COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

This instruction implements Air Force Policy Directive (AFPD) 35-1, *Public Affairs Management*. It provides guidance pertaining to integrating public internet, web and related information technologies into U.S. Air Force public and internal communication programs. It also implements DoD 5500.7-R, *Joint Ethics Regulation*. Read this instruction with Joint Publication 3-61, *Doctrine for Public Affairs in Joint Operations,* and DODI 8550.01 *DoD Internet Services and Internet-based Capabilities*. Ensure that all records created as a result of the processes prescribed in this publication are maintained IAW Air Force Manual (AFMAN) 33-363, Management of Records, and disposed IAW the Air Force Records Disposition Schedule (RDS) in the Air Force Records Information Management System (AFRIMS). Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using the AF Form 847, *Recommendation for Change of Publication*, and route AF Forms 847 from the field through the appropriate functional chain of command. This instruction applies to the Air Force Reserve Command (AFRC) and the Air National Guard (ANG), unless otherwise noted. When a requirement is mandated for compliance at the wing level throughout this instruction, the requirement is tiered following the sentence/paragraph that drives the requirement. The authorities to waive wing/unit-level requirements are identified with a tier number ("T-0, T-1, T-2, T-3") following the compliance statement. See AFI 33-360, *Publications and Forms Management*, Table 1.1, for a description of the authorities associated with tier numbers. Submit requests for waivers through the chain of command to the appropriate tier waiver approval authority or to SAF/PAI for non-tiered compliance items.

SUMMARY OF CHANGES

This AFI has been significantly revised from the previous version to include updates to policy, roles, and responsibility. This AFI also includes sections pertaining to Multidisciplinary Review Boards, Air Force Public Web (AFPW) Program conformity and two chapters on social media. When a requirement is mandated for compliance at the wing level throughout this instruction, the requirement is tiered following the sentence/paragraph that drives the requirement. The authorities to waive wing/unit-level requirements are identified with a tier number ("T-0, T-1, T-2, T-3") following the compliance statement. See AFI 33-360, *Publications and Forms Management*, Table 1.1, for a description of the authorities associated with tier numbers. Submit requests for waivers through the chain of command to the appropriate tier waiver approval authority or to SAF/PAI for non-tiered compliance items.

Chapter 1

GENERAL GUIDELINES AND BACKGROUND

1.1. Purpose. This instruction outlines the guidelines for integrating Internet, Web and related information technologies into Air Force public and internal communication programs. This instruction complements Air Force and Department of Defense policies and documents relating to the use of the Internet and information technology in public and internal communication strategies. It also outlines the roles and responsibilities of the Air Force Public Web (AFPW) Program.

1.2. Overview. All Air Force public websites are consolidated and centrally hosted as part of the AFPW Program. (T-0) The service-wide program saves the Air Force human, financial and technical resources while it establishes a standardized corporate image and content control for all websites. New digital information platform choices, to include interactive technologies (Air Force social media), have a critical place in Air Force communication that commanders, organizations leaders and Public Affairs personnel should consider essential to telling the Air Force story.

1.3. Policy. It is Air Force policy that:

1.3.1. Authorized users of unclassified Air Force networks comply with all laws policies, regulations, and guidance concerning communication and the appropriate control of Air Force information referenced throughout this instruction regardless of the technology used. (T-0)

1.3.2. Publicly accessible Air Force websites are part of the AFPW Program on the American Forces Public Information Management System (AFPIMS) content management system administered by the Defense Media Activity (DMA) and Air Force Public Affairs Agency (AFPAA) with oversight from SAF/PA. (T-0)

1.3.2.1. A communication plan needs to be created for all public-facing digital platforms, including websites, social media and mobile applications, which identifies, at a minimum, the purpose and intended primary audience. See AFI 35-101 for information on communication planning. (T-0) The communications plan will include a site defacement plan that outlines what to do if a unit's public site is defaced or hacked. This response should include, at a minimum, a system to monitor the site so the unit will know as quickly as possible when there is a problem, a plan to remove third-party content and response to query for media relations. MAJCOM PA and AFPAA will be notified by the unit site manager in the event of any public website or social media defacement.

1.3.2.2. In addition to public web, there are a range of digital publishing options. If the primary audience is Airmen of a specific nature, the digital platform should not be public facing, but rather hosted on a platform behind a digital firewall. (T-1)

1.3.2.2.1. Commanders are ultimately responsible for all information created, posted and maintained by members of their command when acting in an official capacity. (T-0) Clearance authority of material for the public is at the office of origin with the direct or delegated concurrence of the unit commander and review of local Public Affairs personnel. (T-0) Public Affairs clearance is required for all material provided

to news media, bloggers or others as responses that will be an official statement of policy for a unit or for the Air Force. While acting in a private capacity, such as writing a personal book for publication, and not in connection with their official duties, Airmen may prepare information for public release through non-DoD media. However, even privately prepared information, if it deals with elements of U.S. Air Force, must be reviewed for clearance if it meets criteria in DODI 5230.29 *Security and Policy Review of DoD Information for Public Release.* (T-0)

1.3.2.2.2. Any person maintaining a public-facing digital platform identified as officially representing the Air Force or any unit thereof should submit the Uniform Resource Locator (URL) to the respective MAJCOM and AFPAA for URL creation. All units will submit the URLs for all digital publishing platforms to **www.af.mil/AFSites/SiteRegistration.aspx**, including a comprehensive list of social media sites and mobile applications. All website URLs will be indexed on the public websites tab of the official Air Force website. There are two types of applications: web-based applications and mobile applications. A web-based application is still a website and falls under the regulations governing websites. (T-0) A mobile application that can only be downloaded for use on a mobile device and cannot be viewed on the World Wide Web falls under the Social Media Program guidance.

1.3.2.3. The free flow of information between the government and the public is essential to a democratic society. It is also essential that the government minimize the federal paperwork burden on the public, minimize the cost of its information activities and maximize the usefulness of government information. Websites should maintain a Freedom of Information Act (FOIA) reading room page with material that has been requested via FOIA or could be requested via FOIA. All Air Force websites must host a link to the Air Force FOIA page. (T-0)

1.3.2.4. Anyone maintaining a public-facing digital platform should carefully consider the content distributed to the world, balancing both the legal requirement for an open government and operational security. U.S. law and other guidance, including FOIA, Open Government Act, White House Social Media Guidance, eGovernment Act, and others— requires the release of all records, books, papers, maps, photographs or other documentary materials. However, this free flow of information should be tempered with concern for security of U.S. facilities, personnel and information. All public-facing digital information platforms will be reviewed by an annual comprehensive multidisciplinary review board IAW paragraph 3.2., to ensure adherence to regulations and laws pertaining to security, privacy and copyright laws. (T-0)

1.3.3. If possible, PA units should procure stand-alone computers with corresponding Internet-based Capability to better facilitate public web and social media functions. Likewise, handheld mobile devices, when budgets permit, can significantly improve the capabilities of the office to produce digital information products in a timely manner and monitor the look and feel of products created. Examining the appearance on a variety of browsers and platforms is a best practice.

1.3.4. Air Force public websites must follow hosting, security, procedural, and distribution practices required by U.S. law and DoD/Air Force regulations and instructions. No documents that can be modified or altered can be posted to any website, including word

processing, spreadsheets, or slide-based documents. All documents need to be saved in a PDF format for public display on websites. Articles, biographies, commentaries, and other content should be maintained in Hypertext Markup Language (HTML) format, which is the result of loading the articles into the AFPIMS content management system. This ensures optimal accessibility for sight-impaired users. (T-0)

1.3.5. All Air Force public websites will follow the security and access controls for public websites and other new media as outlined in AFI 35-102, *Security and Policy Review Process*. (T-0)

1.3.6. All official Air Force public websites will use the top level internet domain "af.mil," which is the approved government domain for the Air Force. Approved exceptions to this policy include, but are not limited to, **http://www.airforce.com**, **http://www.afreserve.com**, **http://www.afrotc.com**, and **http://www.goang.com**. Appropriate academic organizations can use the ".edu" domain under the guidance of Air Education and Training Command (for instance, **http://www.afit.edu**). Multiservice organizations will use the ".mil" domain. (T-0)

1.3.6.1. Air Force Installation and Mission Support Center Services Directorate (AFIMSC) websites are operated and maintained outside the AFPW program, as these websites are non-appropriated fund instrumentalities. The Services Directorate has oversight of the Air Force Services public web program. These sites are also required to comply with all U.S. laws and DoD regulations.

