# DND/CF Guidelines for the External Use of Social Media

**Assistant Deputy Minister
Public Affairs**
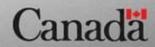
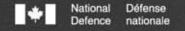November 2011

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# DND/CF Guidelines for the
# External Use of Social Media

## 1. Purpose

These guidelines provide specific direction for all Department of National Defence and the Canadian Forces (DND/CF) communications initiatives using externally facing Web 2.0 platforms such as, but not limited to, Twitter, Facebook and LinkedIn.

## 2. Authority

Pursuant to the *Communications Policy of the Government of Canada*, Assistant Deputy Minister (Public Affairs) (ADM(PA)) is the Head of Communications for the DND/CF and, as such, manages the communications function, including the setting of standards for web content.
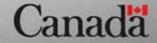
These guidelines support the policy statement of the *Communications Policy* by ensuring that information held by the DND/CF is broadly accessible through a variety of ways and means, and multiple formats that accommodate diverse needs.

Pursuant to the Defence Administrative Order and Directive 1000-0 (DAOD 1000-0) ADM(PA) has functional authority over the management of Internet publishing and, as such, promulgates these guidelines.

### 2.1 ACCOUNTABILITY

As the functional authority for the communications function in the DND/CF, ADM(PA) promulgates this directive which serves as the policy framework for the use of Web 2.0 in the DND/CF.

Defence Administrative Order and Directive (DAOD 6001-1) refers to the Acceptable Use of the Internet, Defence Intranet and Other Electronic Networks, and Computers. It is a directive that applies to employees of the DND and an order that applies to officers and non-commissioned members of the Canadian Forces ("CF members"). It notes that DND employees, CF members and other authorized users shall only use DND and CF electronic networks and computers for official use and authorized use. DND employees, CF members and other authorized users shall not use DND and electronic networks and computers for any unauthorized use or prohibited use.

Official use is any use of DND and CF electronic networks and computers that is necessary to carry out official duties and functions in furtherance of DND and CF goals and objectives, and includes:

- communicating with colleagues, allies, other government L1s and the private sector in the performance of DND and CF functions and activities; and

- conducting research for departmental purposes.

Authorized users should note that this policy does not restrict or modify the mandate or legitimate activities of any organization that uses DND and CF electronic networks and computers as a means to conduct DND business or CF operations.

Meanwhile, L1s remain accountable for the content generated by their command/organization. As such, L1s are accountable for all Web 2.0 content and use in their command/organization, as well as for all costs and resources associated to Web 2.0 tools, services and use they make, including moderation and monitoring.

## 3. BACKGROUND

### 3.1 WHAT IS WEB 2.0?

Web 2.0 refers to Internet-based tools and services that allow for participatory multi-way information sharing, dialogue, and user-generated content. This can include social media, which allows for participants with distinct social/user profiles to create, share and interact with user-generated content, including text, images, video and audio (e.g. Facebook, Twitter, YouTube, Linked-In, blogs), as well as collaborative technologies that allow multiple users to collaboratively create content (e.g. Wikis, Google Docs). Global use of Web 2.0 tools and services is on the rise, with Canadians having one of the highest rates of use in the world.

### 3.2 BENEFITS OF USE

L1s are encouraged to use Web 2.0 tools and services as an efficient and effective additional channel to interact with the public. A large number of Canadians are now regularly using Web 2.0 tools and services to find information about, and interact with, both individuals and organizations. For many Canadians, Web 2.0 is increasingly becoming a primary channel for sending and receiving information. Because of the participatory nature of Web 2.0, it can help facilitate interactive communication and engagement between government departments and their partners and clients, with some common uses including:

- Recruitment;

- Risk and emergency communications;

- Services to the public;

- Stakeholder outreach and education; and

- Consultation.

