

U.S. Navy Social Media

Registration Checklist, Disclaimers and User Agreements

Updated Oct. 18, 2016

Thank you for your interest in registering your command's official social media site with the Navy's social media directory.

Before you begin the registration process, please take a moment to review the guidelines and requirements in this document to determine whether your site is ready to be registered.

Please contact the Navy's Digital Media Engagement Team at 703-614-9154 or NavySocialMedia@Navy.mil with any questions.

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Registration Checklist

Thank you for your interest in registering your command's official social media site with the Navy's social media directory. Before you begin the registration process, please take a moment to review the guidelines and requirements below to assess whether your site is ready to be registered. Please contact the Navy's Digital Media Engagement Team at 703-614-9154 or NavySocialMedia@Navy.mil with any questions.

- Commanding officer or qualified public affairs officer approval
 - Someone with release authority for the command must approve the presence.

- The presence's name should closely match the command's name as displayed on Navy.mil's social media directory.
 - When selecting your presence's name, avoid acronyms to make it easier to find your site.

- The point of contact must include a valid .mil address when submitting
 - Only exception is if submission is from a command authorized to use .edu or .com. These commands should contact CHINFO directly for registration.

- The presence must have a URL to an official Department of the Navy website
 - This must be your command's website, your ISIC's website, or in the absence of either, the Navy's website at <http://www.navy.mil>.

- The presence must post disclaimer text.
 - The disclaimer identifies the page as an official Department of the Navy social media presence and disclaims any endorsement.
 - Approved disclaimers and user agreements are available later in this document. While they should be customized to your command (replacing the placeholders in the disclaimer for your command's information), they must be formatted as displayed in this document.

- The presence must have a user agreement (required for all sites that provide for public comment – primarily Facebook and blogs)
 - The user agreement establishes acceptable criteria for public posts.
 - This is required for any site where public comment is possible.
 - Approved disclaimers and user agreements are available later in this document.

- The presence must be clearly identified as “official.”
 - The word “official” does not need to appear in the site name.

- The presence must be unlocked and open to the public.
 - This primarily applies to Twitter.

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- Only “official pages” on Facebook can be registered.
 - The use of Facebook profiles, and community and group pages for official purposes is not in the Government’s terms of service agreement with Facebook.

 - Social media presences identifying an individual vice the command or billet are not recommended as an “official” presence with the exception of notable few (e.g. SECNAV, CNO, MCPON).
 - This does not prohibit the use of named accounts by any commander or senior leadership, only the requirement to register the site as “official.”
 - Any communication from the individual would be official in the same manner as if that individual gave a speech on behalf of the command.

 - Requests to register social media presences that are too targeted or specific will be reviewed and may be disapproved.
 - Best practices have shown that having multiple social media presences that each target small niche audiences fragment an audience and ultimately lead to less effective communication.

 - Requests to register social media presences that are based on an event will be reviewed and may be disapproved.
 - Best practices have shown that event-specific social media presences may be effective in the short term, but ultimately end up fragmenting the audiences leading to less effective communication.

 - How you submit your command name is how it will appear in the directory.
 - Please include the full title of your command and not just an acronym.
 - This name should be exactly the same as any previously submitted social media presences. communication.

 - When you are ready, please submit the social media presence for approval and registration to <http://www.navy.mil/CommandDirectory.asp>. Your submission will be reviewed and verified before being approved and listed on the directory. If we have any issues or questions, we will contact the person who submitted the presence. Some common reasons for delay or disapproval include:
 - The social media presence does not include the social media disclaimer, or does not include it in its entirety.
 - The social media presence’s name does not match the command’s name, or is not easily recognizable because of acronyms.
 - The social media presence is not public.
 - The URL submitted does not work.
 - The URL submitted is to a Facebook group, community Page or personal profile.

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- The social media presence focuses on an event.
 - The social media presence focuses on an individual vice a command or organization.
 - The requestor did not use a Navy.mil email address. The only exception is if the submission is from a command that is authorized to use .edu or .com. These commands should contact CHINFO directly for registration.



Social media disclaimers and user agreements

The following disclaimers and user agreements must be posted on all official U.S. Navy social media sites. Copy and paste the user agreement as formatted in its entirety for the appropriate social media site, replacing bracketed text with information that is appropriate for your command. Some social networks such as Twitter require location and website information to be entered under account settings.

Contact the U.S. Navy Digital Media Engagement Team at 703-614-9154 or NavySocialMedia@Navy.mil with any questions.

Blog

Enter on the blog's about page.

