



TEXAS MILITARY FORCES
JOINT FORCE HEADQUARTERS
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NGTX-PA

27 October 2013

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: (JFTX P13-16) Internet and Social Media Presence

1. **References.**

- a. Department of Defense Directive (DoDD) 8550.01, dated 11 September 2012.
- b. Department of Defense Directive (DoDD) 5205.02E, dated 20 June 2012.

2. **Applicability.** This policy applies to all Texas Military Forces (TXMF) and Texas Military Department (TMD) personnel regardless of component or department.

3. **Purpose.** This memorandum establishes policy related to the establishment of official Internet and social media presences, including those that could reasonably be considered official, by individuals representing the TXMF or TMD. It also establishes a directory to be managed by the state Public Affairs Officer (PAO), which is necessary to ensure that the Adjutant General is aware of the scope of all TXMF and TMD Internet and social media footprints.

4. **Policy.** Commanders and supervisors are responsible for determining if an Internet or social media presence would benefit their unit's mission. If the commander or supervisor approves the development of such a presence, they must appoint a content manager, in writing, who must coordinate the site's development with the state PAO. The state PAO will maintain a directory of all official TXMF and TMD Internet and social media presences and their content managers for sites maintained by TXMF and TMD entities. This policy applies to all official Internet and social media presences involving TXMF and TMD entities, regardless of when they were established.

5. This memorandum will expire 2 years from the date of publication unless sooner rescinded or superseded.

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


JOHN F. NICHOLS
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