## 3.3 RISKS OF USE

Though the use of Web 2.0 is encouraged because of the many potential benefits, L1s in the DND/CF should remain aware of the challenges that the use of Web 2.0 can sometimes present, including;

- Difficulty reconciling existing constitutional, statutory, regulatory and policy obligations with the technological constraints and usage patterns of these tools and services;

- Potential misuse of Government of Canada content that is shared through Web 2.0 tools and services, particularly when subject to the terms of service of third-party Web 2.0 service providers;

- Negative perceptions resulting from Web 2.0 initiatives associated with the Government of Canada, including users posting offensive or abusive comments, attempts to engage in dialogue about political decisions or direction, on-line vandalism, and inability to fulfill reasonable expectations of timely two-way communications;

- Misinterpretation of online activity and/or comments as the official position of the Government of Canada rather than that of an individual; and

- Challenges in protecting the privacy of both personnel and the public who are interacting through Web 2.0 tools and services.

## 3.4 PRINCIPLES OF PARTICIPATION

It is recommended that any use of Web 2.0 tools and services to communicate or engage in public consultations on behalf of Government of Canada departments be grounded in the following principles:

**Be Professional**

**Be Transparent**

**Be Inclusive**

**Be Respectful**

**Be Accountable**

**Do No Harm**

Abiding by the spirit of these principles will help ensure that the DND/CF's use of Web 2.0 tools and services meets the standard of trust and confidence that is expected by Canadians.

# 4. PLANNING AND DESIGN

1. **Have a plan**: L1s shall develop a Social Media Plan with input from their public affairs advisors that follows departmental policy and procedures. This plan is to submitted to the ADM(PA) Director General of Marketing and Advertising (+Social Media@ADM(PA) DEC@Ottawa-Hull), prior to April 1, every year.

   The plan should outline:

   a) The business drivers for the use of Web 2.0;

   b) How this use is aligned with overall governmental, departmental, program and/or project and objectives to ensure that it is aligned with overall outcomes;

   c) Delineation of roles and responsibilities;

   d) Knowledge of the target audiences (Internet behaviours, language preference, persons with disabilities, mobile technologies, literacy levels, knowledge and understanding of the issues, positions on issues, etc.) to help identify which are the most appropriate Web 2.0 tools and services for the department to be using, and how to manage interactions;

   e) The authorities for project ownership and approval, competition and contracting, intellectual property, and licences;

   f) A risk assessment and management plan;

   g) A communications plan to:

      i) Help outline the expected nature of the interactions;

      ii) Respond to stakeholders, including when responses are critical, political, off-topic or abusive, and

      iii) Ensure that messaging on Web 2.0 tools and services aligns with Government of Canada themes and messages on other channels.

   h) The allocation by the L1of appropriate resources (human, technical and financial), including the resources needed to manage the accounts in both official languages;

   i) The training required to ensure that personnel understand how to use Web 2.0 tools and services within the legislative and policy framework of the Government of Canada and the DND/CF; and

   k) A continuous improvement process to learn and improve the initiative,

   l) How it will be phased out or transitioned if necessary.

2. **Comply with policies:** L1s should ensure that the mandatory disclaimer (see Annex 3) is included in all DND/CF Web 2.0 platforms and that the following key policy considerations are respected when planning and designing Web 2.0 initiatives including:

   a) Accessibility

      i) Review Web 2.0 tools and services under consideration for potential accessibility barriers for persons using assistive or non-standard devices and determine a mitigation strategy where barriers to accessibility exist, whether participating on Government of Canada or third-party networks;

      ii) Web 2.0 tools and services hosted on public facing Government of Canada Web sites that fall under *Common Look and Feel Standards for the Internet 2.0* must meet Web accessibility requirements as outlined;

      iii) When using third-party Web 2.0 tools and services, L1s must make their best efforts to apply the same accessibility standards as they would to those hosted on Government of Canada networks; and

      iv) Government of Canada content on third-party Web 2.0 tools or services that are not accessible must be linked to another on-line source for that content which is more accessible to persons with disabilities (e.g. to the departmental website).