1.3.7. Airmen have a responsibility to facilitate a free flow of information to the U.S. public that is accurate, void of propaganda, and limited only by security restraints, privacy considerations and respect for intellectual property rights as outlined in DoDD 5122.05 *Responsibilities of Public Affairs.* (T-0)

1.3.8. Airmen posting information to public-facing digital information platforms in an official capacity should understand the benefits of communicating via the range of public digital information platforms, because this technology provides an open and transparent conversation with online consumers of information. Unfortunately, these methods of communication have provided potential adversaries new ways to gather and exploit information for their benefit. Balancing benefit and risk is critical.

1.3.9. Security at the Source is Paramount. No one should ever release classified, For Official Use Only (FOUO), or publically damaging information about the Air Force's mission that would assist an adversary. (T-0) No one should ever release Personally Identifiable Information (PII) on Air Force publicly accessible websites. (T-0) It may be appropriate to establish a link to a log-on site provided details of the controlled site's contents are not revealed. This link should include a notification that it points to a restricted site to ensure readers without CAC access understand this link will be inaccessible for them.

1.3.10. Maximum Disclosure, Minimum Delay. In keeping with the DoD principles of information, the AFPW program should comply with the policy to make available timely and accurate information publically available so that the public, Congress, and the news media may assess and understand the facts about the U.S. Air Force.

1.3.11. Balance Security and Maximum Release Doctrine. Using basic guidelines such as security, accuracy, policy, and propriety (SAPP), the principles of information, and

operational security (OPSEC) regulations, Public Affairs professionals should balance the competing demands of maintaining security and maximizing release.

Chapter 2

ROLES AND RESPONSIBILITIES

2.1. Secretary of the Air Force Office of Public Affairs (SAF/PA):

2.1.1. Direct Web Policy. Develop policy and guidance for the integration of public websites into the AFPW Program.

2.1.2. Direct Public Communication Policy. Develop policy and guidance governing the public communication program.

2.1.3. Serve as the U.S. Air Force representative for the DoD Public Web Steering Committee.

2.2. Air Force Public Affairs Agency (AFPAA):

2.2.1. Execute and operate the AFPW Program. This includes ensuring public websites comply with U.S. law, operational and financial planning, and implementation of the program, as well as developing and enhancing the content management system.

2.2.2. Ensure all public websites are registered on **www.af.mil**.

2.2.3. Serve as point of contact for conducting periodic multidisciplinary reviews of public websites IAW paragraph 3.2. Chair the board for the **www.af.mil** website multidisciplinary review on behalf of SAF/PA.

2.2.4. Provide a U.S. Air Force technical Subject Matter Expert (SME) for the DoD Public Web Steering Committee.

2.2.5. Provide a U.S. Air Force representative to serve as the Contracting Officer's Technical Representative for the DMA website-based mass email distribution contract and website developer contract.

2.2.6. Determine internet-based capabilities platforms for Air Force use. Approve/disapprove and manage internet-based capabilities Terms of Service Agreements on behalf of Air Force Public Affairs.

2.3. Defense Media Activity Air Force Production Division:

2.3.1. Manage and maintain all content on the official website of the Air Force: **www.af.mil**.

2.3.2. Manage and maintain all content on the Airman Magazine, including website and mobile application versions of this content.

2.3.3. Manage and maintain all content on the official mobile application of the Air Force including web-based or downloaded versions of this content.

2.4. Major Command, Field Operating Agency (FOA), Center and Direct Reporting Unit (DRU) commanders or their designated representatives:

2.4.1. Implement this guidance to incorporate and institutionalize digital publishing concepts into relevant doctrine, policies, strategies, programs, budgets, training, exercising, and evaluation methods and tiered wing/unit-level compliance requirements IAW AFI 33-360, *Publications and Forms Management*.

2.4.2. Assign responsibilities for AFPIMS group management and social media program management to handle quality assurance for all public-facing sites. Both responsibilities may be assigned to the same person. AFPIMS and social media group managers will be responsible for quality control and access control. The group managers can assist unit level public affairs offices by compiling productivity data using established metrics, communicating and sharing best practices to the site managers in their group, and sharing technical innovations in digital publishing.

2.4.3. Ensure conformity with the AFPW Program (see **chapter 3**). When a new site or group manager is established, a new Memorandum of Agreement (MOA) must be submitted to AFPAA at **publicweb@us.af.mil.**

2.4.4. Maintain official public websites in accordance with U.S. law, specifically structured for general public use and appropriate for worldwide consumption (see **chapter 3**).

2.4.5. Ensure site and content managers, as well as content providers, including photojournalist and broadcasters, are trained to use AFPIMS, particularly the training module on Information Release as well as OPSE-1500 and OPSE-3500 live online training. This is a requirement from AFI 10-701, *Operations Security*.

2.4.6. Ensure public websites receive initial security review for content and usability by authorized PA staff prior to site launch. Establish a record of review and approval for all subordinate content. Ensure the designated representative reviews and approves updates or new material prior to posting to meet all security considerations in AFI 35-102, *Security and Policy Review Process.* Additionally, the designated representative must assess the need, requirement, and suitability for release of information.

2.4.7. Enforce AFPW Program standards of content, quality, and appearance for all public websites, including those at subordinate organizations.

2.4.8. Ensure and maintain records of annual multidisciplinary reviews of primary and subordinate public websites IAW paragraph 3.2.

2.4.9. Ensure and maintain records of annual quality assurance review of primary and subordinate public websites, including updating biographies and fact sheets for submission to **www.af.mil** via the organizational email: **AFBiographies.DMA@mail.mil.**

2.4.10. Ensure and maintain records of annual quality assurance review of respective public websites (self-inspection).

2.4.11. Prepare bi-annual report on compliance with the Rehabilitation Act, Section 508 of all official websites within the MAJCOM to ensure accessibility to all official USAF content for sight-impaired, hearing-impaired or other users as required by U.S. laws. Report must be submitted to AFPW at **publicweb@us.af.mil.** Reports must be maintained for a minimum of two years and must be available upon request to the AF CIO, DOD CIO, or other Section 508 auditing offices as required. Format is available on the Public Affairs Community of Practice internal communication website. (T-0)

2.5. Commanders or designated representatives of units with Wing-level equivalent or specialized waivered sites:

2.5.1. Ensure conformity with the AFPW Program. When a new site manager is appointed for a unit, a new MOA must be submitted to AFPAA IAW paragraph 2.4.3. Initiate and

sign/approve appointment letters for their site manager, content manager, and content provider.

2.5.2. When establishing and maintaining an official public website, ensure it is specifically structured for general public use (see paragraph 3.6.).

2.5.3. Ensures site and content managers, as well as content providers, including PA personnel, are trained to use AFPIMS, and complete all OPSEC training required by AFI 10-701, *Operations Security*. (T-0)

2.5.4. Ensure public websites receive initial security review for content prior to site launch. Establish record of review and approval for all subordinate content. Ensure the designated representative reviews and approves updates or new material prior to publication to meet all security considerations. Additionally, the designated representative must assess the need, requirement, and suitability for release of information. (T-0)

2.5.5. Enforce AFPW Program standards of content, quality, and appearance for the public website (see **chapter 3**).

2.5.6. Ensure websites are registered on **http://www.af.mil/AFSites.aspx** by completing the online form at: **http://www.af.mil/AFSites/SiteRegistration.aspx**.

