



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DISTRIBUTION:

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