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TAG POLICY LETTER 25-13

10 December 2025

ONLINE STANDARDS OF CONDUCT

1. REFERENCES.

- a. Army Regulation (AR) 600-20, *Army Command Policy*, 6 February 2025.
- b. AR 360-1, *The Army Public Affairs Program*, 18 September 2025.
- c. AR 530-1, *Operations Security*, 26 September 2014.
- d. Army Social Media Policies and Resources, <https://www.army.mil/socialmedia/>.
- e. Air Force Instruction (AFI) 1-1, *Air Force Standards*, 18 August 2023, *Incorporating Change 1*, 24 August 2025.
- f. AFI 35-107, *Public Web Communications*, 21 January 2011.
- g. AFI 10-701, *Operations Security (OPSEC)*, 24 July 2019, *Incorporating Change 1*, 9 June 2020.
- h. Air Force Social Media Guide,
https://www.af.mil/Portals/1/documents/2021SAF/07_July/DAF_SM_Guide_Publication_v4.3.pdf.
- i. Department of Defense Directive 1344.10, *Political Activities by Members of the Armed Forces*, 19 February 2008.
- j. Department of Defense Instruction (DoDI) 1325.06, *Handling Protest, Extremist, and Criminal Gang Activities Among Members of the Armed Forces*, 27 November 2009, *Incorporating Change 3*, effective 9 June 2025.
- k. DoDI 5400.17, *Official Use of Social Media for Public Affairs Policy*, August 12, 2022, *Incorporating Change 2*, effective 14 February 2025.
- l. Title 5, U.S. Code, Section 7323 (Political activity authorized; prohibitions).

2. APPLICABILITY. This policy is applicable to all Servicemembers and Federal Civilian Employees ("Members") of the New Jersey Army and Air National Guard ("NJNG") regardless of rank and status when participating on social media platforms, blogs, websites, or other web-enabled sites, even when operating outside of official duty status.

3. **PURPOSE.** This policy provides guidance regarding appropriate personal conduct on social media. Existing laws and guidance are unable to account for every potential situation, so this policy aims to clarify expectations for online conduct, emphasizing the importance of complying with applicable laws and regulations, maintaining public trust and professionalism, avoiding the appearance of impropriety, and protecting one's own personally identifiable information. Like all Americans, Members have the right as private citizens to free speech and to express personal views. However, we must remember that we are also part of an organization that values professionalism and public trust. It is critical that Members understand their responsibility to always conduct themselves in a manner that will not impair military readiness, degrade our ability to efficiently execute our mission, or otherwise adversely impact good order and discipline. This includes online conduct, particularly if a Member's online activities identify them as part of the NJNG through pictures, mention of organization affiliation in postings, or profile updates.

4. SOCIAL MEDIA GUIDANCE.

a. Values. The NJNG is a values-based organization where all Members will exemplify dignity and respect, even when off duty, as outlined in References (a) and (e). The Army values (Loyalty, Duty, Respect, Selfless Service, Honor, Integrity, and Personal Courage) and Air Force values (Integrity First, Service Before Self, and Excellence in All We Do) are the NJNG values, and they require everyone to be treated with dignity and respect. Our interactions, whether in person or online, reflect on our organization and demonstrate how we implement these values through all aspects of life.

b. Personal v. Official¹ Use. Members' social media accounts should be clearly identified as personal accounts, and a disclaimer should be conspicuously added, as needed to indicate that the statements and opinions expressed are the Member's own and do not represent the NJNG as outlined in Reference (k).

c. Political Activities. Members are encouraged to carry out the obligations of citizenship but are prohibited from engaging in partisan political activity in an official capacity, and are responsible for preventing personal political activities from implying, or appearing to imply, official endorsement as outlined in References (i) and (l).

d. Operational Security (OPSEC). Members are prohibited from posting operationally sensitive information in any public domain as outlined in References (c) and (g), including but not limited to, details about assigned missions, images of damaged or sensitive equipment, or images / documents deemed confidential and not cleared for media release.

e. "Think, Type, and Post." Consider and apply:

- (1) "Think" about the message and consider the potential audience and impact.
- (2) "Type" messages consistent with our values.
- (3) "Post" content that demonstrates dignity and respect for self and others.

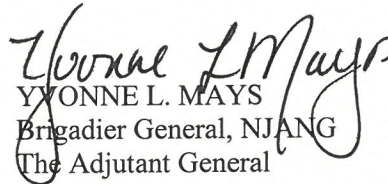
¹ All official organizational websites and social media accounts must be approved by, registered with, and managed in conjunction with, the NJNG Public Affairs Office (PAO). Subordinate organizations of the NJNG are prohibited from establishing publicly accessible websites or accounts independently of the PAO. Individual members who establish online sites or groups relating to the NJNG must clearly state that the site or group is not official and may not use official government symbols, such as unit insignia or patches or official seals and logos, which are likely to be understood as implying government endorsement or participation.

f. Personal Responsibility. Members are personally responsible for what they say and do irrespective of their duty status, including on social media. They must avoid offensive, inappropriate or illegal behavior that could discredit themselves, the United States Army, United States Air Force, or the NJNG. Prohibited online misconduct includes, but is not limited to, hazing, bullying, harassment, discriminatory harassment, stalking, retaliation, or any other types of misconduct that undermines dignity and respect.

5. Commanders, supervisors, and leaders are to reinforce a climate where Members understand that online misconduct is inconsistent with our values and where online related incidents are prevented, reported, and where necessary, addressed at the lowest possible level.

6. Failure to abide by policies established by the United States Army, United States Air Force, the NJNG, or applicable laws and regulations, may result in adverse or administrative action.

7. The point of contact for this memorandum is the New Jersey National Guard Public Affairs Office.


YVONNE L. MAYS
Brigadier General, NJANG
The Adjutant General