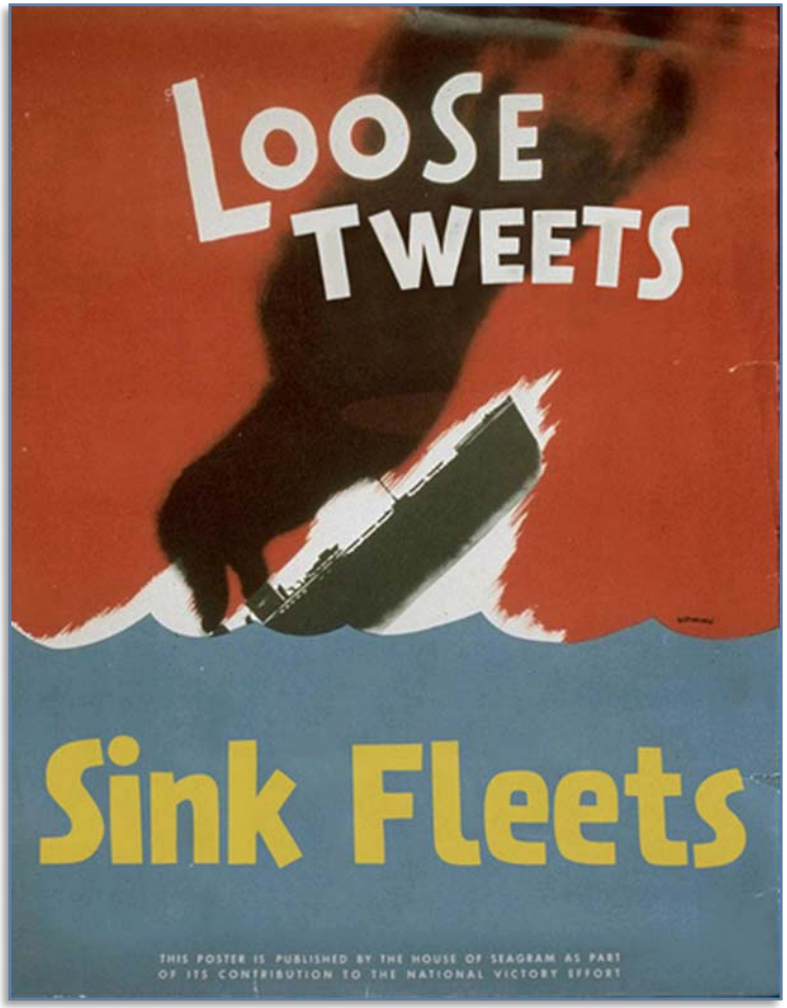
SOCIAL MEDIA SNAPSHOT

OPERATIONS SECURITY

(OPSEC)

WE ALL KNOW THAT "LOOSE LIPS SINK SHIPS" AND …

Social media amplifies OPSEC risks because it enables **greater volume** and **increased speed** of information shared publically.



The threat is real.

The Scoop Deck blog shed light on a Dec. 2009 Al-Qaeda call for their members to monitor what we say about ourselves, our units and our families online in order to gather intelligence.

"Information on every U.S. Naval unit should be quietly gathered… their ranks, what state they are from, their family situation, and where their family members live…
…search for the easiest ways of striking these ships…. Do not underestimate the importance of any piece of information, as simple as it may seem…."


NavyTimes
SCOOP DECK

The terror threat at sea

WHAT THEY WANTED: The call wasn't just about unit missions, location, troop manning, weapons, movement and route. They asked for members' names, ranks, home state, family situation and family names.

Managers of official social media presences have an added responsibility to:

- Identify information that may compromise OPSEC (*and remove it*)
- Inform Sailors, family members and fans/community members of OPSEC best practices

So what things should you look for?

1. Sailors or family members sharing too much information

Looking for some assistance. Currently in Afghanistan, oldest boy is in the boy scouts and he is working on his "Signaling" merit badge. Was wondering if there are any "Signalpersons" in the Illinios area, about 90 miles south of Chicago. Thank you for any help.

