



Texas Military Department

DIRECTIVE

Number 5400.03
JAN 04 2022

NGTX-PA

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

1. PURPOSE. This directive establishes policy for the use of official and unofficial Internet and social media presences, including those that may appear official, by TMD members.
2. REFERENCES. See enclosure 1.
3. APPLICABILITY AND SCOPE. This directive applies to all TMD personnel regardless of component or department.
4. POLICY. TMD military and civilian members are encouraged to use social media to share their experiences and to conduct themselves online, but must do so in a safe and professional manner worthy of their status and calling to support and defend the American people. Guidance is as follows:
 - a. The TMD Public Affairs Office (PAO) is responsible for determining whether an official internet or social media presence would benefit the mission, unit, or organization. Local commanders and civilian supervisors provide PAO documentation that identifies the need, strategy, and training worthy of an active online presence.
 - b. TMD PAO will maintain a directory of all official TMD Internet and social media presences and the personnel who access and maintain those presences. It is the responsibility of TMD unit/organization PA personnel to notify TMD PAO of current members, their roles, as well as any changes in their status.
 - c. Regardless of the method of communication used, all members of the TMD are responsible for what they say or post on social networking services and/or any other medium. We are all figures of public trust and our conduct must be exemplary. The expectation is that all TMD members will adhere to all laws, regulations and policies, which together state that harassment, bullying, hazing, stalking, discrimination, retaliation, or any other type of misconduct are prohibited.
 - d. The posting of photographs, videos, internal documents or information the TMD, federal, state, or local authorities have not officially released to the public is prohibited.

This includes but is not limited to memos, emails, meeting notes, message traffic, white papers, public affairs guidance, pre-decisional materials, investigatory information, information posted in a military or civilian command post, as well as information relating to a TMD member injured, wounded, or killed in action.

e. Information or products that would infringe upon the privacy, propriety 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 written permission of the owners is prohibited.

f. TMD members must avoid offensive and/or inappropriate behavior on social networking platforms and through other forms of communication that could bring discredit upon on the Agency. TMD members should avoid any derogatory behavior that would otherwise be harmful to good order and discipline, respect for authority, unit cohesion, morale, mission accomplishment, or the trust and confidence that the public has in our organization.

g. When expressing personal opinions on social media sites, TMD members should make clear that they are speaking for themselves and not on behalf of the Agency. While TMD members may generally use their rank or position even when acting in their personal capacity, they should not do so in situations where the context may imply official sanction or endorsement of their personal opinions.

5. DEFINITIONS. None.

6. RESPONSIBILITIES.

a. Commanders/Directors. If an official Internet or social media presence is requested, the 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. Those members with unofficial social media presence. See enclosure 2, Tips for Using Social Media.

7. INFORMATION REQUIREMENTS. N/A.

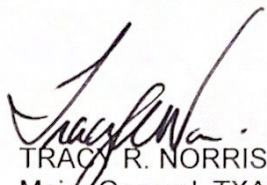
8. RELEASABILITY. Unlimited.

9. EFFECTIVE DATE. This directive is effective immediately and will expire two years

from the date of publication unless sooner rescinded or superseded.

10. POINT OF CONTACT. Point of contact for this policy is the state public affairs office at (512) 782-5620.

- 2 Encls
1. References
2. Tips for Social Media



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Enclosure 1

References.

Department of Defense Directive (DODD) 1344.10 Political Activities by Members of the Armed Forces, dated 19 February 2008.

Department of Defense Directive (DoDD) 5205.02E DoD Operations Security Program, dated 20 June 2012.

Department of Defense Instruction (DoDI) 8550.0 DoD Internet and Internet Based Capabilities, dated 11 September 2012.

Army ALARACT 061/2019, PROFESSIONALIZATION OF ONLINE CONDUCT, dated 06 September 2019.

U.S. Army Social Media Overview.

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

Air Force Instruction (AFI) 35-107 Public Web and Social Communication, dated 15 March 2017.

Air Force Instruction (AFI) 10-701 Operations Security (OPSEC), dated 23 July 2019

TXSGI 5400.03 Texas State Guard Social Media Guidance, dated 23 September 2019.

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 may be 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. TMD personnel should refrain 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.
6. TMD personnel are prohibited from using military rank, official titles, positions, or any authority associated with TMD for personal or financial gain.
7. 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.
8. TMD personnel should adhere to Department of Defense Directive 1344.10, 5 U.S.C., Sections 7321-7326 and/or Texas Government Code Chapter 556 when posting political content. Personnel should make sure that the posts do not imply endorsement, by, or that they represent the opinions of the organization.