



“Keeping the Marine Corps on target” IN THE BLACK

Headquarters Marine Corps

April 1, 2010

Internet-Based Capabilities/Social Networking Sites

Background

- MarAdmin 181/10 was released on 29 March 2010 to outline official and personal use of social networking sites via the Marine Corps Enterprise Network (MCEN) and to cancel MarAdmin 458/09. The subject of MarAdmin 458/09 sparked controversy in civilian media outlets and internal Marine Corps audiences when it was released.
- MarAdmin 458/09 is titled IMMEDIATE BAN OF INTERNET SOCIAL NETWORKING SITES (SNS) ON MARINE CORPS ENTERPRISE NETWORK (MCEN) NIPRNET.
- MarAdmin 181/10 is titled RESPONSIBLE AND EFFECTIVE USE OF INTERNET-BASED CAPABILITIES.

Discussion

- Marines are authorized external official presences and limited personal use of social networking sites (SNS) on government-provided networks.
 - External official presences: Official public affairs activities on non-DoD sites on the internet (e.g., Marine Corps official pages on [Facebook](#), [Twitter](#), [YouTube](#) and [Flickr](#)).
 - Limited personal use: Marines are allowed to visit SNS, user-generated content, e-mail, instant messaging and discussion forums for reasonable durations and frequency based on the determination of a supervisor.
- The Marine Corps is an advocate of social media.
 - We consider our Marines to be the best spokespeople for the Corps.
 - Social media allows the Marine Corps to actively engage in the modern information environment.
 - Through social media, we are able to listen, interact and build relationships with people around the world.
 - We encourage Marine units, through their public affairs offices, to establish official social presences online.
 - We have a listing of our official social media presences at our flagship site: [Marines.mil](#).
- MCEN users must balance appropriate use with an understanding of and adherence to the rules and regulations that apply to information security.

Key Messages

- The Marine Corps is in full compliance with the DoD policy to ensure that Internet-based capabilities are available on the Marine Corps Enterprise Network.
- Through their interactions with others on social networks, Marines converse and outline the topics that shape our Corps today and tell our story.
- We are committed to ensuring all Marines are using social networks safely and wisely to inform and communicate with the public and other Marines.
- The Marine Corps will remain vigilant when it comes to security. We are working toward the best mix of security and access that allows the Corps to remain safe and communicate effectively.

Facts & Figures

- Approximately 227 million people are online in the United States. Globally, more than 1.6 billion people are online (Internet World Stats, Mar 2009).
- 56% of the people questioned in a Zogby Interactive survey said they would select the Internet if they had to choose only one source of news, followed by 21% for TV and 10% for both newspapers and radio.
- 65% of our more than 2.6 million military service members are digital natives and have grown up using new media technologies.
- The official Twitter account of the Marine Corps, <http://twitter.com/usmc>, disseminates daily information 9,073 followers (to date).