DANGEROUS:

- **My Sailor is in XYZ unit at ABC camp in ABC city in Iraq.**
- **My daughter is aboard the XYZ ship heading to ABC city/country in X days.**
- **My family is back in Union, KS.**

SAFER:

- **My Sailor is deployed in Iraq.**
- **My son is aboard the Stennis.**
- **He is coming back sometime in May.**
- **I'm from the Midwest.**

BEST PRACTICE: Protect your yourself and your family. Avoid providing details about yourself, especially related to a current deployment. Avoid providing details about your family.

2. Posts about scheduled movements and current or future locations of ships or units

DANGEROUS:

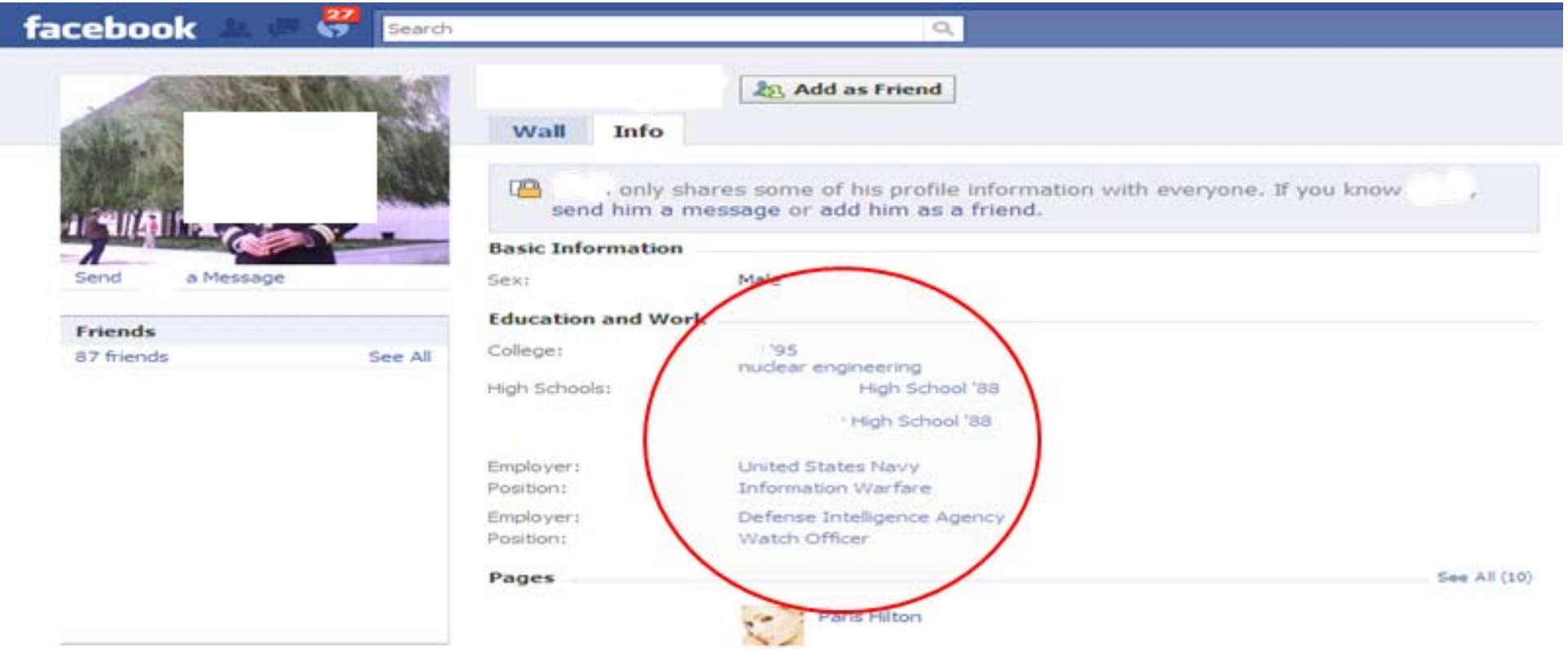
•My daughter is aboard the XYZ ship heading to ABC city/country in X days.
•She will be back on X date from XXX city.

