



375th AIR MOBILITY WING SOCIAL MEDIA GUIDANCE

WHERE CAN YOU FIND SCOTT AFB?

The 375 AMW's official Facebook page: [Scott Air Force Base](#)



Search using "Air Force Base"

The official page has the proper identifier

Look for the Scott Field with tulips



*Even though it's managed by the 375th AMW Public Affairs Office, this page reflects the entire base and shares news from all and for all mission partners, and not just the host wing unit.



The 375 AMW's official
Twitter page: [@ScottAFB](#)



Flickr : www.flickr.com/photos/teamscottafb/
*Primarily used for recognition ceremonies so users can download high resolution photos



YouTube : www.youtube.com/ScottAFBPA
*Primarily used for videos produced by the 375th AMW Public Affairs staff

Governing directives



**Air Mobility Command
Social Media Guidance
Aug. 26, 2013**



**Headquarters Air Mobility Command (AMC)
Public Affairs (PA) Guidance**
1. **PURPOSE:** Provide guidance for Air Mobility Command (AMC) social media programs to ensure brand of communication, consistency, and effectiveness in social media and other digital platforms.
2. **SCOPE:** This guidance applies to all AMC personnel, contractors, and other personnel who are authorized to represent AMC in social media and other digital platforms.
3. **DEFINITIONS:** Social media refers to any online platform that allows users to create and share content or to participate in social networking, content creation, or other digital activities.
4. **GOALS:** The goal of social media programs is to enhance communication, increase transparency, and provide a platform for public input and feedback.
5. **PRINCIPLES:** Social media programs should be managed in a way that is consistent with the Air Force's values and the AMC's mission.

DODI 8550.01, DOD Internet Services and Internet-Based Capabilities: Covers applicability, definitions, policy, responsibilities and releasability regarding Internet-based capabilities.
AFI 35-101, Public Affairs Mission: Covers the overall public affairs mission and how to correctly implement it.
AFI 35-107, Public Web Communications: Addresses the Public Web and Social Media programs.
AFI 35-113, Internal Information: Section 15 covers social media.
AFI 33-129, Web Management and Internet Use: Details proper and improper uses of Internet-based capabilities.

*This item sent separately to social media managers.

The 375 AMW commander's page:
375th Air Mobility Wing Commander



WHO ELSE IS AUTHORIZED TO HAVE SOCIAL MEDIA PAGES?

ONLY WING LEVEL & ABOVE

with the exceptions of

- ▶ Force Support Squadrons & customer based entities, such as golf courses, outdoor rec, etc.
- ▶ Passenger Terminals as directed by AMC
- ▶ Organizations participating in the MyMC2 calendar mobile application
- ▶ Private Organizations that have a public function of basewide interest

- ▶ *All organizations MUST coordinate with Public Affairs to receive approval*
- ▶ *All pages will have managers registered with Public Affairs*
- ▶ *Page managers must review all applicable guidance, adhere to OPSEC requirements & update training, paperwork yearly with PA.*

WHAT IS THE MYMC2 APP & HOW DO I GET A PAGE AUTHORIZED?



My Military Communities is a calendar application for smart phones, created by the 375th Communications Squadron and used DoD-wide. It pulls information from the “events” section of Facebook pages. Only those organizations with enough events to sustain frequent postings should consider managing their own page for this purpose. All other events can be posted by Public Affairs or the FSS marketing team as it applies.



AUTHORIZED

Pages that generate multiple events or have enough content for daily interaction. Examples of approved pages include:

- Medical Clinics
- NAF-funded orgs
- Airman & Family Readiness
- Base-Level Private Orgs linked MYMC2
- Others as approved by Public Affairs

NOT AUTHORIZED

Non-official or private organizations, such as unit spouses groups, or organizations that generally do not have enough content to warrant managing a page. However, all those who wish to have a social media presence for their specific groups may create a Facebook Group page. that is closed to the public. All groups or organizations in question should first contact Public Affairs for guidance and approval.

OK, I think we qualify for a page, but I'm not sure. Now what?

Contact PA at 256-2600 to review requirements and if you are authorized, they will set up training, and have your page managers sign an agreement letter, which will be updated annually.

