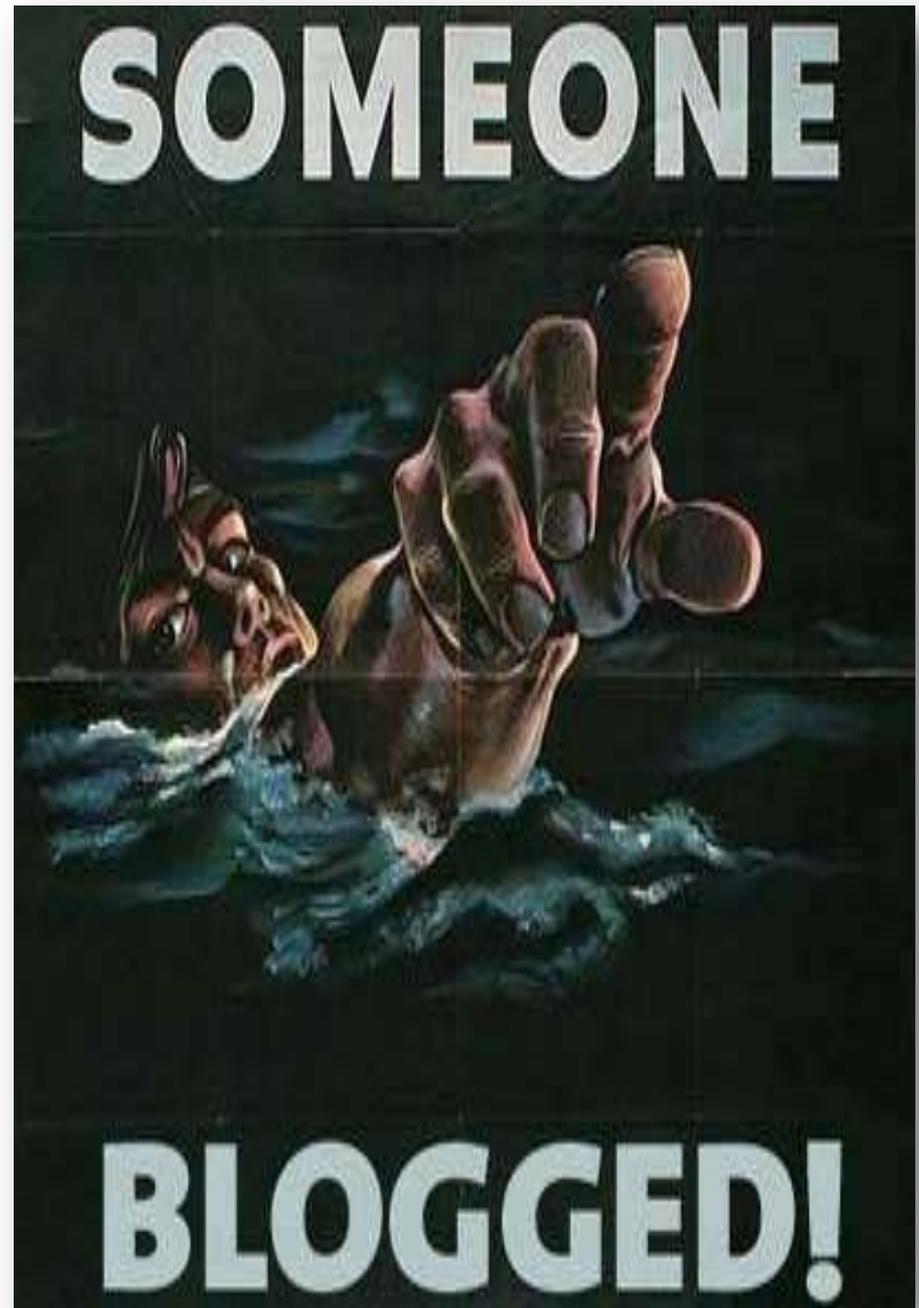




# Social Media and Operations Security

...weighing the balance  
between security and  
open communication

**PROVIDED BY THE U.S. ARMY  
OFFICE OF THE CHIEF OF PUBLIC AFFAIRS  
ONLINE AND SOCIAL MEDIA DIVISION  
THE PENTAGON**





# Overview

- What is OPSEC
- Balancing OPSEC with public affairs
- Operations Security and what it means to your organization (military or not)
- How social media and open communication can make our Army (and your organization) stronger
- Rules of Engagement



# What is OPSEC?

- OPSEC = Operations Security
  - Protection of classified, sensitive, or need-to-know information
  - Proprietary information, insider information, trade secrets, etc.
- All organizations have their own form of Operations Security – information that must be protected

**Caleb Chambers** My brother leavase October 26 for basic training. Very proud of him  
22 hours ago · Comment · Like · Flag

Susie Sparks likes this.

**92F Kanisha ArmyStrong Moon** where is he going for BCT??  
21 hours ago · Like · Flag

**Will Carufel** I leave the exact same day, 11X, Ft. Benning, GA  
17 hours ago · Like · Flag

Write a comment...

