

# Information Environment and Social Media for Executive Spouses



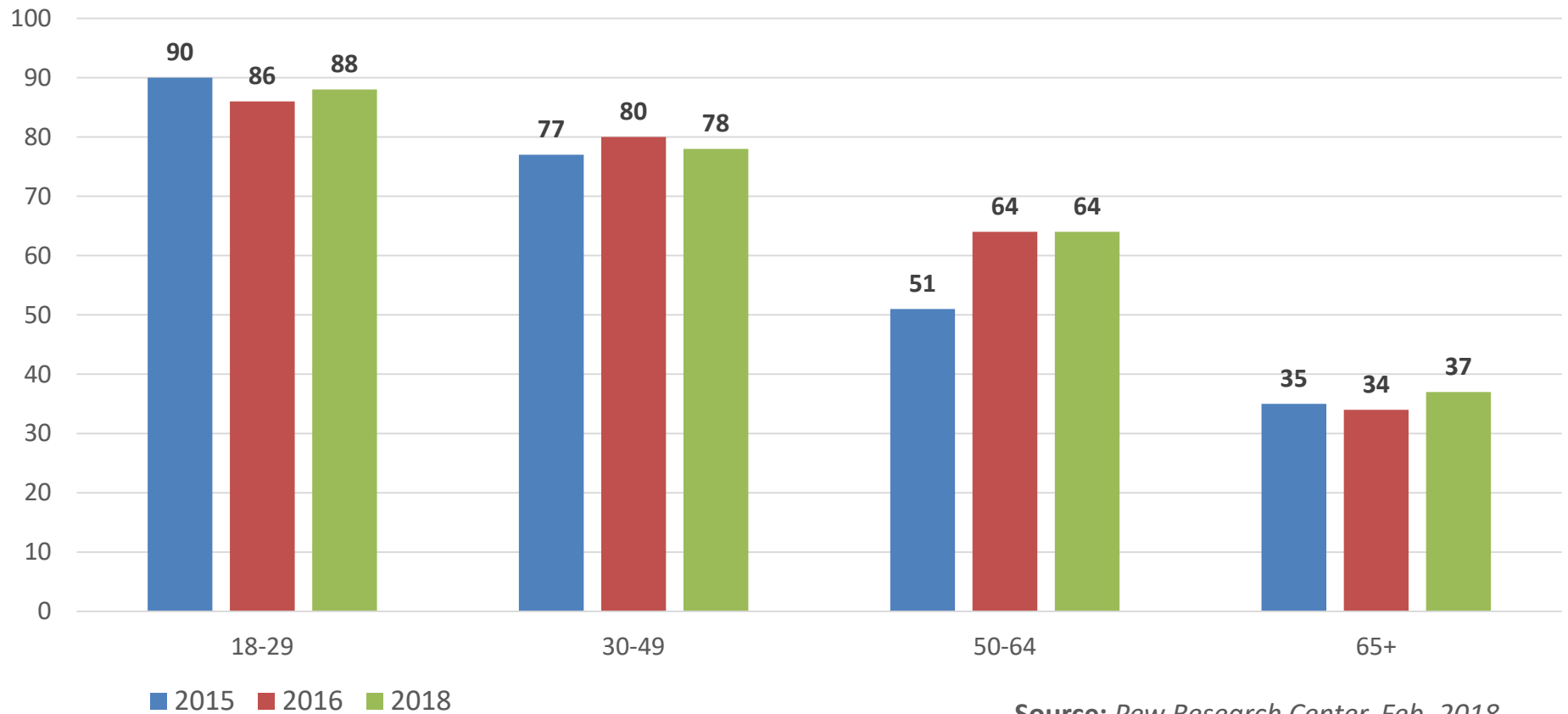
# TODAY'S LANDSCAPE

## 2018 *This Is What Happens In An Internet Minute*



# TODAY'S LANDSCAPE

*Percentage of U.S. Adults By Age Who Use At Least One Social Media Site*

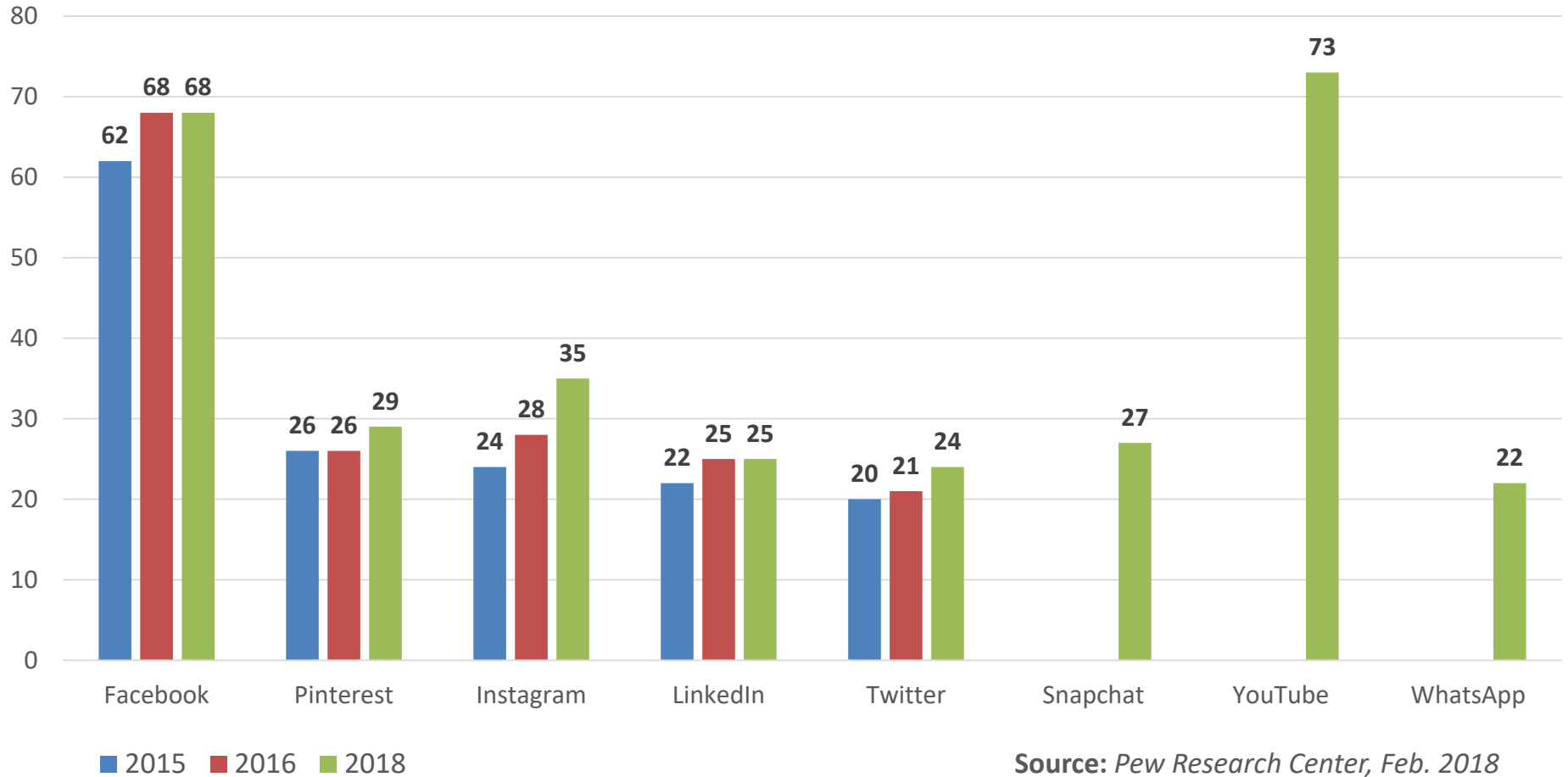