SAFER:

•My son is aboard the Stennis.
•He is coming back sometime in May.

BEST PRACTICE: To be safer, talk about events that have happened not that will happen, unless that information has been released to the media. Otherwise, don't provide specific details ship movements.

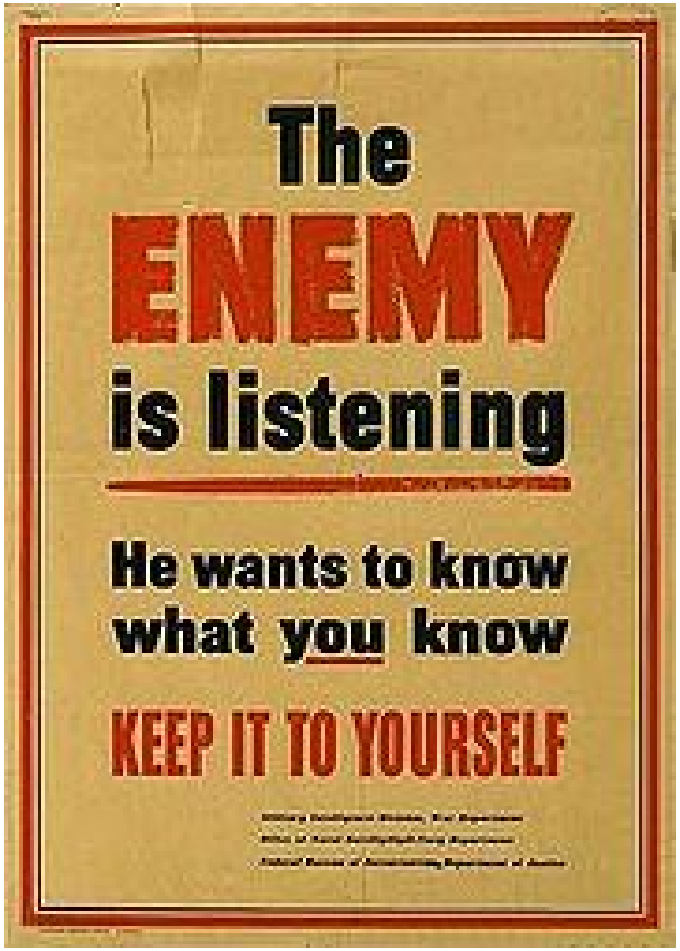
3. Detailed personal information



BEST PRACTICE: Share information about yourself smartly and be careful what you disclose about your family and occupation. Use privacy settings to protect your personal info.

Sailors and their families should also be particularly careful not to share:

- Spouse's deployment status
- Home address
- Telephone numbers
- Location information
- Schedules



Your close friends and family members have this information, so there is no need to post online.

Other information that should not be shared:

- Descriptions of overseas bases
- Unit morale
- Future operations or plans
- Results of operations
- Discussions of areas frequented by service members overseas (even off-duty hangouts)
- Daily military activities and operations
- Technical information
- Details of weapons systems
- Equipment status

Well, gosh, what's ok to share?

- Pride and support for service, units, specialties, and service member
- Generalizations about service or duty
- Port call information after it has been released to media
- General status of the location of a ship at sea ("operating off the Coast of San Diego" as opposed to "45 nm north of San Diego")
- FPO addresses for units
- Any other information already in the public domain

What should you do if you identify information online that risks Operations Security?

- Record and archive the information and remove it if possible.
- Notify your command of any potential OPSEC violation.
- Inform the individual of the OPSEC violation. Use this as a teachable moment and provide him/her with OPSEC best practices and resources so they don't repeat this mistake.
- Educate your community/fan base of what OPSEC is, why it's important, and what they can do about it if they think they know of a violation.