**Butch Kaufman** my son mark is going to iraq, for the second time the 19th of this month i am proud of him, he is 26years old i will be on pins and neetles all the time, his job is dog handler k-9 , i wish all our men and women well, i wish they had a father and son program, i would like to be with him. i am 61years old, and ready to stand by my son and our country . hooah!  
Sat at 11:46am · Report

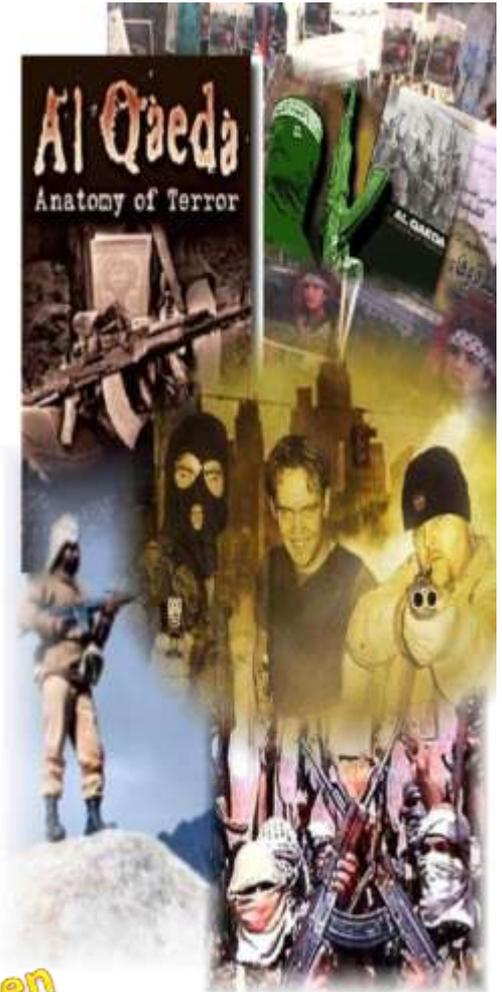


# What is OPSEC?

What are they looking for:

- Names/photographs of important people
- Present and future US capabilities
- Meetings of top officials
- Information about military facilities as stated in AR 530-1
  - Location of formations & units
  - Weapons used
  - Fortifications and tunnels
  - Amount of lighting
  - Exterior size and shape of buildings
  - Number of soldiers/officers
  - Ammunition depot locations
- Leave policies
- Degree & speed of mobilization

*98% of the intel Al Qaeda collects is "open source"\**





# Balancing OPSEC w/ Public Affairs

- The U.S. Army, and all government organizations, have communications concerns other organizations do not
- Release of inappropriate information can result in lost lives
- Examples:
  - Policies and ROE that govern the use of weapons and electronic or acoustic warfare systems
  - Overall bed/treatment capacity (bases, stations, etc.)
  - New weapons that are available or are being employed
  - Vulnerabilities of defensive dispositions
  - Vulnerabilities to attack
  - Vulnerabilities / capabilities of units, weapons systems
  - Doctrine for using various weapons
  - Shortages in medical specialties/personnel
  - Unit locations (grid coordinates, cities, etc.)
  - Date/time of flights





# What it means to your organization

The objective of OPSEC is to make oneself or organization a “hard target”

- Make it more difficult for an adversary to indentify and exploit vulnerabilities
- Don't post or publish personal or organizational critical information in public venues, including social media

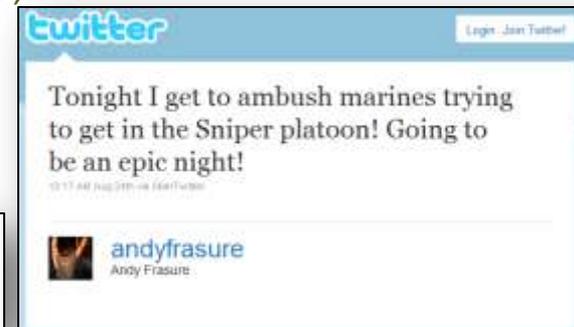




# OPSEC at home or on base

- Set profiles to “private” or “friends-only” to limit the threat of public information being used against you
  - Enemies can gather information about you or your family members
    - Rises in home robberies because people have been revealing when they go on leave or vacation
  - Enemies can gather information about bases and capabilities by reading your profile
    - Pictures of quarters, armored vehicles, weapons in your photo albums
    - Photos of formations
    - “Checking in” via FourSquare or Tweeting at morning formation
  - Be careful of using location-based services that make your location public
    - Example: Repeatedly revealing your location enables strangers to track your movements. And if you are linked with a spouse or child, they can be tracked, too.
    - Think about:
      - Posting geo-tagged photos on sites such as Facebook
      - Facebook Places
      - Yelp
      - FourSquare
      - Twitter

juss talked to my mom....she doing good...currently in Baghdad visiting Saddams palace.....pics coming soon!  
about 1 hour ago via web





# OPSEC in the field

## What if you're captured by enemy forces?

- Is your information publically accessible?
  - Being “linked” to significant others/family/friends makes it easier for enemies to gather information about you
  - In detainment or torture situations, what they find can be used against you
  - Can the enemy get photos of your spouse, child or pet off your page to use against you?
- Do you have ‘power of attorney’?
  - If you are captured, they have authority to access your accounts to prevent malicious access or
  - Prepare a list of your social media sites with usernames and passwords and leave it with them
  - If captured, does your spouse/friend have access to disable your online profiles?



