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POLICY DIRECTIVE 2019-01

29 July 2019

SUBJECT: Guidance and Parameters for the Use of Social Media

1. Effective 29 Jul 2019, Supersedes Policy Directive 2014-1 dated 26 August 2014.
2. Applicability. This policy directive applies to all Hawaii National Guard Soldiers and Airmen, as well as all State of Hawaii, Department of Defense (DOD) Divisions and Staff Offices.
3. Purpose. This policy directive addresses the use of social media (both official as well as unofficial personal sites) for the employees of the State of Hawaii, DOD to include members of the Hawaii National Guard directive.
4. References.

2014 HIDOD Social Media Policy Directive - Signed by Maj. Gen. Wong
Hawaii Revised Statutes, Chapter 124A (Hawaii Code of Military Justice)
Manual For Courts-Martial, United States (2016 Edition), Part IV, Punitive
Articles.

ALARACT 058/2018 – Professionalization of Online Conduct
Social Media and the Hatch Act

DODI 8550.01 – DOD Internet Services and Internet-based Capabilities
Secretary of the Army Memo – Delegation of Authority Approval of External
Official Presences

DOD 1344.10 – Political Activities by Members of the Armed Forces
AR 600-20 – Army Command Policy

DODI 1300.18 – Personnel Casualty Matters, Policies, and Procedures

DTM 09-026, Responsible and Effective Use of Internet-Based Capabilities

AFI 35-101 - Public Affairs Mission

AFI 35-107 - Public Web Communications

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AFI 35-113 - Command Information

AFI 33-129 - Web Management and Internet Use

5. General.

As Adjutant General, I seek to have the State of Hawaii, DOD leverage the wide-ranging benefits that social media provides as an effective communication tool for supporting our organizational mission and communication strategy. Social media involves sharing information in a public forum by all means of communicating or posting information or content of any sort on the Internet. Proper use of social media can foster external transparency and internal collaboration. This policy also sets forth appropriate security and privacy safeguards for the Department and its individual users. The DOD provides tremendous support to the State of Hawaii, our Nation and our partners around the globe. Timely and responsible use of social media can share and highlight such accomplishments, enhancing the reputation of our Department and its people and furthering trust within the community. I encourage all divisions [Hawaii Air National Guard (HIANG), Hawaii Army National Guard (HIARNG), Hawaii Emergency Management Agency, Youth Challenge Academy, Office of Veterans Services and Office of Homeland Security] and subordinate sections to maintain official social media sites and provide frequent content. Note that official social media posts involve content released and/or reviewed in an official capacity by a Public Affairs representative. If any corrections or edits to official posts already published need to be made, it should be brought to the attention of the departmental Public Affairs Office (PAO).

6. Policy.

a. Each division will ensure its official site is properly registered and its official site managers are current on training and familiar with official social media handbooks. All official sites must be registered through PAO who in turn will assist site managers with registering with appropriate higher echelons (e.g., HIANG/HIARNG with DOD). Official site managers should regularly consult PAO to ensure they and their sites remain up to date on trends and developments.

b. Ultimately, divisional leadership is responsible for what is posted online. Information should not be released via social media on official sites unless it has been verified as factual using the standard approval process for releasing information (i.e., commander or other leadership has signed off on it or PAO/division public affairs has approved it).

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c. Whether or not one participates in social networking is an individual's personal decision. Employees of the department and members of the Hawaii National Guard most certainly may post on non-department sites and have personal social media sites. Use of social media though presents certain risks and carries with it, certain responsibilities.

d. Personal sites may not be represented as an official DOD or National Guard site. Unofficial posts are not initiated by any part of the Hawaii DOD or reviewed within any official department approval process. Any individuals not officially authorized to speak on behalf of the Department should make it clear through a disclaimer that the statements are their own and do not represent an official stance of the DOD, their division or the National Guard. Everyone should understand and appreciate the power and possible unfavorable consequences of posting certain material on unofficial social media. Posts done on personal pages, when seen as representing the organization or not, may cause harm to the Department and its employees.