2.5.7. Ensure and maintain records of annual multidisciplinary review of respective public websites IAW paragraph 3.2.

2.5.8. Ensure and maintain records of annual quality assurance review of respective public websites.

2.5.9. Prepare a bi-annual report on compliance with the Rehabilitation Act, Section 508 of any official USAF websites to ensure accessibility to all official USAF content for sight-impaired, hearing-impaired or other users as governed by U.S. laws. The report must be submitted to MAJCOM group managers who must submit the report to AFPW at **publicweb@us.af.mil.** Reports must be maintained for a minimum of two years and must be available upon request to the AF CIO, DOD CIO, or other Section 508 auditing offices as required. Format is available on the Public Affairs Community of Practice internal communication website. (T-0)

Chapter 3

WEBSITE MANAGEMENT

3.1. Website Management.

3.1.1. Public Websites. Public websites exist as part of the Air Force's public communication program.

3.1.2. Web Content Approval. Commanders, or their designated representatives, have the final authority to approve public web content. Organizations seeking to publish public web content must justify the content is intended for general public consumption with newsworthy quality, according to their locally intended audience. They must also coordinate with applicable representatives, as necessary, prior to seeking release approval from the commander or designated representative in coordination with the local Public Affairs representative.

3.1.3. Internal Air Force Audience. Web content that targets the internal Air Force audience and requires restricted access controls should be posted on the Air Force Portal website.

3.1.4. Security and Policy Review. Comply with the requirements in AFI 35-102, *Security and Policy Review Process,* in managing public websites.

3.1.5. Internet Protocol version 6. All websites will be hosted on IPv6 compliant servers. AFPIMS-hosted websites will be managed at the enterprise level to ensure compliance.

3.1.6. AFPIMS Naming Conventions. All usernames on AFPIMS will follow this naming convention: FirstName.LastName. If necessary, middle names or initials may be added to the username.

3.1.7. DMA Help Desk Support. When requesting assistance for AFPIMS technical issues, contact the DMA Help Desk. (T-0) Never include FOUO, PII, HIPPA content in emails to the DMA help desk. Never mark emails to the DMA help desk as FOUO. It is an organizational email box and not rated for sensitive content. All emails to the DMA help desk must include the senders name, email address, unit name, DSN and commercial email address. If this information is already included in a signature block, the signature block is sufficient.

3.2. Multidisciplinary Review Boards (MDRB) and Quality Assurance (QA) Program

3.2.1. Multidisciplinary Review Boards. These boards will be conducted annually, using Attachment 2 of this instruction. The purpose of these boards are to ensure their websites are operating within the regulations of this AFI and practicing safe OPSEC and INFOSEC.

3.2.1.1. Board Chair. Public Affairs offices will establish and chair an MDRB, which will consist of applicable representatives from communications, information, legal, contracting, and security offices to look for Privacy Act and For Official Use Only (FOUO), legal, contracting, operation security (OPSEC), and other issues regarding information on public sites. (T-0)

3.2.1.2. The boards will perform the following actions:

3.2.1.2.1. Security Check. Perform reviews that check the location's public website(s) to ensure sensitive information from the operational, PA, acquisition, technology, privacy, legal, or security perspective is not present.

3.2.1.2.2. Privacy Check. Ensure the public site(s) comply with privacy policies regarding restrictions on persistent, third-party cookies, session cookies and make sure appropriate privacy and security notices are present on the site and when collecting personal information, include appropriate statements and advisories regarding the Privacy Act of 1974.

3.2.1.2.3. Regulatory Compliance. Ensure the public site(s) comply with current law and U.S. government and DoD policies, to include the 1973 Rehabilitation Act, as amended with Section 508 requirements, joint ethics regulation, OMB, etc. A comprehensive and updated listing of DoD web and Internet based Capabilities laws and regulations is maintained on the DoD website.

3.2.2. AFPW Quality Assurance Program. This program identifies compliance issues, suggests improvements, and establishes benchmarks and best practices for the AFPW Program and will be conducted by all units on an annual basis. MAJCOM, base-level and equivalent websites will use the Air Force Public Web QA checklist (see attachment 3).

3.3. Website Content.

3.3.1. General Content. Air Force public websites help commanders to keep the general public informed with local news and information. Only information cleared for public release by the commander, or designated representative, in accordance with this instruction and other associated policies and instructions, can be posted to public sites. The following provides guidance on routine web content items:

3.3.1.1. Mandatory Links. All links required by OBM Memo 05-04, *Policies for Federal Agency Public Websites,* along with the following links are mandatory (T-0):

3.3.1.1.1. Electronic Freedom of Information Act (FOIA) Reading Room Material. Each site must link to the local installation FOIA site. Frequently requested material released as a part of the unit's FOIA program may be posted to the website. (T-0)

3.3.1.1.2. Links to Key Leaders. Official biographies are maintained in the **www.af.mil** library. The release of names and duty information of personnel who, by nature of their position and duties, frequently interact with the public (such as flag/general officers, PA personnel, or other personnel designated as official command spokespersons) is allowed, but shall not reveal names, addresses, or other PII of family members of Air Force employees or members (see paragraph 3.5.3. and AFI 35-113, *Command Information*.) Biographies are authorized for the Secretary of the Air Force, Under Secretary and assistant secretaries of the Air Force, Air Force general officers on active duty or retired, Air Reserve and Air National Guard general officers, Air Force personnel assigned as pilots to the Manned Space Program, key Air Force uniformed and civilian personnel at all Air Force organizations and key Air Force uniformed and civilian personnel in the Office of the Secretary of Defense (OASD).

3.3.1.1.3. Links to Associated Technologies. Fact sheets maintained by MAJCOMs and posted on the **www.af.mil** library page provide basic information on aircraft and weapons systems in the Air Force inventory.

3.3.1.1.4. Links to Higher Headquarters Sites. Sites must link to public sites belonging to higher headquarters within their organizational chain.

3.3.1.2. Base or Unit Fact Sheets. Maintained locally, base fact sheets provide general history, organization and economic impact of a particular unit or installation.

3.3.1.3. Editorial Content (news, features, commentaries, press releases). Locally produced news, cleared for public release, telling the unit's story.

3.3.1.4. Media. Approved local photographs and videos of people and associated equipment helping tell the unit's story.

3.3.1.5. Detailed Imagery. Do not include installation maps or aerial photography, including 360-degree views, on public websites. Do not include imagery of base security measures, gates, cameras, etc., as this can compromise security. Interactive maps already provided by third-party vendors may be displayed on Air Force public websites.

3.3.1.6. Standard Publications and Forms. Standard publications and forms that are not exempt from release under FOIA may be made available through a link to the Air Force's e-Publishing website at **http://www.e-publishing.af.mil/**. Any government collection of information using forms is sensitive and legally regulated. All forms must follow the regulations and requirements governing DoD and U.S. government forms creation and management, including, but not limited to, DoD Instruction 7750.7, *DoD Forms Management Program* and AFI 33-360, *Publications and Forms Management*.

3.3.1.7. Paperwork Reduction Act. Collection of any information other than contact information from private citizens is heavily regulated. Websites cannot have locally developed forms for the collection of data. Data collection must be accomplished through approved forms per AFI 33-360, *Publications and Forms Management*, to ensure security of the PII collected. (T-0)

3.3.1.8. Contact Information. Contact information for the unit's is required and should be visibly accessible from the main page of the unit's website in addition to the *contact us* link commonly found in the footer. Units should use generic or organizational email, not individual email addresses with people's names. All contacts listed must be responsive to requests; the general guideline is within two working days for active units and two weeks for Guard or Reserve units. This requirement comes from the DODI 8550.01 on Internet-based Capabilities. (T-0)

3.3.1.9. Comment Policy. Ensure that all webpages which allow users to comment on content includes the following policy:

3.3.1.9.1. USAF COMMENT POLICY:

3.3.1.9.2. If you wish to comment, use the text box. The Air Force reserves the right to modify this policy at any time.

3.3.1.9.3. This is a moderated forum. That means all comments will be reviewed before posting. In addition, we expect that participants will treat each other, as well as

our agency and our employees, with respect. We will not post comments that contain abusive or vulgar language, spam, hate speech, personal attacks, violate EEO policy or are offensive to other or similar content. We will not post comments that are spam, are clearly "off topic," promote services or products, infringe on copyright protected material, or contain any links that don't contribute to the discussion. Comments that make unsupported accusations will also not be posted. The Air Force and the Air Force alone will make a determination as to which comments will be posted.