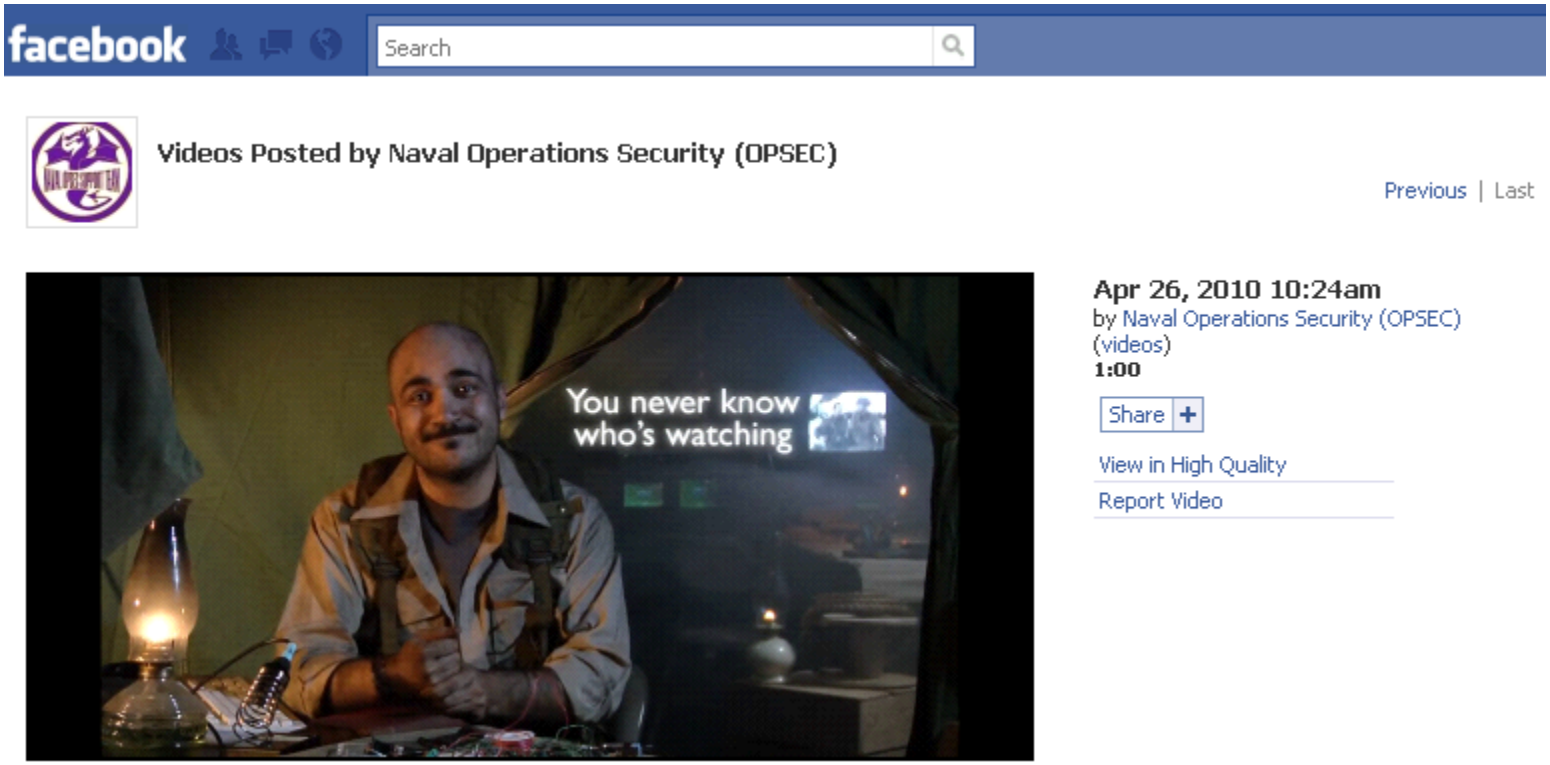
YOUR DUTY: As managers of official social media presences that connect our stakeholders with our commands, it is your responsibility to monitor for OPSEC issues and continue to educate audiences about OPSEC.