Source: Pew Research Center, Feb. 2018



# TODAY'S LANDSCAPE

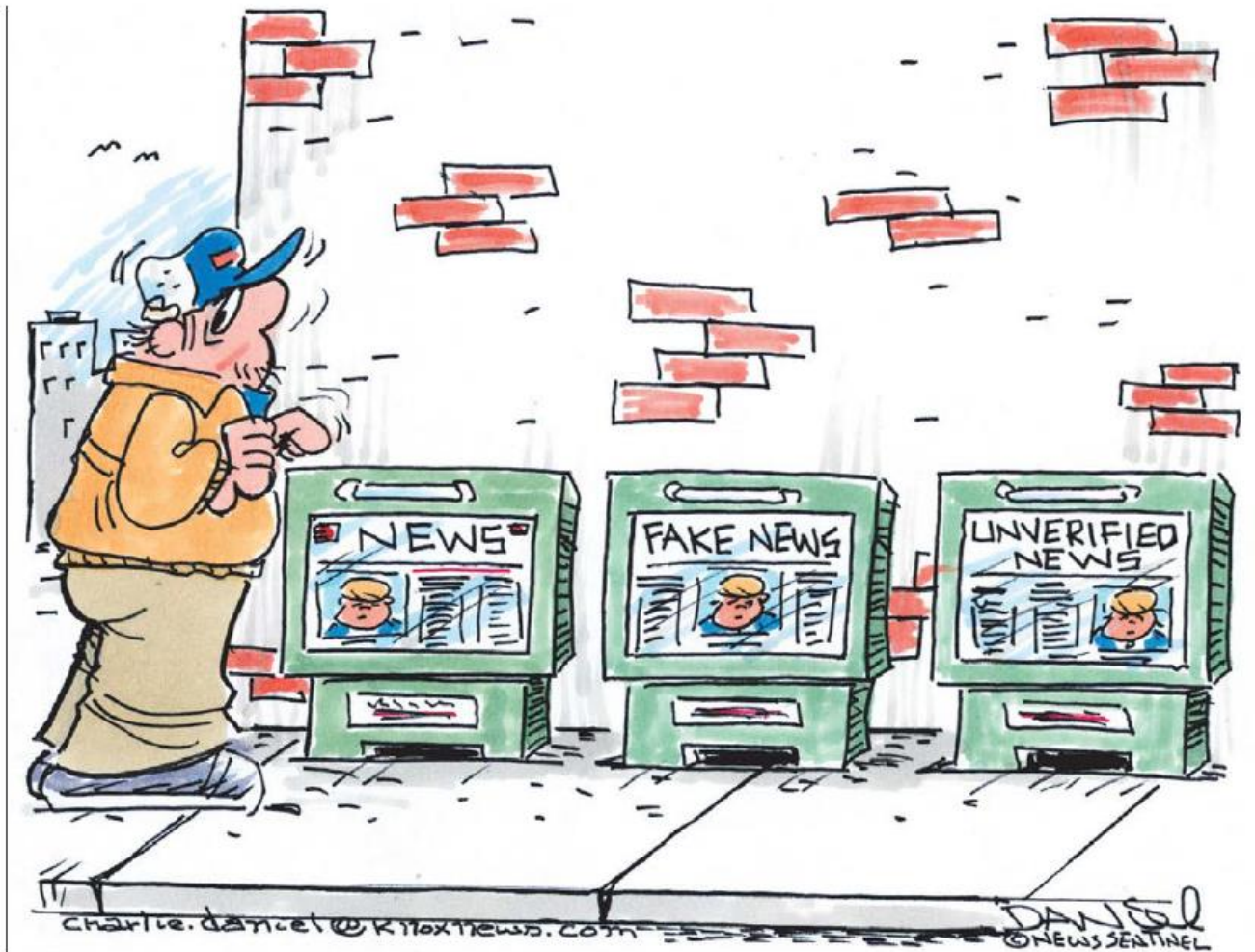
*Percentage of U.S. Adults Who Use...*



Source: *Pew Research Center, Feb. 2018*

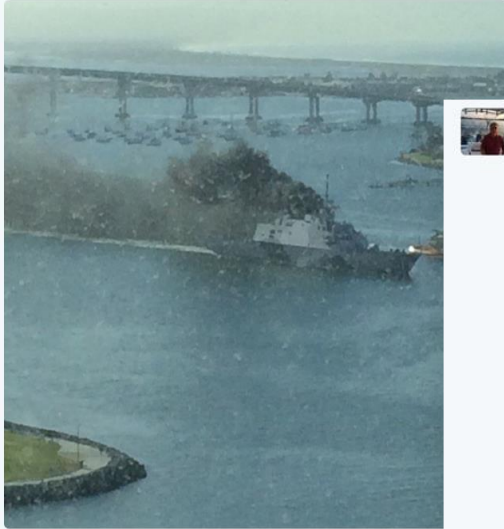


# Current Sorry State of "News"



# Mis- and Dis-information

Dennis O'Neill @hudsonriverview · Feb 19  
Military ship on fire in San Diego harbor



7 6

Dennis O'Neill @hudsonriverview · Feb 19  
Military ship on fire in San Diego harbor



7 6



U.S. Navy  
@USNavy

#USNavy's #USSDonaldCook encounters aggressive Russian aircraft in #BalticSea. More to follow.

