REQUIREMENTS FOR MARINES.MIL
SOCIAL MEDIA REGISTRATION

Current as of Dec. 24, 2020

Department of Defense policy requires that all official DoD social presences be registered with their respective service. An official social media presence is considered such when U.S. Government time and/or resources are used to create and/or maintain it.

Review the following requirements and submit registrations via https://www.marines.mil/News/Social-Media for Marine Corps presences. Failure to comply with the below information can cause significant delays.

- Commanding officer or Communication Strategy and Operations (COMMSTRAT) approval. Someone with release authority for the command must approve the presence. All content must be released and copyright free.
- The presence must be clearly identified as "official." The word "official" does not need to appear in the name, which should avoid acronyms and complete capitalization.
- The points of contact must include valid .mil addresses when submitting. The only exception is if the submission is from a command authorized to use a .edu or .com domain. These commands should contact HQMC Communication Directorate for assistance.
- The presence must have a URL to an official Department of the Navy website: your command's website, your higher headquarters' website or, in the absence of either, the Marine Corps' website at https://www.marines.mil
- The presence must post disclaimer text, which identifies it as an official U.S. Marine Corps social media presence and disclaims any endorsement. Approved disclaimers and, when necessary, user agreements are available below.
- The presence must be unlocked and open to the public. Private groups and hidden accounts will not be registered. Examples of a private group includes a Facebook group and a hidden account could be a protected Twitter account.
- Social media presences identifying an individual vice the command or billet are not recommended as an official presence with the exception of notable few (e.g., SECNAV, CMC and SMMC) accounts. This does not prohibit the use of named accounts by any commander or senior leadership, only the requirement to register the site as official. Any communication from the individual would be official in the same manner as if that individual gave a speech on behalf of the command.
- Requests to register social media presences that are too niche or specific will be reviewed and may be disapproved. Best practices have shown that having multiple social media presences that communicate with small niche audiences fragment an audience and ultimately lead to less effective communication.
- Requests to register social media presences that are based on an event will be reviewed and may be rejected. Best practices have shown that event-specific social media presences may be effective in the short term but, ultimately, fragment the audiences and lead to less effective communication.

- o Common reasons for delay or rejection include:
    - o The presence's website address does not work.
    - o The address submitted is to a Facebook group, community page or personal profile.
    - o The site focuses on an event.
    - o The site focuses on an individual vice a command or organization.
    - o The presence is missing a profile image (command logo/seal) and relevant header image, if necessary.
- o Registrants will be notified via email when their registration is approved or rejected. If rejected, registrants will be notified of the reason. When resolved, registrations need to be resubmitted.

Facebook
The following information should be added via edit page info and then additional information*.

Welcome to the official Facebook page of [COMMAND NAME], which is managed by [COMMAND'S NAME]. This page is intended to provide updated information about and discussion on [COMMAND NAME]. Please visit our official homepage at [ADDRESS OF OFFICIAL WEBSITE].

While this is an open forum, it's also a family friendly one, so please keep your comments and posts clean. In addition to keeping it family friendly, follow our posting guidelines below. Comments and posts that do not follow these guidelines may be removed without notice:

- We do not allow graphic, obscene, explicit or racial comments or content nor do we allow content that is abusive, hateful or intended to defame anyone or any organization.

- We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.

- We do not allow comments that suggest or encourage illegal activity.

- Apparent spam will be removed and may cause the author(s) to be blocked without notice.

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

- For Official Use Only (FOUO), classified, pre-decisional, proprietary or business-sensitive information should never be discussed or posted here. Don't post personnel lists, rosters, organization charts or directories. This is a violation of privacy.

- The appearance of external links on this site does not constitute official endorsement on behalf of the Department of Defense or U.S. Marine Corps.

- You are encouraged to quote, republish or share any content on this page on your own blog, website or other communication/publication. If you do so, please credit the command or the person who authored the content as a courtesy (photo or article byline can be U.S. Marine Corps or Staff Sgt. John Smith, for example).

Thank you for your interest in and support of [COMMAND NAME].

On the same page, enter the command's website as discussed above.

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Twitter
The following information should be added via edit profile and bio*.

Official Twitter account of [COMMAND NAME]. (Following, RTs and links ≠ endorsement)

On the same page, enter the command's website as discussed above.

Instagram
The following information should be added via edit profile and bio*.

Official account of [COMMAND NAME].

On the same page, enter the command's website as discussed above.

YouTube
The following information should be added via customize channel, basic information and then channel description*.

Official YouTube channel of [COMMAND NAME] managed by [COMMAND'S NAME]. This channel is intended to provide updated information and discussion on [COMMAND NAME]. Please visit our official homepage at [ADDRESS OF OFFICIAL WEBSITE].

*As social media platforms change, these steps may change without notice.