


Figure 2



BLOGGING

GUIDELINES ASSIST AIRMEN IN ENGAGING ONLINE CONVERSATIONS.

- **NO CLASSIFIED INFO** Do not post classified or sensitive information (for example, troop movement, force size, weapons details, etc.). If in doubt, talk to your supervisor or security manager.
- **REPLACE ERROR WITH FACT, NOT ARGUMENT** When you see misrepresentations made about the Air Force in social media, you may certainly use your blog, their's, or someone else's to point out the error. Always do so with respect and with the facts. When you speak to someone with an adversarial position, make sure that what you say is factual and is not disparaging. Avoid arguments.
- **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 that you have done so (such as by using the strikethrough function).
- **USE YOUR BEST JUDGMENT** Remember there are always consequences to what you write. If you're still unsure, and the post is about the Air Force, discuss your proposed post with your supervisor. Ultimately, however, you have sole responsibility for what you choose to post to your blog.
- **AVOID THE OFFENSIVE** Do not post any defamatory, libelous, vulgar, obscene, abusive, profane, threatening, racially and ethnically hateful, or otherwise offensive or illegal information or material.
- **AVOID COPYRIGHT** Do not post any information or other material protected by copyright without the permission of the copyright owner.

Also, consider using a Creative Commons license to protect your own work (see

"NOBODY WOULD BLOG EXCEPT FOR THE VERY SENIOR PEOPLE. I WONDERED WHY NOT? WELL, THEY HAD BASICALLY ORDERED THEIR PEOPLE NOT TO BLOG. I SAID, 'WELL, YOUR CHOICE IS TO BE FIRED OR GET THEM TO BLOG'."

THEN LT GEN JAMES CARTWRIGHT AT US STRATEGIC COMMAND

www.creative-commons.org for details).

- **TRADEMARKS - DON'T BREACH** 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.
- **DON'T VIOLATE PRIVACY** Do not post any information that would infringe upon the proprietary, privacy or personal rights of others.
- **AVOID ENDORSEMENTS** Do not use the Air Force name to endorse or promote products, opinions or causes.
- **NO IMPERSONATIONS** Do not forge or otherwise manipulate identifiers in your post in an attempt to disguise, impersonate or otherwise misrepresent your identity or affiliation with any other person or entity.
- **USE DISCLAIMERS** Identify to readers of a personal social media site or post that the views you express 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 don't necessarily represent Air Force positions, strategies or opinions."
- **STAY IN YOUR LANE** Discussing issues related to your AFSC or personal experiences is acceptable but do not discuss areas of expertise for which you have no background or knowledge.
- **LINK** You may provide a link from your site to an Air Force Web site.

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Source: U.S. Department of Defense (2009)