3.3.1.9.4. Any references to commercial entities, products, services, or other nongovernmental organizations or individuals that remain on the site are provided solely for the information of individuals using this page. These references are not intended to reflect the opinion of the Air Force, Department of Defense, the United States, or its employees concerning the significance, priority, or importance to be given the referenced entity, product, service, or organization. Such references are not an official or personal endorsement of any product, person, or service, and may not be quoted or reproduced for the purpose of stating or implying Air Force endorsement or approval of any product, person, or service.

3.3.1.9.5. Any comments that report criminal activity including suicidal behavior or sexual assault will be reported to appropriate authorities including the Air Force Office of Special Investigation.

3.3.1.9.6. Do not use this forum to:

3.3.1.9.6.1. * Report criminal activity. If you have information for law enforcement, please contact AFOSI or your local police agency.

3.3.1.9.6.2. * Submit unsolicited proposals, or other business ideas or inquiries. This site is not to be used for contracting or commercial business.

3.3.1.9.6.3. * Submit any claim, demand, informal or formal complaint, or any other form of legal and/or administrative notice or process, or for the exhaustion of any legal and/or administrative remedy.

3.3.1.9.7. The Air Force does not guarantee or warrant that any information posted by individuals on this forum is correct, and disclaims any liability for any loss or damage resulting from reliance on any such information. The Air Force may not be able to verify, does not warrant or guarantee, and assumes no liability for anything posted on this website by any other person. The Air Force does not endorse, support or otherwise promote any private or commercial entity or the information, products or services contained on those websites that may be reached through links on our website.

3.3.1.9.8. News media representatives are asked to address questions to the public affairs through their normal channels and to refrain from submitting questions here as comments. Reporter questions will not be posted.

3.3.1.9.9. We recognize that the web is a 24/7 medium, and your comments are welcome at any time. However, given the need to manage federal resources, moderating and posting of comments will occur during regular business hours

Monday through Friday. Comments submitted after hours or on weekends will be read and posted as early as possible; in most cases, this means the next business day.

3.3.1.9.10. For the benefit of robust discussion, we ask that comments remain "on-topic." This means that comments will be posted only as they relate to the topic that is being discussed within the blog post. The views expressed on the site by non-federal commentators do not necessarily reflect the official views of the Air Force or the Federal Government.

3.3.1.9.11. To protect your own privacy and the privacy of others, please do not include personally identifiable information, such as name, Social Security number, DoD ID number, AFOSI Case number, phone numbers or email addresses in the body of your comment. If you do voluntarily include personally identifiable information in your comment, such as your name, that comment may or may not be posted on the page. If your comment is posted, your name will not be redacted or removed. In no circumstances will comments be posted that contain Social Security numbers, DoD ID numbers, AFOSI case numbers, addresses, email address or phone numbers. The default for the posting of comments is "anonymous", but if you opt not to, any information, including your login name, may be displayed on our site.

3.3.1.9.12. Thank you for taking the time to read this comment policy. We encourage your participation in our discussion and look forward to an active exchange of ideas.

3.3.1.10. The comment policy element is managed at the enterprise level on all AFPIMS websites.

3.3.1.11. Comment Response. Some basic guidance for responding to comments on public websites is provided here.

3.3.1.11.1. Inappropriate Posts. Comply with the comment policy above, deleting or not displaying any comments which include vulgarities, or other inappropriate content as delineated in the comment policy.

3.3.1.11.2. Acknowledge Mistakes. Be the first to respond to mistakes made on websites. If an error is made, acknowledge the mistake and correct it quickly.

3.3.1.11.3. Accuracy. It is a best practice and encouraged to respond officially to positive comments. As one of the key roles of Public Affairs is to provide accurate information to the public, respond enthusiastically with factual information to inaccurate information in comments.

3.3.1.11.4. Evaluate Negative Comments. When negative comments are posted, evaluate them. If the comment is an objection to the website content due to a misunderstanding, provide additional information to help clarify. If the comment is due to a genuine drawback discussed in the article, let it stand or provide additional information that might provide context and balance to the discussion. Do not delete comments simply due to the displeasure of the writer with content on a website.

3.3.2. External Links.

3.3.2.1. Criteria. The ability to hyperlink to external sources is a fundamental part of the World Wide Web and can add significant value to the functionality of a public website. Decisions must consider the informational needs of the site's target audiences, as well as

the unit's public communication and community relations' objectives. Such determinations must be consistent with the following considerations:

3.3.2.2. Mission Support. Links to non-DoD website resources must support the organization's mission. In addition, the organizations must link to all sites that have the same mission impact. For example, if you are linking to weather site for mission related weather you must link to all sites that provide that service. External links must be reviewed periodically to ensure continued suitability and determine if the link is not broken. If the content of a linked external site becomes questionable or objectionable, remove the link.

3.3.2.3. No Endorsement**.** In accordance with DoD 5500.7-R*, Joint Ethics Regulation*, no product endorsements or preferential treatment shall be given on Air Force public websites.

3.3.2.4. No Paid Links. No payment of any kind should be accepted in exchange for a link placed on an organization's public website.

3.3.2.5. No Specific Browsers. Air Force public websites should not require or encourage users to choose any specific browser software.

3.3.2.6. Link Disclaimers. To avoid the perception of Air Force promotion or endorsement, links to commercial organizations such as, but not limited to, contractors who produce websites, non-military content providers, or event organizers and promoters must be avoided. If a link to a non-government website is considered for placement on an Air Force public site, the commander is responsible for ensuring that a proper disclaimer notice is displayed (see paragraph 3.3.2.7.1. for an example). The disclaimer must state that neither the Air Force nor the unit endorses the product(s) or organizational entity at the hyperlink destination. The disclaimer must also state that the Air Force does not exercise any responsibility or oversight of the content at destination. This disclaimer is managed at the enterprise level for all AFPIMS websites. (T-0)

3.3.2.7. Disclaimer for External Links. The disclaimer directed in DODI 8550.01 shall be displayed when linking to external sites:

> 3.3.2.7.1. This disclaimer must appear on the page or pages listing external links whenever a request is made for any site other than an official DoD website (usually the .mil domain) or U.S. government (usually the .gov domain). Under no circumstances will a pop-up be used for this purpose due to the security vulnerability created by the pop-up. (T-0) This element is managed at the enterprise level for all APFIMS websites.

3.3.2.8. Hyperlink Parameters. A link from an Air Force public website must relate to the mission of the organization. For example, if members of an organization routinely interact with a defense contractor, it is permissible to point to that contractor's website. The link must not go to the primary home page, but specifically link to the page that directly relates to official Air Force contracted business.

3.3.2.9. Avoiding Impropriety. Once a decision is made to link to a non-U.S. government website, the unit may be required to link to similar sites. Any appearance of impropriety may be avoided with a notice identifying similar sources. The notice must state that links

to these sources do not constitute official or unofficial endorsement of goods or services by the U.S. Air Force and the organization, and that the list of sources is not necessarily all inclusive.

3.3.3. Feedback. Each site must provide a means to provide feedback or request further information. The *contact us* form is maintained on all AFPIMS websites to fulfill this requirement.