2:30 PM - Apr 13, 2016

787 1,232 people are talking about this

U.S. Navy  
@USNavy


#USSFreedom not on fire. Smoke from start of engines idle since service. MT  
@hudsonriverview: Military ship on fire in San Diego harbor

RETWEETS 30  
LIKES 79



11:54 AM - 19 Feb 2016





***“You have often heard it said, I think that public opinion wins wars. And I would say with respect to that, in adapting it to terms of peace, that only an informed public can win the peace.”***




-- President Dwight D. Eisenhower

April 1950



# GALLUP SURVEY

## Confidence in Institutions – 2018

	Great deal/ Quite a lot	Some	Very little/ None (vol.)	Net positive <sup>^</sup>
	%	%	%	%
 The military	74	20	5	+69
Small business	67	26	6	+61
The police	54	31	15	+39
The church or organized religion	38	33	27	+11
The presidency	37	18	44	-7
The U.S. Supreme Court	37	42	18	+19
The medical system	36	37	26	+10
Banks	30	46	22	+8
The public schools	29	44	27	+2
Organized labor	26	45	25	+1
Big business	25	43	30	-5
 Newspapers	23	35	40	-17
The criminal justice system	22	41	36	-14
Television news	20	34	45	-25
 Congress	11	39	48	-37

(vol.) = volunteered response; ^ Net positive= "Great deal"/"Quite a lot" minus "Only a little"/"None" (vol.)

GALLUP, JUNE 1-10, 2018





# COAST GUARD, NAVY PREPARE ASSETS FOR NATE

## ARMY CORPS OF ENGINEERS EXCEEDING GOALS IN PUERTO RICO, SAYS CHIEF ENGINEER

## NAVY SURGEON GENERAL VISITS GULF COAST

## U.S. AIR FORCE RESERVISTS DELIVER HUMANITARIAN AID TO HAITI

## THE U.S. NAVY IS DEVELOPING ARTIFICIAL LIMBS THAT ARE INTELLIGENT

## BEST MOMENTS FROM SAN FRANCISCO'S FLEET WEEK

## PACIFIC PARTNERSHIP MISSION PREPARES TO ENHANCE DISASTER RESPONSE COOPERATION, STRENGTHEN TIES IN INDO-ASIA-PACIFIC



USS Porter (DDG 78)



CARAT Exercise



Hurricane Maria

# Navy admiral gets 18 months in 'Fat Leonard' bribery scandal

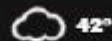
Published May 17, 2017 • Associated Press



U.S. Navy Rear Admiral Robert Gilbeau is seen in this undated photo (U.S. Navy)

**SAN DIEGO** – The first active-duty U.S. Navy admiral ever convicted of a federal crime was sentenced Wednesday to 18 months in prison for lying to investigators about a Malaysian defense contractor at the center of a massive corruption scandal.

U.S. Navy Rear Admiral Robert Gilbeau was sentenced Wednesday in



# New details show how 'swinger' Army general's double life cost him his career

Tom Vanden Brook, USA TODAY Published 2:26 p.m. ET Aug. 24, 2016 | Updated 11:18 a.m. ET Aug. 25, 2016



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Army Maj. Gen. David Haight had been relieved from a key post in Europe after determining he had misused government resources while having an extramarital affair



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**MORE**

WASHINGTON — Army Maj. Gen. David Haight, Army Ranger, decorated combat veteran and family man, held a key post in Europe this spring and a

# BENEFITS OF SOCIAL MEDIA

- Post Once, Reach Many
- Re-Share with Ease
- Foster Connections
- Decrease Isolation
- Speed Dissemination