   b) Communications

      i) Verify that the planned Web 2.0 initiative is congruent with Government of Canada themes and messages as well as DND/CF communications' and consultations' objectives and requirements. The Privy Council Office, through ADM(PA), should be engaged early in the process to ensure alignment of Web 2.0 activities with Government of Canada communication and consultation priorities;

      ii) Confirm that if the planned gathering of opinions or views through public interaction falls within the definition of public opinion research, that it complies with mandatory requirements under the *Communications Policy of the Government of Canada* and related *Procedures for Planning and Contracting Public Opinion Research*;

      iii) Web 2.0 advertising activities must comply with mandatory requirements under the *Communications Policy of the Government of Canada* and related *Procedures for Planning, Contracting and Evaluating Advertising*; and

      iv) Ensure that advertising from sources outside of government is not displayed alongside the department's Web 2.0 presence where possible to avoid perception of endorsement.

c) Federal Identity Program

    i) Ensure that the Government of Canada or department are appropriately identified as required under the Federal Identity Program Policy; and

    ii) Web 2.0 initiatives undertaken jointly with another government, company, organization, group or individual must clearly and equitably identify the participation of all parties.

d) Information Management

    i) Review planned Web 2.0 initiatives for the ability to save or capture information of business value to ensure that relevant content can be stored and retrieved, and to ensure that recordkeeping requirements and procedures are followed; and

    ii) DND/CF information management specialists can assist with determining ways to identify information of business value and to integrate Web 2.0 tools and services with recordkeeping and document management systems where necessary.

e) Official Languages

    i) Ensure that each Web 2.0 tool or service under consideration supports content in both official languages, according to the *Official Languages Act*, the *Policy on the Use of Official Languages for Communications with and Services to the Public* and associated directives, through engaging the assistance of persons responsible for official languages;

    ii) Actively encouraging participation in both official languages, including informing the public that there is an equal "activity" that they can access in the other official language;

    iii) Ensure that terms of reference, conditions of use, departmental positions and disclaimers are available in both official languages;

    iv) Ensure that management and editing tools, help sections, pop-up messages, site navigation, as well as user interfaces (including use of accents for French and equal access from initial points of entry) are available in each official language and are of equal quality. This is required when a Web 2.0 tool or service is being provided by the Government of Canada; when using a third-party Web 2.0 tool or service, L1s should strive to meet these obligations and assess whether the platform should in fact be used;

    v) Ensure that if using two separate single-language accounts, that both versions have equal status (i.e. both versions considered to be official);

    vi) Put in place a strategy to deal with comments from the public in both official languages. This strategy must include carefully monitoring both language versions of Web 2.0 tools or services being used so that when it appears that the department is

receiving more public questions/comments in one language that require a general and public response, it ensures that it provides the same information to the public in both official languages. L1s should consider providing regular summaries of comments which are posted in both official languages simultaneously; and

vii) Plan ahead for translation at key milestones to ensure equality of services in both official languages.

f) Privacy and Access to Information

i) Engage the Directorate of Access to Information and Privacy office at a sufficiently early stage to assist in reviewing the privacy implications of the planned use of Web 2.0 tools and services. ATIP officials will help ensure that:

a. The requirements of the *Privacy Act* are respected;

b. TBS policy instruments, in particular that PIA requirements, are addressed where appropriate;

c. In cases where personal information is used for non-administrative purposes only, that a privacy protocol addresses any personal information concerns;

d. An appropriate privacy notice is developed for the site; and

e. Procedures are in place to ensure any requirements under the *Privacy Act* or *Access to Information Act* are addressed

ii) Privacy, legal and security concerns related to sites hosted or owned by third parties are addressed; and

iii) L1s should monitor Web 2.0 sites to ensure that any inappropriate, unsolicited or confidential information is removed.

g) Procurement and Contracting

i) If the acquisition of the Web 2.0 tool or service has costs associated with it, consult with procurement and contracting experts for guidance;

ii) A contracting risk assessment must be undertaken for each of the Government of Canada's Web 2.0 initiatives that have a cost associated with the use of the respective tool or service. Conducting a risk assessment remains a good practice in the case of using no cost Web 2.0 tools and services; and

iii) When available, use the custom terms of service that have been negotiated by Public Works and Government Services Canada (PWGSC) for some no-cost Web 2.0 tools and services.

h) Security

    i) Evaluate any unique security risks (e.g. identity theft, viruses, worms, phishing and Trojan Horses) associated with the Web 2.0 tools or services under consideration, and identify approaches for information and technology security.