3.3.4. Current Information. Information posted on a website must be kept current. It will be up to the MAJCOM, or equivalent, to ensure their subordinate sites are current.

3.3.5. Search Engine Optimization. Search engine "bots" focus on key content including headlines, caption information, "meta" tags, titles, and anchor words used in links. To help the public access Air Force websites, it is recommended AFPIMS providers/managers follow these guidelines:

3.3.5.1. Captioned Videos. Adding a transcript to a video or closed captioning improves the keyword search function for most search engines and better enable people to find the site's video media. This is because the search engine "bots" require text to index. Video and audio file content isn't visible to the indexing system. The only information visible to the search engines is either the meta data or any related text associated with the video content.

3.3.5.2. Metadata. Make use of the "description" and "keywords" meta tags in the HTML code. These are automatic on sites in AFPIMS.

3.3.5.3. Links. Write more descriptive anchor text identifying the hyperlink. Anchor text is generally the blue underscored words used to hyperlink URLs. Example: Instead of "Click **here**" use "Click for the **Secretary of Defense's speech on International Security**." Searchable words should be included in the hyperlink text.

3.3.5.4. Guide**.** More guidelines can be found by entering "search optimization guide" into a search engine. Also see the Air Force PA CoP on the Air Force portal for ongoing updated guidance.

3.4. Usability Requirements: Section 508.

3.4.1. Accessible Websites. In 1998, Congress amended the Rehabilitation Act of 1973 to require that federal agencies make their electronic and information technology accessible to people with disabilities. Section 508, 1194.22, *Web-based Intranet and Internet Information and Applications*, is of particular importance with regard to website management. This section outlines the requirements for federal websites, both Internet and Intranet. It states that federal websites must meet the needs of disabled employees and members of the public and allow them access to Internet technology in a format understood by software readers/viewers. For the entire list of requirements, go to **http://www.section508.gov**. There are a range of online automatic 508 Compliance checking websites available that recommend corrections to improve accessibility. (T-0)

3.4.2. Video Transcripts. All videos require transcripts or closed captioning if uploaded to public websites. Use of automatic closed captioning through social media platforms is discouraged as it currently lacks accuracy. As this software isn't fully developed, it is recommended to have someone read and correct the automatically transcribed transcript to

ensure accuracy. The preferred option is to post a full transcript with the video, which is used to automatically close caption the video through sources like Defense Video & Imagery Distribution System (DVIDS). **(T-0)**

3.5. Inappropriate Material and Prohibitions. Commanders, or their designated representative, in coordination with PA professionals, have the oversight to determine what links may or may not be posted to public sites. The following items are inappropriate for public websites:

3.5.1. Inappropriate Links. Air Force public websites will not link to offensive or unrelated material.

3.5.2. Operational and Personnel Security. Air Force public websites will not post references to any information that would reveal sensitive movements of military assets or personnel or the locations of units, installations, or personnel where anonymity and uncertainty is an element of security of a military plan or program or where public knowledge/disclosure would cause harm to military plans or programs.

3.5.3. Copyright Information. Copyrighted material may only be used with written permission from the owner (see AFI 51-303, *Intellectual Property—Patents, Patent Related Matters, Trademarks and Copyrights*). U.S. laws on copyright, primarily 17 U.S.C. 101, preserve, for the owner of copyrighted material, the benefits and earnings to be derived from the reproduction and distribution of such works. Material that is subject to copyright protection includes "original works of authorship fixed in any tangible medium…," 17 U.S.C. 102(a). Computer software and sequences of code and instructions are also subject to copyright. **(T-0)** Per 17 U.S.C. 105, government works are not copyright protected.

3.5.4. "Under Construction" Notice. "Under Construction" notices will not be used.

3.6. AFPW Conformity. Public websites will be standardized through the AFPW Program. AFPIMS is a content management system that simplifies the content publishing process and gives a standardized look to all publicly accessible AFPW sites.

3.6.1. Site Tools. In order to maintain continuity and standardization, site managers should not upload coding that will change the overall look of their unit's website.

3.6.2. Writing Style. To keep uniformity with other services and save manpower, captions will follow DoD standards, using the DoD Captioning Style Guide. Articles and other written material shall comply with the Associated Press, Air Force, and local style guides.

3.6.2.1. International Press Telecommunications Council. All digital media must include full IPTC information within the metadata, to include full release authority, POC name and contact information, not generic organizational information.

3.7. Collection of Information. Air Force public websites must comply with DoD limitations on the collection and use of user information. The use of cookies or other browser measures to gather information on public site users beyond statistical summaries is prohibited. Any collection of information of 10 or more members of the general public requires an OMB control number, this includes surveys, customer feedback, and social media posts. Website administrators will ensure the appropriate privacy and security notices are included or linked to from the homepage. Also, all forms, especially those used for the collection of PII, must follow the regulations and requirements governing DoD and U.S. government forms creation and management, including,

but not limited to, DoD Instruction 7750.7, *DoD Forms Management Program* and AFI 33-360 *Publications and Forms Management*. (T-0)

3.8. Public Website Policies. A current list of policies affecting the management and operation of public websites in the Air Force is maintained at **http://www.af.mil/WebPolicy.aspx**. (T-0)

Chapter 4

ORGANIZATIONAL SOCIAL MEDIA GUIDANCE

4.1. Purpose. Public Air Force social media sites are official representations of the Air Force and must demonstrate professionalism at all times. While third-party social media sites are not owned by the Air Force, there are guidelines to follow for the management of social media. Social media sites without a dedicated Public Affairs office, (i.e. organizational sites below wing-level equivalent) should still adhere to the provisions outlined in this chapter.

4.2. Overview. Using social media to communicate with the public is a function of Public Affairs offices. Social media is any Internet-based or mobile device-based public communication product created to educate, entertain or stimulate dialogue between two or more users through digital transmissions. Social media technologies allow users to post opinions, messages, or information openly on a website or mobile device.

4.3. Roles and Responsibilities. In order to communicate effectively and efficiently, social media presences are highly encouraged for wing-level units and above. Units below wing-level should demonstrate a need to the wing Public Affairs office to have official social media presences since wing-level presence is sufficient to meet most units' public communication needs. In the event a unit elects to establish a social media presence without the local public affairs office consent, it will be the unit commander's responsibility to ensure that the unit's page is compliant with the guidelines outlined in this AFI.

4.3.1. SAF/PA:

4.3.1.1. Serve as the digital engagement liaison to third party platforms.

4.3.1.2. Develop guidance for the integration of official social media into Air Force communication programs.

4.3.1.3. Develop guidance governing responsible and effective use of social media.

4.3.1.4. Maintain a list of approved social media training for social media managers.

4.3.1.5. Maintain a contact roster of social media administrators for all approved SAF/ HAF accounts.

4.3.1.6. Approve all official social media sites for registration with the AF Social Media Directory at **http://www.af.mil/AFSites/SocialMediaSites.aspx**

4.3.1.7. Research social media platforms for Air Force use. Approve/disapprove and manage social media Terms of Service Agreements on behalf of Air Force Public Affairs.

4.3.1.8. Convene a review board for new outwards facing web based tools. This board should consist of members from SAF/PAI, SAF/CIO, Legal, Records Management and OPSEC offices if possible.

4.3.2. MAJCOM/FOA/DRU or their designated representatives:

4.3.2.1. Ensure social media sites within their command operate within the guidelines of in this AFI.

4.3.2.2. Review the information and links on their social media account(s) or profile information to ensure that the most up-to-date information is available to the public.

4.3.2.3. Maintain a contact roster of social media administrators for approved MAJCOM accounts.

4.3.2.4. Ensure social media accounts are registered in the Air Force Social Media Directory at **http://www.af.mil/AFSites/SocialMediaSites.aspx** and in the U.S. Digital Registry at **https://usdigitalregistry.digitalgov.gov**.

