



SMART SOCIAL MEDIA NETWORKING

TASK: Discuss

CONDITIONS: Leader facilitated group discussion.

STANDARDS: Soldiers and Leaders understand expectations of what Smart and Safe Social Media Networking is and how to protect themselves.

REFERENCE(S): OPSEC and Safe Social Networking Information Assurance Training Center Website



SMART SOCIAL MEDIA NETWORKING

MAIN POINT #1 What is Smart Social Media Networking?

- Social media has become a big part of our lives. Social media can help people and Army organizations share information. It also helps Soldiers, family members and Army civilians to stay connected to loved ones.
- As a culture, we depend on social media, but social media use can be extremely dangerous if you're not careful.
- Do you know what information you can post about your job? Did you know people can use social media to collect information and steal your identity? Did you know you can be at risk even if you don't use social media.
- Operations security (OPSEC) and personal privacy concerns should be paramount when using social media.



SMART SOCIAL MEDIA NETWORKING

MAIN POINT #2 Social Media Facts

- A U.S. Government official on sensitive travel to Iraq created a security risk for himself and others by Tweeting his location and activities every few hours.
- A Family on vacation kept friends up-to-date via online profiles; their home was burglarized while they were away.
- New computer viruses and Trojans that successfully target information on social networking sites are on the rise.
- Information on social networking sites has led to people losing job offers, getting fired and even being arrested.
- Social networking sites have become a haven for identity thieves and con artists trying to use your information against you.
- Several kidnapping, rape and murder cases were linked to social networking sites where the victims first connected with their attackers.
- According to the Al Qaeda Handbook, terrorists search online for data about “Government personnel and all matters related to them (residence, work place, times of leaving and returning, children and places visited.)”



SMART SOCIAL MEDIA NETWORKING

MAIN POINT #3 What not to post!

- When using Facebook and other social media platforms, do not post personally identifiable information and any information that can damage Army operations.
- Think about what you're posting before hitting share. Many times, you can avoid releasing sensitive information by simply rephrasing your social media post.
- If you aren't comfortable placing the same information on a sign in your front yard, don't put it online.



SMART SOCIAL MEDIA NETWORKING

MAIN POINT #4 Examples Making Dangerous Social Media Post Safer.

Dangerous	Safer
My Soldier is at COP Keating in Afghanistan.	My Soldier is deployed to Afghanistan.
My Soldier will be leaving Kuwait and heading to Afghanistan in three days.	My Soldier deployed this week.
My unit will redeploy on August 25 th .	My unit will redeploy this summer.
My family is back in Edwardsvill, IL.	I'm from the Midwest.