Be careful who you "friend" or those who "follow" you in social media

- Not everyone who wants to be your "friend" or "follow" you is necessarily who they claim to be.
- Be mindful of others attempting to use your social presences as a means of targeting your Sailors and their families.

BEST PRACTICE: Let your Sailors know that they should only allow people they actually know in real life into their social circles.

Naval Operations Security Support Team provides educational materials you can share with your command and family members



http://www.facebook.com/NavalOPSEC

NavyForMoms also has informative OPSEC resources for families

OPSEC tips from Senior Chief Tom Jones, Navy Recruiting Command:

- **Use different screen names** if you have profiles on different social networking sites
- **Do not add names or locations** to photos posted online
- **Be careful of what images are in the background** of photos posted so not to post images with Navy equipment or landmarks that could identify your location

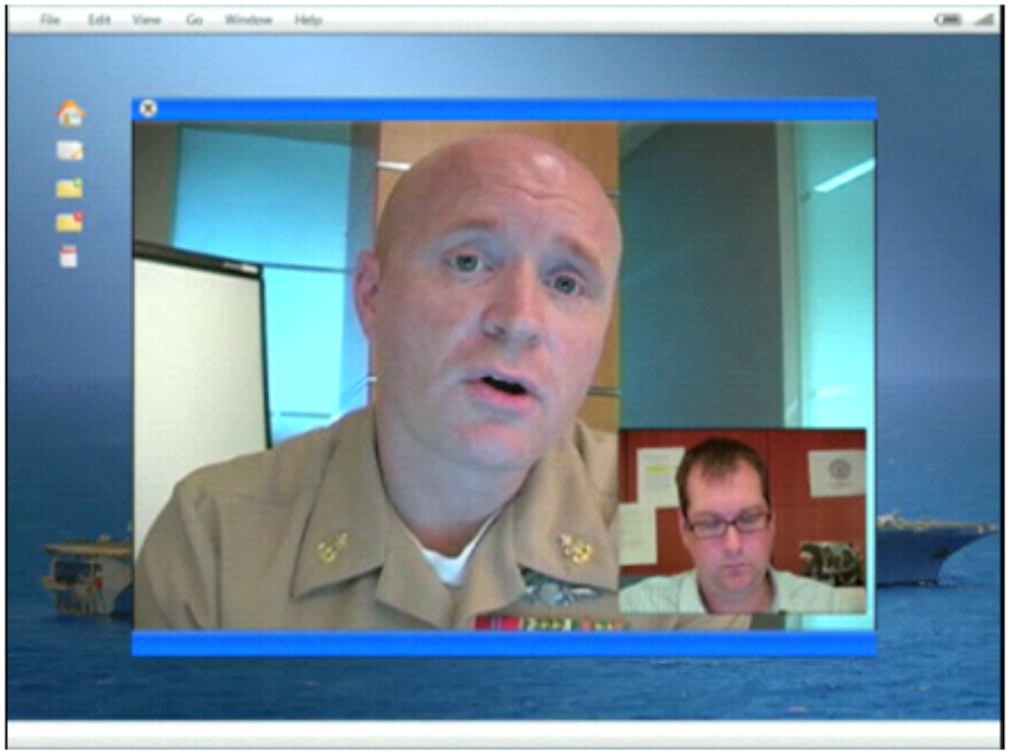
http://navyformoms.ning.com/video/opsec-internet-safety

NAVY For Moms

OPSEC & Internet Safety

Added by Navy for Moms Admins on August 27, 2009 at 11:01am

View Videos



Additional OPSEC Resources

- U.S. Strategic Command (STRATCOM) -- Social Networking OPSEC Training
- Navy Information Operations Command (NIOC) Norfolk -- Social Networking OPSEC Brief
- MCPON to Sailors: Be Smart about Online Threats
- The Basics: Protecting Personal and DoD Information
- Navy Information Operations Command website
- CHINFO Social Media Resources Page
- Naval OPSEC Support team on Facebook
- Navy for Moms OPSEC video