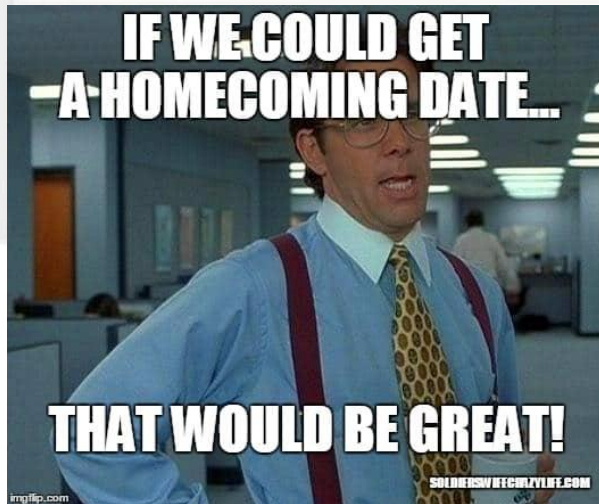
# SOCIAL MEDIA

## Do

- Present a professional presence
- Think twice before posting
- Consider unintended consequences of your post
- Consider how others may interpret your post
- Remember you represent the command
- Recognize the accomplishments of command members and their families
- Support ombudsman communication goals
- Remember OPSEC



# SOCIAL MEDIA



Will the Real Scot Cregan Please Stand Up?



The real Scot Cregan challenges you to count the mistakes in this fake profile picture.

## Don't

- Gossip
- Violate command policies
- Discuss politics
- Violate ethics
- Sell, advertise or advocate for any product or service
- Violate OPSEC



# "ONLINE" BEHAVIOR

VALLEYWAG

## Happy Holidays: Startup CEO Complains SF Is Full of Human Trash

Sam Biddle  
12/11/13 09:59AM Filed to: ASSHOLEES

548,14K



Behold a perfect Silicon Valley denizen, an archetype: **he's been written up in TechCrunch** for his hackathon-organizing company. He's been fluffed in **Business Insider**. And now, inevitably, he's publicly savaged the homeless and generally less fortunate of San Francisco.

**Greg Gopman**, and his company, **AngelHack**, offer no apparent utility or value to our planet. It's a startup that begets other startups, a hackathon for hackathons, an engaged, vomiting ouroboros in reverse. His pride orbits around organizing the "largest hackathons" in history—and given that a hackathon doesn't mean much of anything, that's about as weighty as telling the world's longest knock knock joke, or blowing a trillion soap bubbles.

But Gopman thinks he's earned *some* sort of high social spot, from which he can type out horrid Facebook updates like this one:

Just got back to SF. I've traveled around the world and I gotta say there is nothing more grotesque than walking down market st in San Francisco. **Why the heart of our city has to be overrun by crazy, homeless, drug dealers, dropouts, and trash I have no clue.** Each time I pass it my love affair with SF dies a little.

He's very slightly right, in that large portions of San Francisco are full of people who need help. But help doesn't come in the form of ugly Facebook remarks—it comes in the form of help. To make it absolutely clear that he's condemning these people and not lamenting their situation, he writes further:

**The difference is in other cosmopolitan cities, the lower part of society keep to themselves. They sell small trinkets, beg coyly, stay quiet, and generally stay out of your way. They realize it's a privilege to be in the civilized part of town and view themselves as guests. And that's okay.**

**In downtown SF the degenerates gather like hyenas, spit, urinate, taunt you, sell drugs, get rowdy, they act like they own the center of the city.** Like it's their place of leisure... In actuality it's the business district for one of the wealthiest cities in the USA. It a disgrace. I don't even feel safe walking down the sidewalk without planning out my walking path.

You can preach compassion, equality, and be the biggest lover in the world, but **there is an area of town for degenerates and an area of town for the working class. There is nothing positive gained from having them so close to us.** It's a burden and a liability having them so close to us. Believe me, if they added the smallest iota of value I'd consider thinking different, but the crazy toothless lady who kicks everyone that gets too close to her cardboard box hasn't made anyone's life better in a while.