3. **Legal review:** Prior to using Web 2.0 tools and services, L1s should engage their legal services unit for advice on associated legal issues. In seeking advice, L1s should provide legal counsel with information about the proposed use(s) including information about the Web 2.0 initiative's oversight plan, the particular Web 2.0 tool or service under consideration and the relevant terms of use. Key legal issues related to Web 2.0 initiatives will include:

    a) Canadian Charter of Rights and Freedoms and Canadian Human Rights Act;

    b) The Values and Ethics Code for the Public Service;

    c) Privacy and Access to Information;

    d) Official Languages;

    e) Intellectual Property (including copyright);

    f) Procurement;

    g) Crown Liability; and

    h) Governing law.

## 5. Rules of Engagement

Due to the open nature of many Web 2.0 tools and services, L1s should be prepared to have public and authentic interactions that are credible, objective and impartial. When embarking on a Web 2.0 initiative, understand the customs and expected behaviours of the tool or service that you are planning to use. L1s should develop rules of engagement for their use of any Web 2.0 tool or service. These should include expected behaviours for participants and consequences for violation. Explicit links to specific legislation and Treasury Board and departmental policy compliance requirements should be made.

The rules of engagement should be clearly posted on or linked to from the Web 2.0 tool or service at an appropriate location, such as the departmental account profile or the main navigation page. The rules of engagement should, at a minimum, cover the following:

1. Moderation criteria for:

    a) Topical posts or comments;

    b) Personal information and other protected or classified information;

c) Political posts;

d) Advertising, solicitation or spam;

e) Profanity;

f) Attacks; and,

g) Discrimination on the basis of, for example, race, national or ethnic origin, colour, religion, sex, age, mental or physical disability, or sexual orientation;

2. Response time expectations; and

3. Intellectual property (including copyright), privacy, accessibility and official languages notices.

## 6. Evaluation and Measurement

L1s shall conduct ongoing evaluations of all Web 2.0 initiatives that:

1. Measure and evaluate to what extent the use of the Web 2.0 tool or service is meeting expected outcomes and providing business value;

2. Ensure that the use of the Web 2.0 tool or service is reaching the desired target audiences;

3. Evaluate compliance with policies, procedures and legal obligations;

4. Measure and evaluate at regular intervals which are appropriate to the pace and nature of interactions; and

5. Establish processes to leverage outcomes of evaluation to improve the initiative, including updating personnel and managers' training needs.

## 7. Guidance for Personnel

Personnel may use DND/CF Web 2.0 tools and services in the following ways:

**Official Use:** Use of an official Web 2.0 account for DND/CF communication purposes, including as a spokesperson for the DND/CF or within the scope of an individual's duties in the course of their employment; and/or;

**Professional Networking Use:** Use of an individual Web 2.0 account for non-official communication purposes that are related to their employment, including participating in professional associations, knowledge sharing and career development.

1. All information, statements or comments posted to any DND/CF Web 2.0 account must:

   a) Respect values and ethics of the DND/CF and of the Public Service of Canada;

   b) Be politically neutral;

   c) Protect personal information;

   d) Respect security standards in place;

   e) Respect intellectual property (including copyright) considerations;

   f) Respect Official Languages guidelines;

   g) Refer public and media enquiries to the MLO;

   h) Use the appropriate Government of Canada or DND/CF symbols;
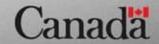
**L1 SOCIAL MEDIA ACCOUNT REQUEST FORM**

Please submit the completed form to the ADM(PA) Director General of Marketing and Advertising (+Social Media@ADM(PA) DEC@Ottawa-Hull).

