UNITED STATES MARINE CORPS
MARINE CORPS UNIVERSITY
EDUCATION COMMAND
2076 SOUTH STREET
QUANTICO, VA 22134-5129

IN REPLY REFER TO:
5200
VPBA
JAN 14 2020

EDUCATION COMMAND ORDER 5200.1

From: Commanding General
To: Distribution List

Subj: MARINE CORPS UNIVERSITY SOCIAL MEDIA POLICY

Ref: (a) USMC Social Media Handbook
(b) ALMAR 008/17
(c) MCO 5239.2B
(d) MCO 3070.2A
(e) EDCOMO 3070
(f) MCCDC Office of Communication "Marine Corps Social Media Snap Shot"
(g) MCU Academic Regulations

Encl: (1) MCU Social Media Guidelines
(2) MCU Social Media Operations Security Checklist

1. Situation. In its role as a Marine Corps command and as an educational institution, Education Command (EDCOM) / Marine Corps University (MCU) employs multiple social media accounts to share information, promote MCU events and opportunities, and solicit input and participation. Reference (a) provides guidance and social media principles to guide Marines and employees in the use of social media. Reference (b) provides guidance for unofficial internet posts made by Marines in a personal capacity. Reference (c) is the Marine Corps Cyber Security Order. Reference (d) is Marine Corps Operations Security Program. Reference (e) is the EDCOM Operations Security Program. Reference (f) provides a consolidated, easy-to-use guide to social media use. Reference (g) is the MCU Academic Regulations.

2. Mission. To provide policy and guidance for the use of social media and for the establishment and management of official MCU social media accounts as required by the references.

3. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent. The schools and directorates of MCU are encouraged to use official social media accounts to promote events, share ideas, solicit input, and provide information to diverse audiences. For those who employ social media, it is imperative that MCU personnel follow established policy and guidance. All MCU Directors are responsible for ensuring that official social media posts made to official MCU social media sites by personnel

assigned to their schools/sections are in keeping with Marine Corps policy. Directors will ensure that personnel assigned as managers of MCU official social media accounts establish and manage those accounts per Marine Corps policy and guidelines as outlined herein. Additionally, all personnel assigned to MCU will follow applicable Marine Corps policy and guidance when making unofficial (personal) social media posts relating to MCU and/or Marine Corps related topics.

(2) Concept of Operations. All EDCOM/MCU social media accounts will be established and managed per Marine Corps policies and guidance. All EDCOM/MCU personnel will be familiar with the contents of references (a) and (b) and will employ best practices, sound judgment, and discretion when posting to official or personal social media platforms. All EDCOM/MCU personnel who manage official MCU social media accounts will be familiar with reference (a) and will ensure compliance with the policies and guidelines provided therein.

b. Tasks

(1) The Vice President for Business Affairs (VPBA) will provide oversight of MCU Social Media Policy and will ensure compliance with all Cyber Security policies as outlined in reference (c).

(2) The Vice President for Operations and Plans (VPOP) will ensure compliance with Operations Security (OPSEC) policies as outlined in reference (d).

c. Coordinating Instructions

(1) All EDCOM/MCU Directors will ensure that personnel assigned the responsibility of managing official MCU social media accounts are familiar with this order and references and are in compliance with the policies and guidelines herein.

(2) All social media account managers will complete required OPSEC training in coordination with the MCU OPSEC Officer.

(3) Per reference (d) all social media account managers will conduct quarterly reviews of their social media sites and will report completion of reviews to the EDCOM/MCU OPSEC Officer.

(4) Per reference (e), when required, all social media account managers will coordinate product OPSEC reviews with the EDCOM/MCU Webmaster or the EDCOM/MCU OPSEC Officer.

(5) All social media account managers will be familiar with the references and will ensure that official social media sites comply with guidelines therein. Enclosure (1) provides a list of guidelines drawn from the references. Enclosure (2) provides an Operations Security (OPSEC) checklist for social media sites.

(6) Academic Freedom and non-attribution. While reference (b) provides policy for unofficial social media internet posts made by Marines, there is not currently a corresponding

Marine Corps policy applicable to civilian employees. Reference (g) describes MCU policy on academic freedom and non-attribution. Nothing in this policy letter will be construed to limit the academic freedom of MCU faculty, staff, or students to engage in academic research and discourse, to include exploration of complex, often controversial, concepts and subjects without interference or fear of reprisal. Correspondingly, academic freedom is not a shield to avoid individual responsibility for violating the MCU's non-attribution policy, making unreasonably offensive or irresponsible statements, or to engage in unprofessional criticism or service discrediting behavior.

4. Administration and Logistics

a. All questions and recommendations concerning the contents of this Order should be forwarded to VPBA.

b. This Order will be available and distributed electronically.

5. Command and Signal

a. This Order is applicable to all personnel assigned to EDCOM.

b. This Order is effective the date signed.

J. M. BARGERON

Marine Corps University Social Media Guidelines
for
Managers of Official Social Media Accounts

1. Obtain approval for your official social media site through your chain of command.

2. Register your official social media site at https://www.marines.mil/News/Social-Media/

3. "Official" designation / Terms of Participation / Disclaimers. Official social media sites should include the following verbiage:

- Include introductory remarks to the site, such as: "Welcome to the official U. S. Marine Corps (specific platform – twitter, facebook, etc.) account for the (school, college, section) of Marine Corps University.

- Include remarks that disclaim endorsements, such as: "The appearance of hyperlinks does not constitute endorsement by the United States Marine Corps."

- Include remarks that provide posting guidelines, such as: "We do not under any circumstance allow graphic, obscene, explicit, or racial comments…nor do we allow comments that are abusive, hateful, or intended to defame anyone or any organization."

