



UNITED STATES MARINE CORPS  
15TH MARINE EXPEDITIONARY UNIT  
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MEUO 5720.1  
PAO

5 JAN 2012

15TH MARINE EXPEDITIONARY UNIT ORDER 5720.1

From: Commanding Officer  
To: Distribution List

Subj: 15TH MARINE EXPEDITIONARY UNIT (MEU) COMMAND POLICY FOR SOCIAL MEDIA

Ref: (a) MCO 5720.77  
(b) DTM 09-026, "Responsible and Effective Use of Internet-based Capabilities," dtd 25 Feb 10  
(c) DOD Instruction 5400.13  
(d) DOD Directive 8500.01E  
(e) DOD Instruction 8500.2  
(f) MARADMIN 642/07  
(g) DOD Directive 5320.09  
(h) DOD Manual 5205.02  
(i) Privacy Act of 1974

1. Situation. Per the references, to publish the 15th MEU command policy for social media.

2. Mission. This Order establishes basic policy, regulations and guidance concerning the personal and professional conduct of the 15th MEU when using social media.

3. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent. The science and art of telling the Marine Corps story includes not only legacy media, but now also extends to digital imagery, satellite communication, Websites, many forms of social media (user-generated content and consumer-generated media), and other internet based applications that will continue to challenge assumptions about the way the Marine Corps communicates. The 15th MEU Public Affairs Officer (PAO) is expected to anticipate and mirror civilian advances in the science and art of journalism and mass communication to ensure the 15th MEU's story continues to be effectively conveyed to our internal and external audiences.

(2) Concept of Operations. Guidance for conducting official business through Internet-based activities is provided in references (a), (b) and (c). The Commanding Officer directs that only the 15th MEU PAO engage in new media with journalists employed by media organizations, including new websites and blog sites affiliated with news organizations. All hands are directed to inform the 15th MEU PAO in the event they are contacted by external media organizations. The 15th MEU PAO is responsible to the Commanding Officer for implementing policy that ensures compliance for the information quality and quality assurance of all public affairs activities within the command.

(a) The objectives of the 15th MEU social media policy are:

1. All use of Internet-based capabilities from the Non-secure Internet Protocol Router Network (NIPRNET) shall comply with all applicable policy regarding the sharing and safeguarding of information including information assurance (IA) in accordance with references (d) and (e), personally identifiable information (PII) in accordance with reference (f), public release of information in accordance with reference (g) and operations security (OPSEC) in accordance with reference (h).

2. Where collaboration with non-Department of Defense (DoD) personnel regarding unclassified official information will benefit the command, External Official Presences shall be established and regulated in accordance with reference (h).

3. Activities will not operate for commercial gain and will not promote or endorse financial or other interests of commercial or non-governmental activities.

(b) The following summary provides details on types of content that shall not be publicly displayed through the internet on External Official Presences:

1. Classified information, propriety information, business sensitive information, information designated as For Official Use Only (FOUO).

2. Information protected by the Privacy Act of 1974, in accordance with reference (i) or the Health Insurance Portability and Accountability Act.

3. Information - other than authorized press releases - about casualties prior to official confirmation that next of kin have been notified.

4. Information - other than authorized press releases - regarding events or incidents currently under investigation.

5. Information that is copyrighted or trademarked, without permission of the holder.

6. Unit or other personnel lists/rosters, charts or directories, or the names, addresses and personal telephone numbers of unit members.

7. Any image, still or motion, of any military operation or activity unless that image has been cleared by the proper authority.

b. Coordinating Instructions. The Marines and sailors of the 15th MEU are our best representatives and they should be allowed to tell their personal stories within the appropriate guidelines. As such, individual Marines may participate in informal online discussions that include references to an individual's service in the Marine Corps. At a minimum, the following guidance is provided to the Marines and sailors of the 15th MEU:

(1) All personnel have the responsibility to ensure that no information that might place our Marines in jeopardy or that would be of use to our adversaries is posted to online locations readily accessible by the

public. Although not a definitive list, such information includes: technical information, operational plans, troop rotation schedules, position and movement of troops and U.S. naval craft, descriptions of overseas military bases, vulnerability of weapon systems or discussion of areas frequented by us personnel overseas. Special attention shall be given to not identify information that would facilitate circumvention of Marine Corps or command policies, rules, regulations or other significant guidance. Such information is considered FOUO and shall not be posted to Websites accessible by the public.

(2) Social media entities where Marines post content are subject to random review to ensure Operational Security (OPSEC,) FOUO, PII as well as DoD, Secretary of the Navy (SECNAV) and Commandant of the Marine Corps (CMC) guidelines and policy are not violated.

(3) If unauthorized information is found, immediate action will be taken to remove the unauthorized content.

(4) Personnel who engage in the unauthorized disclosure of U.S. government information may be subject to criminal and/or administrative action.

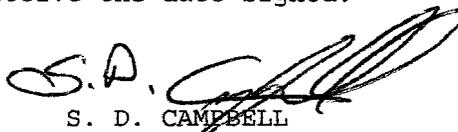
(5) All internet activity by Marines and sailors of the 15th MEU is subject to standards of conduct outlined in the Uniform Code of Military Justice (UCMJ).

4. Administration and Logistics. Submit all recommendations concerning this Order via the appropriate chain of command.

5. Command and Signal

a. Command. This Order is applicable to all personnel assigned or attached to the 15th MEU, to include major subordinate elements when composited.

b. Signal. This Order is effective the date signed.

  
S. D. CAMPBELL

DISTRIBUTION: B