**Communications Issue**:

**Desired strategic outcomes**:

**Social media platform(s) account requested**:

| Twitter ☐ | LinkedIn ☐ | Flickr ☐ |
|---|---|---|
| Facebook ☐ | YouTube ☐ | Other ☐ |
| | | name: |

**Does your Level 1 group already have any social media accounts?**

Yes ☐       No ☐

**If Yes which ones**:

| Twitter ☐ | LinkedIn ☐ | Flickr ☐ |
|---|---|---|
| Facebook ☐ | YouTube ☐ | Other ☐ |
| | | name: |

**Proposed account name(s):**

English:

French:

**How does this communications initiative align with overall governmental, departmental, program and/or project and communications objectives?**

**Target audience(s):**

**Governance:**

Project Lead:

Content Approval Authority:

**Please describe the allocation of resources (human, technical and financial), including the resources needed to manage the accounts in both official languages**:

**Describe the training provided to personnel to ensure they understand how to use social media platforms and services within the legislative and policy framework of the Government of Canada and the department:**

**What is the proposed approach for evaluating the program (including metrics and what will define success)?**

**Proposed timeline for evaluation**:

**Describe potential risks and mitigation strategies:**

**How will the initiative be phased out or transitioned if necessary?**

## Official Languages

### Relevant Policy and Legislative Requirements

When determining departmental practices for the use of external Web 2.0 tools and services, L1s are encouraged to seek the advice and participation of persons responsible for official languages and legal services within their organization.

This appendix is intended to provide additional guidance to L1s in applying the Canadian Charter of Rights and Freedoms (ss.16-20) and the *Official Languages Act*, its regulations, policies and directives in the use of Web 2.0 tools and services. Although the *Official Languages Act* predates the emergence of Web 2.0, L1s need to ensure that the use of Web 2.0 tools and services complies with Part IV of the *Official Languages Act* and, consequently, to the *Policy on the Use of Official Languages for Communications with and Services to the Public*, the *Directive on the Use of Official Languages in Electronic Communications* and the *Directive on the Use of Official Languages on Web Sites*. See the Treasury Board of Canada Secretariat website for current versions.
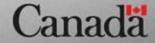
Federal departments must also comply with Part VII of the *Official Languages Act* in their use of Web 2.0 tools and services. This deals with the advancement of English and French, enhancing the vitality of linguistic minority communities, as well as fostering the full recognition and use of both English and French in Canadian society.

### Use of Official Languages and Web 2.0

For online communications, one of the vehicles for official dissemination of a department's information is through their respective web site. The application of Web 2.0 tools and services should remain consistent with the Government of Canada's approach to web sites. The department's terms of use for social media should be posted on their web site to which users are referred through a link or web address.

### Recommended Practices

Whether provided by Government of Canada or third-party Web 2.0 tools and services, L1s must ensure that all profile content through all forms of communication originating from federal departments is made available simultaneously in both official languages and is of equal quality. This includes terms of reference, rules of engagement, and departmental positions and disclaimers. When the Web 2.0 tool or service is being provided by the Government of Canada, management and editing tools, help sections, pop-up messages, site navigation, as well as user interfaces (separate interfaces for each official language of equal quality) must be available in both official languages and be of equal quality. When using a third-party Web 2.0 tool or service, L1s should strive to meet these obligations and assess whether the platform should in fact be used.

Users should be advised that by participating in Web 2.0 activities, they are consenting to the possibility that their comments could be summarized and translated by L1s.

Where third-party Web 2.0 tools and services (e.g. Twitter, Facebook, YouTube) are used, the department should reference through profile information, the rules of engagement located on the department's web site, including the official languages component.

L1s, as well as personnel communicating on behalf of their department when using Web 2.0 tools and services, must respect the concept of active offer of services by ensuring that the user knows communication is available in both official languages and can access the equivalent services in the other official language.