4.3.3. Installation-level and above or Host-Installation Public Affairs offices:

4.3.3.1. Ensure approved social media sites operate within the guidelines of this AFI.

4.3.3.2. Maintain a continuity book/file for approved installation social media sites used in support of the installation mission. Continuity should include:

4.3.3.2.1. A roster of all authorized social media accounts within the installation.

4.3.3.2.2. Social Media processes and strategy, to include a public defacement response plan along with a short justification on how the platform meets the needs of the office.

4.3.3.2.3. Appointment letters for each approved unit's social media site's manager(s).

4.3.3.3. Ensure appointment letters and social media sites are reviewed annually to ensure compliance.

4.3.3.4. Ensure social media accounts are registered in the Air Force Social Media Directory at **http://www.af.mil/AFSites/SocialMediaSites.aspx** and in the U.S. Digital Registry at **https://usdigitalregistry.digitalgov.gov**.

4.3.4. Unit-level (e.g., group and/or squadron):

4.3.4.1. Demonstrate a need for a social media presence. The unit commander is responsible for all content on the unit's social media page(s)

4.3.4.2. If the installation-level Public Affairs office views the unit as having enough content to warrant a separate social media presence, it will ensure the subordinate unit has the training and assistance needed to establish an effective social media program, with the right platforms, based on a communication plan..

4.3.4.3. If the needs of a subordinate unit can be met with the installation social media presence(s), the subordinate unit should work with the installation Public Affairs office to coordinate content.

4.3.4.4. Review content daily to ensure no OPSEC or INFOSEC violations have occurred.

4.3.4.5. Register social media accounts with the Air Force Social Media Directory at **http://www.af.mil/AFSites/SocialMediaSites.aspx** and in the U.S. Digital Registry at **https://usdigitalregistry.digitalgov.gov**.

4.4. Social Media Management. The following provides guidance on routine social media items for official Air Force social media sites:

4.4.1. Maintaining a Current Site. Every public Air Force social media presence is a direct reflection of the Air Force. A poorly maintained site can do more harm than not having a site at all. Unit commanders are ultimately responsible for maintaining their social media presence(s), as well as all content posted to their site(s). Social media sites will be checked at least once every 24 hours to ensure operational security (OPSEC) and security, accuracy, policy, and propriety (SAPP) are not violated. (T-1)

4.4.2. Registration. Official public Air Force social media presences must be registered at **www.af.mil/AFSites/SocialMediaSites.aspx** and **https://usdigitalregistry.digitalgov.gov**. Closed social media sites will not be accepted in the registry. (T-0)

4.4.3. Blogs. Air Force Public Web at AFPAA has the authority to approve establishing official blogs. Organizations seeking to publish an official public blog should develop and submit a blog communication strategy, a completed blog request form and signed MOA provided by AF Public Web to **publicweb@us.af.mil.** DMA Public Web manages blog sites and will delete a blog site if it has six months of inactivity (i.e., no blog posts for a six-month period). (T-3)

4.4.4. Private Social Media Presences on third party platforms. Official government use of private or closed social media groups are not authorized. Non-public information may not be released outside of the DoD network to include discussions on third party platforms. Doing so would constitute an unauthorized release of non-public information per 5 CFR 26635.703. If an organization is interested in hosting an official closed group, the group should be hosted behind firewall on a DoD approved network such as Milsuite or Intelink.

4.4.5. Organizational Identification**.** All social media accounts should have the organization's patch or logo, a link back to the organization's .mil website, and a .mil email address on their pages to verify they are a valid U.S. Air force page. Additional branding guidelines may be found in the Air Force social media guide.

4.4.6. Disclaimers. A disclaimer must appear on a unit's social media site to avoid the perception of Air Force promotion or endorsement. For example, "The appearance of external links on this site does not constitute official endorsement on behalf of the U.S. Air Force or Department of Defense. The Air Force does not endorse any non-federal government organizations, products, or services." The disclaimer must also state that the Air Force does not exercise any responsibility or oversight of the content at external link destination(s).

4.4.7. Comment Policies. A comment policy should appear on official public social media sites. The policy should address items audience members are not permitted to post to official Air Force social media sites, such as profanity, sexually disparaging remarks or racist comments. (T-1) Here is a sample Comment Policy on the About Page of the official Air Force Facebook page:

4.4.7.1. While this is an open forum, it's also a family friendly one, so please keep your comments and wall posts in good taste. In addition to keeping it family friendly, we ask that you follow our posting guidelines here. If you don't comply, your message will be removed.

4.4.7.2. We recognize that the web is a 24/7 medium, and your comments are welcome at any time. However, given the need to manage federal resources, moderating and

posting of responses to comments will occur during regular business hours Monday through Friday. Comments submitted after hours or on weekends will be read and possibly responded to as early as possible; in most cases, this means the next business day.

4.4.7.3. We will not allow: Comments or submissions that contain vulgar, profane, hateful or abusive language or images; personal attacks of any kind; or offensive terms that discriminate against specific ethnic, national or racial groups.

4.4.7.4. Comments that are spam, are clearly "off topic," or that promote commercial services or products. Comments should be limited to those relating to the U.S. Air Force. Comments that make unsupported accusations will not be permitted.

4.4.7.5. Comments that promote or advertise a business or commercial transaction. This includes promotion or endorsement of any financial, commercial or non-governmental agency.

4.4.7.6. Comments that suggest or encourage illegal activity.

4.4.7.7. For Official Use Only (FOUO), classified, pre-decisional, proprietary or business-sensitive information.

4.4.7.8. You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

4.4.7.9. Finally, the appearance of external links on this site does not constitute official endorsement on behalf of the U.S. Air Force or Department of Defense.

4.4.7.10. For information on joining the U.S. Air Force, please visit the recruiting website at **http://www.airforce.com/** and Facebook page or at **https://www.facebook.com/USAirForceRecruiting**.

4.4.7.11. Emergency information: If you or someone you know in the Air Force is experiencing an emergency or suicide situation, please contact 911 and request assistance.

4.4.7.12. Thank you for your participation and feel free to send us comments or suggestions on what you'd like to see or read about.

4.4.7.13. This page is administered by (add your unit here). The following administrators may indicate their contributions using their initials as follows:

4.4.7.14. TS: Ms. Teresa Smith

4.4.7.15. VH: Capt Vicky Highlander

4.4.8. Anonymous Posts. If the technology allows for users to post anonymously, then organizations should allow the posts to be published. (T-0)

4.4.9. Social Media Content. Organizations should have a list of content priorities as a basis for items that should be posted, as well as a working list of topics that should be avoided, perhaps due to sensitivity or controversial issues. These lists should be determined by the commander's priorities and the public's needs.

4.4.10. External Links. Linking to external sources via social media is permitted and encouraged. PA professionals should be educated consumers of information and be sure that an external source of information not only is an appropriate link coming from an official Air Force social media site, but also follows SAPP guidelines. Links should be related to the Air Force mission and/or its people. Organizations should avoid the appearance of preferential treatment when determining who to follow. If the organization elects to follow one local news organization, then all local news networks should be followed.

4.4.10.1.1. Inappropriate Material and Prohibitions. The following items are inappropriate for social media sites:

4.4.10.1.1.1. Inappropriate Links. Air Force public sites will not link to offensive or unrelated commercial material.

4.4.10.1.1.2. Personnel Security. Air Force social media sites will not post references to any information that would reveal sensitive movements of military assets or personnel or the locations of units, installations, or personnel where uncertainty is an element of security of a military plan or program.