Welcome to the [COMMAND NAME]'s blog sponsored by the [COMMAND OR ISIC AS APPROPRIATE]. This page is intended to provide updated information and discussion on the [COMMAND NAME]. Please visit our official homepage at [HOMEPAGE URL].

While this is an open forum, it's also a family friendly one, so please keep your comments and posts clean. In addition to keeping it family friendly, we ask that you follow our posting guidelines here. Comments and posts that do not follow these guidelines will be removed:

- We do not allow graphic, obscene, explicit or racial comments or submissions nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization.
- We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.
- We do not allow comments that suggest or encourage illegal activity.
- Apparent spam will be removed and may cause the author(s) to be blocked from page without notice.
- You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.
- For Official Use Only (FOUO), classified, pre-decisional, proprietary or business-sensitive information should never be discussed here. Don't post personnel lists, rosters, organization charts or directories. This is a violation of privacy.

For information about Operations Security, contact the Naval OPSEC Support Team at OPSEC@Navy.mil.



The appearance of external links on this site does not constitute official endorsement on behalf of the U.S. Navy or Department of Defense.

You are encouraged to quote, republish or share any content on this page on your own blog, website or other communication/publication. If you do so, please credit the command or the person who authored the content as a courtesy (photo or article byline can be U.S. Navy or U.S. Navy Petty Officer 2nd Class Joe Smith, for example).

Thank you for your interest in and support of the men and women of the [COMMAND NAME].

For more information, visit the DoD Social Media user agreement at <http://dodcio.defense.gov/SocialMedia/UserAgreement.aspx>.

Facebook

Ensure under the Page's About Tab -> Page Info Section -> Category that your Page's category is Companies & Organizations, Government Organization.

Enter under the Page's About Tab -> Page Info Section -> General Information, or Long Description if your Page does not have a General Information section.

Welcome to the [COMMAND NAME]'s Facebook page sponsored by the [COMMAND OR ISIC AS APPROPRIATE].

This page is intended to provide updated information and discussion on the [COMMAND NAME]. Please visit our official homepage at [HOMEPAGE URL]. While this is an open forum, it's also a family friendly one, so please keep your comments and posts clean. In addition to keeping it family friendly, we ask that you follow our posting guidelines here. Comments and posts that do not follow these guidelines will be removed:

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- You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.
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Thank you for your interest in and support of the men and women of the [COMMAND NAME].

For more information, visit the DoD Social Media user agreement at <http://dodcio.defense.gov/SocialMedia/UserAgreement.aspx>.

Flickr

Enter under the Page's Settings -> Personal Information.

Official Flickr account of [Command name]. (Complete the location and website sections under account settings.)

Google+

Enter under the Page's Edit Profile -> Manage Page -> Story -> Introduction.

Welcome to the [COMMAND NAME]'s Google+ page sponsored by the [COMMAND OR ISIC AS APPROPRIATE]. This page is intended to provide updated information and discussion on the [COMMAND NAME]. Please visit our official homepage at [HOMEPAGE URL].

While this is an open forum, it's also a family friendly one, so please keep your comments and wall posts clean. In addition to keeping it family friendly, we ask that you follow our posting guidelines here. Comments and posts that do not follow these guidelines will be removed:

- We do not allow graphic, obscene, explicit or racial comments or submissions nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization.
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Thank you for your interest in and support of the men and women of the [COMMAND NAME].

For more information, visit the DoD Social Media user agreement at <http://dodcio.defense.gov/SocialMedia/UserAgreement.aspx>.

Instagram

Enter under Account's Edit Profile.

Official Instagram account of [Command name]. (Complete website section under edit profile.)

LinkedIn

Enter under page's Home section.

Official account of [Command name].

[Description of command and its mission.]

For more information, visit the DoD Social Media user agreement at <http://dodcio.defense.gov/SocialMedia/UserAgreement.aspx>.



Note that the command's website needs to be listed under the page's website section, the industry needs to be listed as military, and business type listed as government agency.

Periscope

Enter under People tab -> Profile Page- > Edit.

Official account of [Command name].

Pinterest

Enter under Page's Edit Profile -> About You.

Official Pinterest account of [Command name]. (Complete the location and website sections under account settings.)

Twitter

Enter under Account's Settings -> Profile -> Bio Section.

Official Twitter account of [Command name]. (Following and RTs ≠ endorsement) (Complete the location and website sections under Account Settings -> Profile.)

YouTube

Enter under Page's about Section -> Channel Description.

Welcome to [Command Name]'s YouTube channel sponsored by [Command]. This page is intended to provide updated videos from and about [Command]. Please visit our official homepage at [Homepage URL].