In all Web 2.0 initiatives aimed at the public, L1s must:

   a) Encourage users to contribute in the official language of their choice; and

   b) Use Web 2.0 tools and services that are conducive to the use of both official languages.

When considering using Web 2.0 tools and services being developed by the Government of Canada and/or hosted on Government of Canada networks, L1s need to evaluate the extent to which these tools and services allow the department to comply with its official languages obligations. If these tools and services are not offered in both official languages, L1s should opt for ones that allow them to comply with their obligations and that allow users to switch from one language to the other.

A department that posts information using Web 2.0 tools and services on the site of an entity or third party not subject to the *Official Languages Act* must ensure that:

   a) Information originating from the department is in both official languages; and

   b) A notice precedes the information to indicate clearly that the information originates from that department.

L1s that re-disseminate third-party information should look for sources that release information in both official languages.

In order to foster the full use of English and French in Canadian society and to meet its obligations in relation to communications to the public, L1s should carefully monitor both official language versions of the application used. When it appears that the department is receiving more public questions/comments in one language that require a general and public response, it should ensure that it provides the same information to the public in both official languages. Responses should be formulated in a way that allows all users to understand the nature of the initial query and are available in both official languages simultaneously. This can be done by summaries of discussions/questions that have taken place on both accounts or by referring the public to the information on its web site. The summary should include discussions that have taken place on both language accounts and the sum total of the discussions posted in both languages.

## Practical Tips for Complying with Official Languages Requirements:

- For most Web 2.0 tools and services, a single-language version (two accounts) is the recommended best practice. L1s should take measures to ensure, as much as possible, that users of both accounts have an equally profitable experience.

- All content (text, audio, video, etc.) should be posted simultaneously in both official languages through the respective departmental account.

- The equivalent account, and where possible, the equivalent content in the other official language should be clearly referenced with the appropriate link.

- L1s actively engaging in providing responses through Web 2.0 tools and services should do so in the language in which contact was initiated, unless it is a question of general public interest that requires a response in both official languages. If information is referenced pertaining to the department, it should direct users to their web site where content is available in both official languages.

- L1s should carefully monitor both official language accounts of the Web 2.0 tool or service being used. When it appears that the department is receiving more public questions/comments in one language that require a general and public response, it should ensure that it provides the same information to the public in both official languages. Responses should be formulated in a way that allows all users to understand the nature of the initial query and are available in both official languages simultaneously. L1s should consider providing regular summaries of comments/questions which are posted in both official languages simultaneously.

- As a way of promoting linguistic duality, L1s that re-disseminate third-party information should look for sources which release information in both official languages.

- The re-dissemination of unilingual third-party information items should not be a frequent and predominant method of disseminating information. If third-party information is circulated, the department informs the public through the rules of engagement located on its web site that the information was obtained from an external source that is not subject to the *Official Languages Act*.

- For collaborative technologies such as Wikis, the following practices should be followed:

    o L1s should make content pages available in both official languages, and provide links between the English-language and French-language pages;

    o When users are asked to edit pages they can do so in their preferred official language;

    o Once the content is finalized and approved, it is posted in both official languages or a link to the final document where there are English and French versions is provided. Both versions are posted simultaneously and are of equal quality. The appropriate

links are established between the English and French versions;

- o In the case where the content does not reach a final version but continues to change as new events take place, the department determines at which point a significant version is attained. Significant versions are made available simultaneously in both official languages. A significant version represents an important step in the development of the content, one which allows the discussion or consultation to move on to a new phase in its progression. If the steps are not clearly defined, the project leader determines when a significant version is attained;

- o L1s decide whether it is best to have one bilingual discussion page or two separate pages, one for each official language. L1s base this decision on consideration of different factors such as their objective, the intended public audience, relevance and the extent to which this Web 2.0 tool or service allows L1s to fulfill their official languages obligations in conducting their particular consultation; and

- o L1s should provide links between the English-language and French-language discussion pages when two discussions are being held concurrently.