Social Media Rules of Engagement

(Per Chapter 15 of AFI 35-113):

- ▶ All Airmen must abide by certain restrictions to ensure good order and discipline. All actions on and off duty are subject to the Uniform Code of Military Justice (UCMJ).
- ▶ Airmen should use their best judgment, remembering that there are always consequences to what is written and all Airmen will take direct responsibility for what they post online.
- ▶ Do not post any defamatory, libelous, vulgar, obscene, abusive, profane, threatening, hateful, racially, ethnically or otherwise offensive or illegal information or material.
- ▶ Do not post any information or other material protected by copyright without the permission of the copyright owner.
- ▶ Do not use any words, logos or other marks that would infringe upon the trademark, service mark, certification mark, or other intellectual property rights of the owners of such marks without the permission of such owners.
- ▶ Do not post classified or sensitive information.
- ▶ Do not post any information that would infringe upon the proprietary, privacy or personal rights of others.
- ▶ Do not forge or otherwise manipulate identifiers in posts in an attempt to disguise, impersonate, or otherwise misrepresent their identity or affiliation with any other person or entity.
- ▶ Identify to readers of a personal social media site or post that the views expressed are yours alone and that they do not necessarily reflect the views of the Air Force. Use a disclaimer such as: “the postings on this site are my own and do not necessarily represent Air Force positions, strategies or opinions.”
- ▶ Airmen discussing issues related to their career field or personal experiences is acceptable, but they should not discuss areas of expertise for which they have no first-hand, direct background or knowledge.

DO NOT LINK TO SECURE SITES!

NO HTTPS://

**EXCEPTIONS ARE FOR SECURE LINKS NOT
HOSTED ON THE AIR FORCE NETWORKS**

CONTACT PUBLIC AFFAIRS

256-4241/2600

375amw.pa@us.af.mil

Social Media POCs:

SrA Sarah Hall Kirchner

A1C Megan Friedl

A1C Erica Crossen

Karen Pettit

Chief, Public Affairs

karen.pettit@us.af.mil

256-3005

PA has no authority over the use of a base's geographical location to identify external groups. In addition, Facebook has created Community Pages using names of the base and wing units. These are not owned nor operated by PA.

PA cannot control every usage of its social media icons (Scott Field Gate and/or Wing Emblem). However, PA will work to ensure that only the official Scott Air Force Base page reflects the intended graphics. Air Force graphics and photos may not be used for personal or commercial gain, unless approved in writing by the Secretary of the Air Force Public Affairs.

Official social media sites for the 375 AMW or base will carry a statement to reflect such. For example, the wing Facebook page states, “This is the official Facebook page for Scott Air Force Base, Ill., and is managed by the 375th Air Mobility Wing Public Affairs Office.”

All social media users are asked to assist with ensuring information is correct and the Scott AFB community is represented fairly and professionally.



**DEPARTMENT OF THE AIR FORCE
HEADQUARTERS 375TH AIR MOBILITY WING (AMC)**

375TH AMW SOCIAL MEDIA POLICY AGREEMENT LETTER

NAME OF SITE/S: _____

NAME APPROVED: Scott AFB (Insert your organization here)
Exceptions by PA

SOCIAL MEDIA USED: FACEBOOK BLOG TWITTER OTHER _____
If using Facebook, 375 AMW pages must be a Fan Page, not a personal profile. Link Scott Air Force Base and 375th Air Mobility Wing Commander FB pages in Favorite Pages section.

SPONSORING ORG/SQUADRON: _____

PRIMARY POC:

Rank/Name:

Phone Number/s:

E-mail:

SECONDARY POC:

Rank/Name:

Phone Number/s:

E-mail:



**DEPARTMENT OF THE AIR FORCE
HEADQUARTERS 375TH AIR MOBILITY WING (AMC)**

I have read and understand the 375 AMW, AF, and Air Mobility Command Social Media Guidance.

X

Primary POC

PRIMARY POC

SECONDARY POC

Approved / Disapproved

PA REPRESENTATIVE PRINTED NAME AND SIGNATURE

Date

I understand and agree to take responsibility for the implementation and management of this site.

UNIT COMMANDER/SPONSORING ORG

Date