- Communication Continuum: Messaging in one medium affects the other
- "Public" vs "Private" Persona: Understanding your audiences' perspective
- Digital Engagement: Rational, Responsible and Relevant



# CYBER BEHAVIOR

## Frequently check your privacy settings

- Default settings can change frequently
- Can be difficult to understand the changes
- Settings vary from platform to platform

## Consider who you are friending and following

### Be consistent

- Be upfront
- Either accept all or none of your friend request from command family members
- Avoids perception of biases

### Be mindful of your “friends”

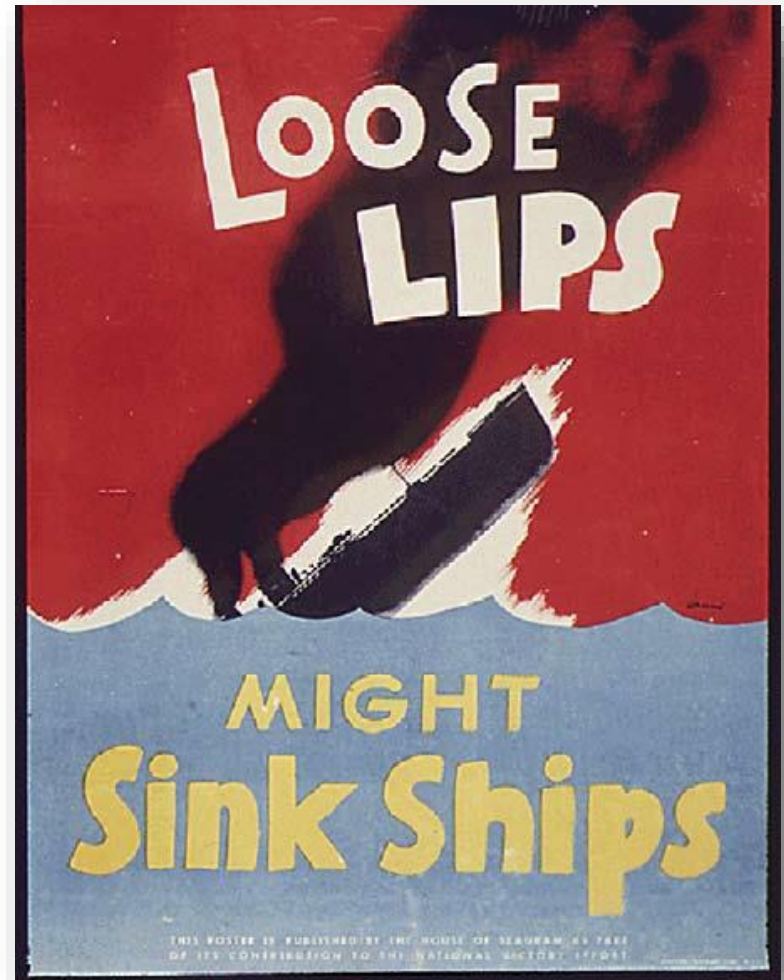
- Not everyone who wants to be your friend or follower is necessarily who they claim to be
- Be mindful of others attempting to use your social presences as a means of targeting your Sailors and their families





# CYBER BEHAVIOR

- **Shared responsibility**
- **Apply common sense about over sharing**
- **Don't discuss sensitive information:**
  - Ship/unit movements in advance
  - Personnel rosters
  - Training or deployment schedules
  - Casualties



# WHAT ABOUT IMPERSONATORS?

- **It is not uncommon for impersonators to create accounts for senior leaders**
- **The best defense is a good offense**
  - Claim your piece of social media
  - Work with PAO to create an official social media presence and register it with service social media directory
  - Regularly search the Internet for imposters
  - Report imposters through PAO to service level HQs social media teams
    - ✓ Can report accounts to Facebook, Twitter, etc.
    - ✓ Request takedowns



# WHAT ABOUT THE MEDIA?

- **Journalists may contact you through social media**
- **Offline rules apply online**
  - Refer queries to command PAO
  - Don't say "no comment"



# RESOURCES

## ARMY

<https://www.army.mil/socialmedia/>

## USMC

<http://www.marines.mil/News/Social-Media/>

## USAF

<http://www.af.mil/AF-Sites/Social-Media-Sites/>

## USN

<http://www.navy.mil/socialmedia>



# POINT OF CONTACT



**DIGITAL MEDIA ENGAGEMENT**  
**NavySocialMedia@navy.mil**  
**703-614-9154**





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?helpref=hc\\_fnav](https://www.facebook.com/help/1297502253597210/?helpref=hc_fnav)**

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**Click on Privacy and Safety**





**QUESTIONS?**

