Key Spouse Program

"A Critical Readiness Program"

Connection ▪ Education ▪ Referral

Key Spouse
Operational Security (OPSEC)
for
Social Networking

Overview

- Keeping Families Connected
- Facebook
- Operational Security (OPSEC)
- OPSEC Etiquette
- Key Spouse Social Media Guidance
- Summary

Keeping Families Connected

- Key Spouses are crucial to keeping Air Force families connected
- Social media platforms allow Key Spouses to distribute information to a large group of people in a quick and timely manner
- With social media platforms gaining popularity, Key Spouses have great tools available to share information with Air Force families without the hassle of accommodating multiple schedules in order to host a meeting

Facebook

- The increase of Facebook usage across the Air Force allows Key Spouses to post resources, plan meetings, start discussions, and post photos HOWEVER…….

- OPERATIONAL SECURITY must always be the primary concern anytime you're using Facebook.

Operational Security (OPSEC)

- What is OPSEC?
    - The process of identifying critical information and subsequently analyzing how that information can be pieced together/interpreted for use by the enemy
    - Small pieces of a puzzle that create a "Big Picture"
- Why should I care?
    - Protect you and your family
    - Protect DoD Operations

OPSEC and Facebook

- Posting sensitive information can be detrimental to Airmen safety

- Assume the enemy is reading every single post

- Ensure that information posted on-line has no significant value to the enemy.

- Before opening a squadron FB page, a Group moderator should be selected

A Post is Worth A Thousand Consequences

Importance of Group Moderator

- The Group moderator is responsible for:
  - Sending invitations to spouses to join the page
  - Verifying identities of new people who request to join the page using the personnel roster
  - Educating the group on OPSEC standards
  - Reviewing content posted by others and removing those posts which might compromise squadron and USAF OPSEC

Bad OPSEC Etiquette
What Shouldn't Be Posted On-Line

- Daily military activities and capabilities
- Future operations or plans, including deployment information and dates
- Results of operations
- Discussions of areas frequented by service members
- Descriptions of overseas bases
- Details of weapons systems and equipment status
- APO addresses for units
- Geotagging photos

What Can I Say Or Post?

- Pride/support for Unit, service, specialty and service member
- General status of a Unit:

  "Squadron X is operating out of Southern Afghanistan" as opposed to "Squadron X is operating out of Camp Air Force, just outside of village Y, in Southern Afghanistan

- Photos (without Geotagging)

Key Spouse
Social Media Guidance

- Understand and abide by Privacy Act guidelines and OPSEC principles

- Train friends, spouses, and Air Force families on basic OPSEC procedures

- Data aggregation from different sources could reveal sensitive or even classified information

- Request permission before posting Personally Identifiable Information (PII) on-Line
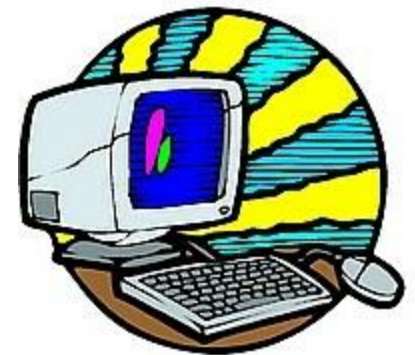
Key Spouse
Social Media Guidance

- Limit use of location-based services that reveal your location (Geotagging)

- Group moderator should verify the identity of those requesting access with the personnel roster

- Review information and photos before posting

- Be aware of any public affairs implications of your activities

- Group moderator should remove any post that may compromise OPSEC

REMEMBER

- If you are not comfortable posting your personal information on a sign in your front yard for everyone to see......

THEN

DON'T POST IT ON-LINE

SUMMARY

- Social media is widely used by the Air Force to communicate with airmen, Air Force families, and the community

- Key Spouses can use social media platforms to share resources/provide information to squadron spouses

- OPSEC and Privacy Act should be taken into consideration On every social media platform

- Key Spouses should be mindful of what information is distributed and also work to train other Key Spouses on how to safely use social media

Questions?