



# Let's talk social!

You are probably on multiple platforms such as: Facebook, Twitter, Instagram, LinkedIn, etc.

**Don't forget that you represent the Department of National Defence (DND)/Canadian Armed Forces (CAF) ON and OFF duty.** Everything you post may potentially compromise DND/CAF information, assets and resources, and could have severe consequences to operational tasks and to the safety of personnel.



## KEY FACTS

- 1 Be careful what you post or comment, it is **public and should be considered a permanent part of the public record.**
- 2 If not careful, your personal information (and your family's information) could be readily accessible to **the general public and to undesirable audiences.**
- 3 It is important to remain **respectful and ethical, and to follow security policies** that are in place.

## Think before you click!

- ✓ **Ask yourself before you post:**  
Could the video, images or comments have an inappropriate impact or reflect discredit on DND/CAF or on any of its members?
- ✓ **Be aware of your affiliation with the DND/CAF**  
This may seem harmless to you, but you must be careful when you share any information which could compromise the personal security with details such as:
  - Pictures of you in uniform
  - Event photos with family or colleagues
  - Current or past information on postings/deployments
- ✓ **Remember to review your account's security and privacy policies often**  
They change with little notice.
- ✓ **Be informed before releasing DND/CAF information on social media**  
You must follow release procedures as found in *NDSOD Chapter 6: Security of Information.*



## Don't be THAT person!

- ✗ **Do not share DND/CAF information on social media**  
Unclassified information does not automatically mean it can be released to the public or be open to all DND/CAF without a need-to-know. Approved release procedures must be followed.
- ✗ **Do not tag or share photos of colleagues or friends without their permission**  
Ensure that all individuals whose images or personal information you use, have given their consent.
- ✗ **Do not over share personal information**  
Only YOU need to know your home address, phone number, social insurance number and banking information.
- ✗ **Do not share your official or personal e-mail**  
Use a generic e-mail address instead.
- ✗ **Do not include images or identifiers**  
DND/CAF logos, badges, crests and emblems.
- ✗ **Do not speak on behalf of DND/CAF, unless you are designated as an official spokesperson**
- ✗ **Do not post to, like, comment or share from, an organization that is known to promote discriminatory views**  
*(CANFORGEN 016/18, CDS Direction on Professional Military Conduct, Para 8); and QR&O 19.14 - Improper comments.)*



**Suspected security incidents related to social media** may be reported to the Director General – Defence Security (DGDS) Security Incident Management at **++DGDS SIMGIS@VCDS DGDS@Ottawa-Hull (DWAN)**

Or to your **Chain of Command, USS, ISSO, or the Military Police.**

*Follow the procedures in NDSOD Chapter 12: Security Incident Management.*