# OPSEC in the field

- Are your passwords safe and up-to-date?
- What if your account was hacked or you were tortured into providing password?
  - If enemies hack your accounts, they can potentially use it in a malicious or demoralizing manner
  - They could send messages that would appear to be from you to thwart rescue efforts or put others in harms way



# Social media can make your organization stronger

*Social media is another tool to get your info out  
Allows your audience dialogue with you and others*



**Army Softball:** Such a beautiful day for some skill work down at the field. <http://twitpic.com/2ippjy> GO ARMY!  
20 minutes ago via Twitterrific



**The U.S. Army** What or who inspired you to either join or support the U.S. Army? We're looking forward to your comments.  
Monday at 11:24am · Comment · Like

👍 573 people like this.

💬 View all 1,325 comments

Write a comment...



**Teresa S Hill Wood** I am an Army Mom and proud to be. Without Facebook and my Army and Army Mom support groups I don't know where I would be. We are a family if you need anything, to talk, advice, anything, we are here check us out. We are here for each other. ARMY STRONG! ARMY MOM STRONG!  
5:33pm · Comment · Like · Report

👍 2 people like this.



**Mystie McGee** at 5:34pm June 2  
I second that!

Report ×



# Social media can make your organization stronger



**Aamir Ahmad** I would like to personally thank the U.S armed forces for the relief missions they are currently carrying out in the flooded areas of Pakistan. I am an American of Pakistani descent and am currently visiting Pakistan. I can honestly say, this is probably the worst natural disaster this Earth has ever faced, but the support from the U.S has been outstanding. You guys are leading the way as you have always done and these kinds of things make me feel proud to be an American. I wish I was out there with you guys in the Chinooks and helping rescue and distributing aid to stranded people. I hope I can one day serve my country by joining the U.S Armed forces. HOOAH!

August 21 at 3:21am · Comment · Like · Flag



**The U.S. Army** Thank you, Aamir.  
August 21 at 10:28am · Like · Flag



**Aamir Ahmad** It is my pleasure  
August 21 at 1:03pm · Like · Flag

Write a comment...



**Brian Skovran** Just 185 days till I leave for basic at Ft. Jackson! I can't wait to leave! 15R- gonna be a great MOS!

August 21 at 8:56pm via Facebook for iPhone · Comment · Like

View all 9 comments



**Brian Skovran** Becca, that's what I hear. I've talked to a lot of people who have that job and they all say that they feel like the luckiest people in the world when they walk into the hangar every morning and realize that is their office. I heard Ft. Eustis is also really nice!

Sunday at 3:54pm · Like · Flag



**Dakota Paeper** Ft Jackson is like summer camp haha but I had a good time learned a lot and have a high pt score so it's all good

Sunday at 7:07pm · Like · Flag

Write a comment...

# Educate vs. Regulate

- Mitigate the risk of using social media by educating the Soldiers and family members
- Think about what you post and what people can figure out about you
- It all goes back to OPSEC and UCMJ



# Resources

- Department of Defense
  - [DoD Directive 8500.01E](#), “Information Assurance (IA),” October 24, 2002
  - [DoD Directive 5230.09](#), “Clearance of DoD Information for Public Release”
  - [DoD Manual 5205.02-M](#), “DoD Operations Security (OPSEC) Program Manual,” November 3, 2008
  - [DoD 5200.1-R](#), “Information Security Program,” January 14, 1997
  - [DoD Directive-Type Memorandum 09-026](#), “Responsible and Effective Use of Internet-based Capabilities,” February 25, 2010
  - [DoD Social Media Hub](#) – contains safety guides and informational websites for practicing OPSEC
- U.S. Army
  - [Memo](#) – “Responsible Use of Internet-based Capabilities,” March 30, 2010
  - [AR 25-1](#), “Army Knowledge Management and Information Technology Management,” December 4, 2008
  - [AR 25-400-2](#), “The Army Records Information Management System (ARIMS),” October 2, 2007
  - [AR 360-1](#), “The Army Public Affairs Program,” September 15, 2000
  - [AR 380-5](#), “Department of the Army Information Security Program,” September 29, 2000
  - [AR 530-1](#), “Operations Security,” April 19, 2007



# Rule of Thumb

If you aren't comfortable placing the same information on a sign in your front yard, don't put it online





# Questions?

Contact Information:

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