- Additional suggested comments can be found in references (a) and (f).

4. Official social media sites must relate to an official Marine Corps website, such as the MCU website.

5. Official social media sites should be open to the public. "Private" Facebook groups will not be listed on the Marine Corps' social media directory.

6. When included, sites should be labeled as "Organization-Government." For example, the government's terms of service with Facebook require official government sites to be label as such.

7. Set the default view on your Facebook wall to show only posts from your organization.

8. Advertisements and/or endorsements are prohibited on official government sites. Where applicable, ensure your site is set up to disallow or remove advertisements.

Official Website and Social Media Operations Security Checklist

(The items on this checklist are drawn from references (a) and (d). Additional OPSEC guidance can be found in both references.)

1. Designate specific members of the unit/section to be responsible for posting content on your official unclassified, publicly available website. Ensure these members receive OPSEC training.

2. Consult command OPSEC personnel (Command OPSEC Officer, Webmaster, other OPSEC trained personnel) for review and/or guidance to ensure that no critical information is published on your official site.

3. Ensure content is approved by release authority and is posted in accordance with public affairs and OPSEC guidance.

4. Monitor comments posted to social media sites. Ensure external users are not posting sensitive information on your official site. Remove posts that include sensitive information or break published rules for posting.

5. Ensure that biographies do not include dates of birth, current residential addresses, family information, etc.

6. Post contact information only for commonly requested resources, services, or contacts. Do not post detailed organizational charts with names, emails, and personal phone numbers, etc.

7. Conduct social media OPSEC training. As necessary, provide social media OPSEC training for family members.

8. Unclassified, publicly available websites and social media sites shall not include classified material, "for official use only" information, proprietary information, or information that could enable the recipient to infer this type of information.

9. Be vigilant. Continuously review your social media sites for OPSEC indicators and violations.

MARINE CORPS UNIVERSITY ROUTING SHEET *(INTERNAL) (Rev. 07-19)*

1. DATE	30 Dec 19

2. OPERATION CODE

3. Subject: EDCOM/MCU Social Media Policy

X – ORIGINATOR OR OFFICE AFFIXING ROUTING SHEET
A – APPROPRIATE ACTION
B – GUIDANCE
C – SIGNATURE
D – COMMENT
E – RECOMMENDATION
F – CONCURRENCE
G – INFORMATION
H – RETURN TO
I – INITIAL
J – DISPOSITION
K – DECISION
L – RETENTION
X – ORIGINATOR
O – (OTHER) Other (define)

4. NATURE OF ACTION REQUIRED	ORIGINATOR INITIALS	DUE DATE (IF ANY)
ROUTINE		
URGENT		

5. REFERENCE HELD BY (NAME, GRADE, OFFICE, PHONE)
J. M. Graham, Business Management, (703) 432-4787

5a. REFERENCE FILENAMES (IF APPLICABLE)

6. RTG	7. OPR CODE	8. ADDRESSES	9. DATE IN	9. DATE OUT	10. INITIALS CONCUR	10. INITIALS NOT CONCUR
8	C,I	PRESIDENT		1/14	JMG	
7	A	CHIEF OF STAFF		1/13	BTS	
6	A	Exec Sec to Pres/ Aide	1/13	1/15	CMC	
		SgtMaj				
		Protocol				
1	F	SJA		1/13	MH	
3	F	VPAA	1/10	1/10	BJ	
		- Academic Support				
		- Fellowship Instructional				
		- MAGTF Group				
		- Krulak Center				
		- LCSC				
5	F	VPBA				
4	A	- Admin Services		1/10	RSK	
		- Financial Management				
		- Facilities				
		- Civilian Manpower				
	X, H	- Business Mgmnt		12/30		
2	F	VPOP		1/13	BTH	
		- IRAP				
		VPDL				
		- Dir, CDET				
		- ET				
		DIR, MCWAR				
		DIR, SAW				
		DIR, CSC				
		DIR, EWS				
		DIR, Enlisted College				
		DIR, NMMC				
		DIR, LLI				
		DIR, HD/GRC				
		DIR, CAOCL				
		DIR, IT				

11. REMARKS AND SIGNATURE

Purpose: To obtain the CG's signature on the enclosed Social Media Policy.

Recommendation: Respectfully request CG's signature.

Very respectfully,

J. M. Graham

1/14 Keil - please let me know if there is any additional input... then we can adjust and re-sign. R/CG.

JAN 10 2020 3058

DIRECTIVE NO.	DIRECTIVE TITLE (OR SHORT TITLE)	J	F	M	A	M	J	J	A	S	O	N	D
5200.2	EDCOM ORDER: SOCIAL MEDIA												

DATE PROMULGATED	PROMULGATED BY	DISTRIBUTION	CLASSIFICATION
14 JAN 2020			UNCLASS

DIRECTIVE REVIEW NAVMC 10974 (REV. 8-97))(EF) SN: 0109-LF-069-0400 (5215)

In accordance with current edition of MCO P5600.31, this directive has been reviewed for necessity, current applicability, and to assure consonance with existing law and with national and Department of Defense policy, by:

DIRECTIVE NUMBER	DATE REVIEWED	CANCELLED	CANCELLED BY	REMARKS (New, Revision, Change)	SIGNATURE OF REVIEWING OFFICER
5200.2	14 JAN 2020			NEW	
5200.1	TO DECON			NO CHANGE	[illegible]

DIRECTIVE NO.	DATE CANCELLED	J	F	M	A	M	J	J	A	S	O	N	D

Designed using FormFlow 2.15, HQMC/ARAE, Apr 98