4.4.10.1.1.3. Operational Security & Information Security. All content on an Air Force public social media site must be cleared for public release. Do not include material that is classified or FOUO. Do not include scientific and technical information that has not been cleared for public release. (T-0)

4.4.10.1.1.4. Personal Information. Use of personal information protected by the Privacy Act (AFI 33-332, *Privacy Act Program*) is prohibited. (T-0)

4.4.10.1.1.5. Copyright Information. Copyrighted material may only be used with written permission from the owner (see AFI 51-303, *Intellectual Property— Patents, Patent Related Matters, Trademarks and Copyrights*). U.S. laws on copyright, primarily 17 U.S.C. 101, preserve, for the owner of copyrighted material, the benefits and earnings to be derived from the reproduction and distribution of such works. Material that is subject to copyright protection includes "original works of authorship fixed in any tangible medium…," 17 U.S.C. 102(a). It is now accepted that computer software and sequences of code and instructions are subject to copyright. (T-0) Per 17 U.S.C. 105, government works are not copyright protected.

4.4.10.1.1.6. Political Activity. Links to any site that discuss political activity to include presidential or governor elections and or rallies.

4.4.10.1.1.7. Content that encourages fans to comment off topic or with vulgarity should be avoided. (T-3)

4.4.10.1.1.8. Surveys. No surveys may be conducted on social media without proper approval. Per the Paperwork Reduction Act, all organizations are required to obtain an Office of Management & Budget control prior to requesting information from the general public. (T-0)

4.4.10.1.1.9. Crowd Sourcing. Units may not use social media to seek continual consensus, recommendations, or advice from non-federal, state, or local government officials acting in their official government capacity except using

technology that is open to the general public.

4.4.11. Transparency. Transparency is defined as portraying oneself online in a truthful manner without falsifying identity or credentials. 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.

4.4.12. Terms of Service. Federal-compatible Terms of Service agreements are special agreements negotiated between the federal government and vendors who offer free social media, mobile, business and other digital tools. These federal-compatible TOS agreements modify or remove problematic clause in standard TOS agreements and allow federal employees to legally us these tools. Before deciding to use a social media tool (e.g. Facebook, Instagram, or twitter.), organizations should seek the advice of the Air Force Social Media team for an updated list of federal-compatible terms of services. (T-0).

4.4.13. Live Streaming. All live streamed events should be constantly manned with plan to take it off-line in the event of violence, crime or imagery unsuited for public consumption.

4.4.14. Records Management. All web 2.0 content is a Federal Record and must be retained per the Federal Records Act and National Archives and Records Administration and Air Force records schedules. If a records schedule has not been created for the Web 2.0 content, the sponsor of the Web 2.0 products must retain all content until a records schedule is created and the content may be disposed of per the schedule. The Air Force must retain control of all of its records and may not store them on third party products not under contract with the Air Force to provide storage of records. Official Air Force social media pages should follow the guidelines in the Air Force Social media guide and archive their content once a month.

Chapter 5

PERSONAL USE SOCIAL MEDIA GUIDANCE

5.1. In general, the Air Force views personal Web sites and weblogs positively, and it respects the right of Airmen to use them as a medium of self-expression. However, all Airmen (Military and Civilian) have limitations of free speech. In addition to specific ethics and Hatch Act limitations, civilians are prohibited from discussing the intricacies of the Air Force and the Department of Defense. Active duty members as members of the Air Force, Airmen must abide by certain restrictions to ensure good order and discipline. All Airmen are on duty 24 hours a day, 365 days a year, and their actions on and off duty are subject to the *Uniform Code of Military Justice (UCMJ)*. Airmen should also remember OPSEC when posting information in the digital environment.

5.2. Airmen are free to repost publicly released information on their personal social media accounts.

5.3. Airmen should use their best judgment, remembering that there are always consequences to what is written. If they're about to post something that is questionable and may reflect negatively on the Air Force, they should review this and other relevant guidance thoroughly.

5.4. If still unsure, and the post is about the Air Force, they should discuss the proposed post with their supervisor or the PA office. Ultimately, however, Airmen are solely responsible for what they post.

5.5. Do not post any defamatory, libelous, vulgar, obscene, abusive, profane, threatening, hateful, racially, ethnically, or otherwise offensive or illegal information or material.

5.6. Do not post any information or other material protected by copyright without the permission of the copyright owner.

5.7. 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.

5.8. Do not post any information that would infringe upon the proprietary, privacy, or personal rights of others.

5.9. Do not post any non-public information (as defined in 5 CFR 2635. 703) this includes but not limited to classified or sensitive information, unless such release is a protected disclosure per an appropriate Whistleblower statute.

5.10. 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.

5.11. Airmen cannot use their service affiliation for fundraising purposes on personal social media accounts except for OPM approved fundraisers such as CFC and the Air Force Associations. (T-0)

5.12. Airmen should not use government email accounts to establish personal accounts. (T-0)

5.13. Airmen cannot invite other government employees to participate on social media accounts via a government email address. (T-0)

5.14. Employees should not use their official position on personal accounts unless it's a biographical detailed accompanied by biographical facts including official photos.

5.15. All political activity on personal pages must be in compliance with the guidance provided by the Office of Special Counsel (T-0).

EDWARD W. THOMAS, JR., Brig Gen, USAF
Director, Air Force Public Affairs

Attachment 1

GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION

References

AFI 10-701 *Operations Security (OPSEC)*

AFI 33-115 *Communications and Information*

AFI 33-332 *Privacy Act Program*

AFI 35-101 *Public Affairs Responsibilities and Management*

AFI 35-102 *Security and Policy Review Process*

AFI 35-113 *Internal Information*

AFI 51-303 *Intellectual Property—Patents, Patent Related Matters, Trademarks and Copyrights*

AFMAN 33-363 *Management of Records*

ASD Memo on PII Removal of Names

DoD 5500.7-R*, Joint Ethics Regulation*

DoD Directive 5230.09, *Clearance of DoD Information for Public Release*

DoD Directive 5122.05, *Responsibilities of Public Affairs*

DoD Directive 7750.07, DoD Forms Management Program

DoD Instruction 8550.01, DoD Internet Services and Internet-based Capabilities

Deputy SecDef Memorandum on Policy for DoD Interactive Internet, June 8, 2007

E-Government Act of 2002

OMB Circular A-130, *Management of Federal Information Resources*

OMB Memorandum M-10-23, *Guidance for Agency Use of Third-Party Websites*

Open Government Act

OSD Memorandum on Information that Personally Identifies DoD Personnel, Feb. 3, 2005

Paperwork Reduction Act of 1995, as amended

The Privacy Act

Rehabilitation Act of 1973, Section 508, as amended

Title 17, *United States Code - Copyrights*

Prescribed Forms

None

Adopted Forms

DD 2830, General Talent Release

Abbreviations and Acronyms

AFI—Air Force Instruction

AFPAA—Air Force Public Affairs Agency

AFPD—Air Force Policy Directive

AFPW—Air Force Public Web

AFSC—Air Force Specialty Code

Blog—Weblog

CFR—Code of Federal Regulations

CMS—Content Management System

DMA—Defense Media Activity

DMA-AF—Defense Media Activity (Air Force)

DoD—Department of Defense

DoDD—Department of Defense Directive

DoDI—Department of Defense Instruction

DRU—Direct Reporting Unit

FOA—Field Operating Agency

FOIA—Freedom of Information Act

FOUO—For Official Use Only

HTML—Hypertext Markup Language

IbC—Internet-based Capabilities

IPTC—International Press Telecommunications Council

MAJCOM—Major Command

OATSD/PA—Office of the Assistant to the Secretary of Defense for Public Affairs

OPSEC—Operations Security

PA—Public Affairs

PAO—Public Affairs Office, Public Affairs Officer

PII—Personally Identifiable Information

POC—Point of Contact

SAF—Secretary of the Air Force

SAPP—Security, Accuracy, Policy and Propriety

ToS—Terms of Service

URL—Uniform Resource Locator (also known as a web address)

Terms

Blog—A social media site used to convey a message through writers' own experiences, thoughts, opinions, etc. Similar to a commentary, this platform is more informal in nature and can be used to communicate more personably.

Content Management System—The software application used to upload, edit and manage content displayed on an Air Force website.

