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SUBJ/SOCIAL MEDIA GUIDANCE FOR UNIFORMED SERVICE MEMBERS OF THE DEPARTMENT OF THE NAVY//

REF/A/DOC/MEMORANDUM/19FEB25//
REF/B/DOC/DOD INSTRUCTION 5400.17 CH-2/24JAN23//
REF/C/DOC/ DOD INSTRUCTION 8170.01 CH-1/24AUG21//
REF/D/DOC/SECNAV INSTRUCTION 5720.44C CH-2/10APR19//
REF/E/DOC/10 U.S.C. SECTION 801 ET SEQ.//
REF/F/DOC/U.S. MARINE CORPS 2021 SOCIAL MEDIA HANDBOOK//
REF/G/DOC/NAVY SOCIAL MEDIA HANDBOOK//
REF/H/MSG/SECNAV WASHINGTON DC/171606ZJUL24//
REF/I/DOC/DOD DIRECTIVE 1344.10/19FEB08//

NARR/ REF A IS THE DEPARTMENT OF DEFENSE (DoD) MEMORANDUM REMINDER ON SERVICE MEMBERS' RESPONSIBILITIES ASSOCIATED WITH PUBLIC COMMUNICATIONS.
REF B IS THE DOD INSTRUCTION ON OFFICIAL USE OF SOCIAL MEDIA FOR PUBLIC AFFAIRS PURPOSES.
REF C IS THE DOD INSTRUCTION ON ONLINE INFORMATION MANAGEMENT AND ELECTRONIC MESSAGING.
REF D IS THE SECNAV INSTRUCTION ON DEPARTMENT OF THE NAVY PUBLIC AFFAIRS POLICY AND REGULATIONS.
REF E IS THE UNIFORM CODE OF MILITARY JUSTICE.
REF F IS THE USMC SOCIAL MEDIA HANDBOOK.
REF G IS THE NAVY SOCIAL MEDIA HANDBOOK.
REF H IS THE ALNAV PROVIDING GUIDANCE ON THE POLITICAL ACTIVITIES OF DEPARTMENT OF THE NAVY PERSONNEL.
REF I IS THE DOD DIRECTIVE ON POLITICAL ACTIVITIES BY MEMBERS OF THE ARMED FORCES.

RMKS/1. This ALNAV reinforces references (a) through (i) and provides additional information concerning the Secretary of the Navy's guidance on social media activities of Department of Navy (DON) Personnel.

2. At the direction of the Secretary of the Navy, the DON is actively reviewing reports related to Service Members social media activity that is misaligned with the DON's current social media guidance. The guidance remains in full effect, and we are committed to upholding the highest standards of conduct. Service Members are expected to uphold Navy and Marine Corps core values on duty, off duty, and online.

3. Service Members may establish social media accounts for personal, non-official use. Such personal social media accounts must be clearly

identifiable as personal accounts and may not be used for official DON or Department of War (DoW) communications, unless subject to an exception identified in paragraph 3.26.a of reference (c). Though the use of military titles or appearing in uniform on personal social media accounts may be permissible, Service Members must ensure that personal social media accounts avoid the use of DON or DoW titles, insignia, uniforms, or symbols in a way that could imply DON or DoW sanction or endorsement of personal content. Where the personal nature of social media activities is likely to be unclear, Service Members are encouraged to include a disclaimer clarifying that their social media communications reflect only their personal views and do not necessarily represent the views of the DON, DoW, or the United States. As the position and grade of individual Service Members increase, it becomes increasingly difficult to distinguish between personal opinions and official positions of the DON or DoW. Senior personnel are highly encouraged to include a disclaimer on personal social media communications. A sample disclaimer reads: The opinions and views expressed here belong solely to the author and do not necessarily reflect those of the DoW or its components. Any mention of commercial products or services does not imply DoW endorsement. Additionally, the presence of external hyperlinks does not signify DoW approval of the linked websites or their content, products, or services.

4. Service Members are permitted to use personal social media accounts to forward, like, or link to official information, provided it is done in a manner that does not express or imply DON or DoW sanction or endorsement of any personal content, and does not result in the unauthorized disclosure or dissemination of non-public information (or unclassified information that reveals classified information when aggregated). While Service Members may generally express their personal views on public issues, uniformed service brings certain limitations to expression, including on social media.

a. Service Members are subject to the Uniform Code of Military Justice (UCMJ) (reference (e)), and Navy or Marine Corps regulations while on and off duty. Certain provisions of reference (e) restrict the expression of Service Members, including but not limited to: Article 88, Contempt Towards Officials; Article 92, Failure to Obey an Order or Regulation; Article 133, Conduct Unbecoming an Officer; and Article 134, Disorders and Neglects to the Prejudice of Good Order and Discipline or Conduct of a Nature to Bring Discredit Upon the Armed Forces. In accordance with reference (b) and (c), and per the UCMJ, Service Members are prohibited from publishing language that may tend to diminish the confidence in or respect due to their superior officer(s).

b. Service Members are encouraged to refrain from social media engagement in matters of U.S. Government, DoW, and DON policy.

5. References (h) and (i) provide non-exhaustive lists of permissible and prohibited political activities by Service Members. Service Members may not engage in partisan political activity while on duty and should avoid inferences that their personal political activities imply, or appear to imply, official sponsorship, approval, or endorsement by the DON or DoW.

6. This ALNAV is not an exhaustive source for all regulations pertaining to the use of social media by Service Members. For further guidance, Service Members should review references (f) through (h).

7. Released by the Honorable John C. Phelan, Secretary of the Navy.//

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