e. If posting, I encourage you to be respectful, honest and accurate. I have genuine concern regarding the impact to the Department and others if an individual within the organization posts content that may cause harm or result in unfavorable effects. Most notably, well-developed systems are in place for official notification of next of kin and public release of information related to a casualty or serious accident. Making a post prematurely, referencing serious incidents that bypasses such established measures, is inexcusable. No individual or unit should make any comment or post, whether it be to media or social media until the name of the hero has been officially released by the DOD. A media release from the PAO will immediately follow the DOD announcement to let the Hawaii public know about the individual and the event.

f. All employees must maintain operational security and not disclose information about confidential agency business on agency social media sites or their personal social media sites. Posting internal documents or information that has not been officially released to the public is prohibited, including investigatory information, pre-decisional materials, internal memorandums and e-mail. Moreover, we should follow the Health Insurance Portability and Accountability Act (HIPAA) of 1996 and all other privacy protection laws, as well as respect laws involving copyright and public records. Likewise, avoid use of

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Army or Air Force affiliation, official title or position to promote, endorse or benefit yourself or any profit-making group or agency.

g. Information posted to personal profiles resides in the public domain. In addition to inaccuracies, rumors and Operational Security violations can have lasting unfavorable effects. Imagery and content that may negatively impact the reputation of the Hawaii DOD, or which may be prejudicial to the good order and discipline of the Hawaii National Guard must be avoided. Examples may include but are not limited to: inappropriate wear of the uniform; inappropriate or unprofessional behavior while wearing the uniform; inappropriate racial, ethnic, religious, gender or sexual orientation slurs while appearing to be in an official capacity; and inappropriate activity of an obscene or sexual nature while appearing to be in an official capacity.

h. This policy does not seek to infringe upon any member's First Amendment right to free speech. There are potential consequences though for misuse of social media. Inappropriate postings that include discriminatory remarks, harassment, threats of violence, or that may be viewed as disparaging of the chain of command, up to and including the Governor of the State of Hawaii, will not be tolerated. Posting inappropriate content on a social media platform that may cause harm, damage the reputation of the Department or individuals, or that may be prejudicial to the good order and discipline of the Hawaii National Guard will be addressed. If an employee (full-time, part-time or traditional soldier/airman) makes inappropriate posts on a social media platform, a Public Affairs representative and/or supervisor is authorized to contact that individual to make recommended changes. Supervisors or the chain of command may weigh the severity of the post, its nexus to the Department, and an individual's responsiveness when considering action.

i. Inappropriate content posted on personal pages, particularly when said content has a discernable nexus to the Hawaii National Guard, may violate federal or state law. Numerous punitive provisions of the Hawaii and Uniform Code of Military Justice (UCMJ) can potentially be applied to individual social media misuse to include: HRS §124A-123, Contempt towards officials (See also, UCMJ Art. 88); HRS §124A-124, Disrespect towards superior commissioned officer (See also, UCMJ Art. 89); HRS §124A-127, Failure to obey order or regulation (See also, UCMJ Art. 92); HRS §124A-150, Provoking speeches or gestures (See also, UCMJ Art. 117); HRS §124A-154, Conduct unbecoming an officer (See also, UCMJ Art. 133); and HRS §124A-155,

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General article (See also, UCMJ Art. 134). In addition, the Technician Personnel Regulation can potentially be applied to individual social media misuse. Offenders may face a full range of disciplinary measures tailored to the facts and circumstances. It can result in adverse or disciplinary action, up to and including termination. Inappropriate postings can impact an employee's suitability to acquire or maintain a security clearance.


j. An Active Guard Reserve (AGR) soldier or airman may not engage in any partisan political activity via any social media platform. Further, an AGR member may not post or make direct links to a political party, partisan political candidate, campaign, group, or cause because such activity is the equivalent of distributing literature on behalf of those entities or individuals.

k. Social media tools are increasingly important in emergency management communications to extend the reach of official communications. Nevertheless, even in times of crisis, disaster or emergency, only employees with the authority to speak on behalf of the Department are permitted to do so. To limit confusion and disinformation, others who choose to share information during such events are advised to not only include a disclaimer but take the time to verify that the source of the information and any forwarded link are legitimate.

7. Responsibilities. Leaders and supervisors are entrusted and responsible for enforcement and awareness of this policy. Posting this directive and providing periodic briefings will assist our Soldiers, Airmen and civilian employees with identifying possible violations and consequences. Posting this directive and ensuring social media training is completed will assist our team in being able to take advantage of the power of social media.

8. Definitions. None.

9. Proponent. NGHI-PAO



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