Metadata—Metadata describes other data. It provides information about a certain item's content. Web pages often include metadata in the form of meta tags. Description and keyword meta tags are commonly used to describe the Web page's content. Most search engines use this data when adding pages to their search index.

Meta Tag—This is a special HTML tag that is used to store information about a web page but is not displayed in a web browser. For example, meta tags provide information such as what program was used to create the page, a description of the page and keywords that are relevant to the page. Many search engines use the information stored in meta tags when they index Web pages.

Mobile App—App is short for "application," which is the same thing as a software program. Unlike applications for traditional computers, which are normally website-based applications, mobile apps can only be obtained by downloading them from an online app store. Most devices automatically install apps when downloaded, which creates a seamless installation process for the user.

Official Use—For the purposes of this Instruction, includes authorized communication or activities conducted as an assigned DoD employee function.

Personally Identifiable Information—(PII)—Information about an individual that identifies, links, relates, or is unique to, or describes him or her (e.g., a social security number; age; military rank; civilian grade; marital status; race; salary; home or office phone numbers; other demographic, biometric, personnel, medical and financial information, etc.). Such information can be used to distinguish or trace an individual's identity, such as his or her name; social security number; date and place of birth; mother's maiden name; and biometric records, including any other personal information which is linked or linkable to a specified individual.

Private Internet Service—A U.S. Air Force Internet service with access controls in place to limit availability of non-public information or exchanges of non-public information to specific audiences. The Air Force Portal is a good example.

Public Web—A U.S. Air Force Internet service on the World Wide Web used to disseminate, store or otherwise process information that has been cleared and authorized for release to the public.

Sensitive Information—Unclassified information requiring special protection from disclosure that could cause compromise or threat to our national security, an Air Force organization, activity, military member, AF civilian, DOD contractor, or family member.

Social Media—An online social platform or site used to share information, communicate, and build relationships with the public.

Social Media Sites—Any online social platform used to communicate a message, share information, or build relationships. These platforms include, but are not limited to, Facebook, MySpace, Flickr, YouTube, Instagram, Pinterest and Twitter.

Terms of Service (ToS)—An agreement between DoD and an IbC provider establishing the rights and responsibilities of the parties which covered the USAF as a DoD entity with respect to the official use of the IbC by DoD authorized users. ToS agreements do not include procurement contracts and may not create financial obligations or liabilities on behalf of the U.S. Government.

Web-based App—App is short for "application," which is the same thing as a software program. Web-based apps are hosted on websites and, as such, are subject to all IbC regulations and laws as standard U.S. Air Force public websites. They can be viewed from computers or Internet-enabled smart phones.

Attachment 2

AIR FORCE PUBLIC WEB

Table A2.1. Multidisciplinary Review Board Checklist.

	Section I		
	Web pages must comply with the following requirements to meet Multidisciplinary Review Board standards: (If not in compliance, explain on reverse)		
1.	Comply with copyright restrictions.		
2.	Links are recently validated. Pages do not display incomplete paths or "Under Construction" pages.		
3.	Pages, or page elements, are not used to promote personal/commercial gain, or endorse commercial products or service.		
4.	Pages do not contain, link to, or promote obscene/offensive material.		
5.	Pages do not store/process classified material or critical indicators on non-approved systems.		
6.	Pages do not provide a list of names and/or individual email addresses that are exempt from release under the Freedom of Information Act. (NOTE: Organizational/generic email addresses are encouraged).		
7.	Pages do not contain links to information unrelated to the mission. Pages do not contain links to or reference private access websites.		
8.	Pages comply with the Privacy Act and include Privacy Act statements and advisories if soliciting information from individuals. Public pages do not contain personally identifiable information (PII) unless clearly authorized by law and AFI 33-332, *Air Force Privacy Program.*		
9.	Does the privacy and security notice include a cookie disclaimer? No persistent or third party cookies should be used, unless waivered through AFPAA or DMA.		
10.	Pages do not contain For Official Use Only information (information exempt from release under FOIA according to DoD 5400.7-RIAF Supplement 1, *Freedom of Information Act Program*.)		
11.	Pages do not contain contractor proprietary information.		
12.	Pages do not contain unclassified information requiring special handling according to AFI 33-113, *Managing Air Force Messaging Centers*. Ensure pages do not contain any classified information or markings.		
13.	Pages do not contain AFI 10-1101, *Operations Security Awareness and Training*, critical information (sensitive mission data by itself is unclassified, but when combined with other available data, may reveal classified information).		
14.	Website comply with Title 42, U.S.C., Section 508, *Rehabilitation Act of 1998* (Standards may be obtained from the official website at		

	http://www.section508.gov).		
15.	The Notice and Consent banner is placed on each website.		
16.	The website is in compliance with AFI 35-102, *Security and Policy Review*.		
17.	The website is in compliance with AFI 35-107, *Public Web Communication*.		

Figure A2.1. Multidisciplinary Review Board Standard Certification.

Section II

This section certifies the applicable representatives have reviewed the Multidisciplinary Review Board standards:

Public Affairs/Date: _____

Communications/Date_____

Privacy Act/Date: _____

Legal/Date: _____

Contracting/Date: _____

OPSEC/Date: _____

Other: _____

Other: _____

Other: _____

Figure A2.2. Multidisciplinary Review Board Standard Certification Commander's Signature.

Section III

This section certifies the website is in compliance per a Multidisciplinary Review Board.

Commander signature/date: _____

Attachment 3

AIR FORCE PUBLIC WEB

Table A3.1. Quality Assurance Checklist.

1.	Submitted memorandum of understanding to Air Force Public Web is listed in AFPIMS www.af.mil at: http://www.af.mil/publicwebsites/index.asp		
2.	Site is listed on www.af.mil at: http://www.af.mil/publicwebsites/index.asp		
3.	Site appropriate for the general public, content is suitable for global consumption.		
4.	Site has required FOIA page.		
	Section 508 Compliance Requirements		
5.	Site complies with U.S. Section 508.		
6.	A text equivalent for all non-text items is provided using alternative text tags.		
7.	Video files must have subtitles or a transcript. Sound files must have a transcript.		
	Link Problems		
8.	There are no inactive or broken links. Inactive or broken links must be corrected or removed. Use this automatic link checker:		
9.	Site does not link to inappropriate, offensive sites or unrelated commercial sites.		
10.	Links to non-government sites contain the appropriate disclaimer.		
11.	Site contains links to higher headquarters sites.		
12.	Site does not link to CAC-enabled, protected pages because those appear as a broken links to users outside the US government. Link to a visible log-in page is permitted.		
13.	Site includes a link to the Air Force's official recruiting site (http://www.airforce.com) and the Air Force Portal (http://www.my.af.mil).		
14.	No "under construction" notices. No blank pages.		
15.	Disclaimer is posted when linking to external sites.		
16.	A link to the information via the "security and privacy notice" link is satisfactory.		
17.	**Privacy Protection**		
	Site does not contain personal information on DoD personnel, to include, personal email addresses, personal phone numbers, SSNs, and birthdates.		
17.	Site provides a feedback or request for further information mechanism (email or form). Organizational/generic email addresses are used.		

18.	Biographies will not reveal names, addresses, or other personally identifying information of family members of U.S. Air Force employees or members.		
19.	Directories, rosters, telephone listings indicate offices or organizations or duty titles of personnel only. No **names**. Names of flag/general officers, PA officers, or official command spokespersons may be published.		
20.	**Operational Security**		
21.	Site does not include maps or aerial photography of installations.		
22.	Site does not contain confidential commercial or proprietary information.		
24.	Copyrighted material is only used with written permission from the owner.		
25.	Site does not encourage users to choose a specific browser.		
26.	Every page: Any disclaimers or restrictions that apply to the contents of the page, link to organization homepage, privacy and security notice as required in AFI 33-219, IAW AFI 33-394 Para. 7.2.2. through 7.2.2.3.		