

# Social Media Tips



## Please keep the following in mind when posting to social media sites like Facebook or Twitter.

### **Once it's out there, it's there forever**

- When you post something on social media, you can't "get it back." Even deleting the post doesn't mean it's truly gone, so consider carefully before you hit enter.

### **No classified information**

- Don't post classified or sensitive information (for example, troop movement, force size, weapons details, etc.). If in doubt, talk to your supervisor or security manager. "Think OPSEC!"

### **Replace error with fact, not argument**

- When you see misrepresentations made about the Air Force in social media, you may certainly use your social media property or someone else's to correct the error. Always do so with respect and with the facts. When you speak to someone who has an adversarial position, make sure what you say is factual and respectful. No arguments, just correct the record.

### **Admit mistakes**

- Be the first to respond to your own mistakes. If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear you have done so (e.g., use the strikethrough function).

### **Use your best judgment**

- What you write may have serious consequences. If you're unsure about a post, discuss your proposed post with your supervisor. Ultimately, you bear sole responsibility for what you post.

### **Avoid the offensive**

- Don't post any defamatory, libelous, vulgar, obscene, abusive, profane, threatening, racially and ethnically hateful or otherwise offensive or illegal information or material.

### **Don't violate copyright**

- Don't post any information or other material protected by copyright without the permission of the copyright owner.

### **Don't misuse trademarks**

- Don't use any words, logos or other marks that would infringe upon the trade mark, service mark, certification mark or other intellectual property rights of the owners of such marks without owner permission.

### **Don't violate privacy**

- Don't post any information that would infringe upon the proprietary, privacy or personal rights of others.

### **No endorsements**

- Don't use the Air Force name to endorse or promote products, political positions or religious ideologies.

### **No impersonations**

- Don't manipulate identifiers in your post in an attempt to disguise, impersonate or otherwise misrepresent your identity or affiliation.

### **Stay in your lane**

- Discussing issues related to your career field or personal experiences are acceptable and encouraged, but you shouldn't discuss areas of expertise where you have no firsthand, direct experience or knowledge.

### **Be cautious with the information you share**

- Be careful about the personal details you share on the Internet. Maintain privacy settings on your social media accounts, change your passwords regularly and don't give out personally identifiable information. Also, be mindful of who you allow to access your social media accounts.

### **Don't promote yourself for personal or financial gain**

- Don't use your Air Force affiliation, official title or position to promote, endorse or benefit yourself or any profit-making group or agency. For details, refer to Code of Federal Regulations, Title 5, Volume 3, sec. 2635.702, Use of Public Office for Private Gain, in the Joint Ethics Regulation or Air Force Instruction 35-101, Public Affairs Responsibilities and Management.