- For media/file sharing tools and services, the following practices should be followed:

  - o In the production of video and audio, content should be made available in both official languages. The English-language and French-language versions should be equivalent in content and be of equal quality using identical formats.

  - o In cases where the media file is in one language only, L1s should provide voice-over or subtitles or transcriptions for the version in the other language.

  - o Bilingual video that is posted on both sites should contain voice-over, where applicable, subtitles or transcriptions in the other official language. L1s should plan videos to ensure that they are not creating a situation where one language is always a language of translation.

- For instant messaging/chat sessions, L1s should determine whether it is best to hold a bilingual session or two separate sessions in each official language. If one bilingual session is held, the session organizers should actively encourage participants to use the language of their choice. Responses from the department should be formulated in a way that allows all users to understand the nature of the initial query and should be available in both official languages simultaneously.

## *Translation Software*

The use of translation software or automated translations offered on web sites is not recommended for use in an official communications context given their current limitations and given the Translation Bureau's advice against their use. L1s are responsible for the content of the information they provide, even when the information is housed on third-party platforms, and would therefore also be responsible for the quality of translations generated by automated software.

## MANDATORY DISCLAIMER

*L1 organizations must include the following disclaimer:*

We encourage open and lively debate but the decision to publish comments on this site, or on any of the Department of National Defence and the Canadian Forces' (DND/CF) social media properties, remains at the discretion of the Department and the Canadian Forces.

Please note that the comments expressed on this site, or on any of the DND/CF social media properties, do not reflect the opinions and positions of the Department, the Canadian Forces, federal government, or any of their officers and employees. Similarly, the appearance of external links, on this site does not constitute official endorsement by the DND/CF.

While we try to ensure the accuracy of the content on this site, the DND/CF shall not be responsible for any reliance by the users on the accuracy, completeness, efficacy, timeliness or reliability of the content posted by users.

We accept no responsibility for lack of service due to social media properties downtime.

We encourage users to contribute in the official language of their choice.

We are actively engaged in providing responses through Web 2.0 tools and services in the language in which contact was initiated, unless it is a question of general public interest that requires a response in both official languages. For information concerning the DND/CF, the users may also consult their official website which content is in both official languages.

By submitting a comment on this site, you, as the user, agree to indemnify and hold harmless Her Majesty the Queen in right of Canada including the DND/CF against any liability and any and all third-party claims, demands, actions or costs (including legal costs on a solicitor-client basis) arising from its publication, including but not limited to breach of confidentiality or copyright, libel, or any obscene, defamatory, seditious, blasphemous or other actionable statement you may make.

We will not comment in the case of ongoing investigations, legal proceedings or matters before Parliament.

Comments used for party political purposes will not be published, on this site, or on any of the DND/CF social media properties.

We will take seriously and report to the proper authorities any threats to the DND/CF, their employees, other users or the federal government.

We will protect confidential information pursuant to the *Access to Information Act* and *Privacy Act*.

*L1 organization can also include the following disclaimer(s) as applicable to the media platform:*

Reporters are asked to send questions to the appropriate individual in our Media Relations Offices and refrain from submitting questions here as comments. Reporters' questions will be removed.

The DND/CF cannot reply to every comment posted. We will, however, attempt to engage in conversation when appropriate or possible.

Please note that being followed and "re-tweeted" by us on Twitter should not be interpreted as an endorsement of the originator or of any organization the tweet refers to.

**CANFORGEN 136/06 CDS 050/06 011318Z SEP 06**

**GUIDANCE ON BLOGS AND OTHER INTERNET COMMUNICATIONS - CF OPERATIONS AND ACTIVITIES**

UNCLASSIFIED

REFS: A.QR AND O 19.36, 19.37, AND 19.375
B.DAOD 2008-1, 2008-4, AND 2008-6
C.NDSP CHAPTER 30

1. RECENTLY THERE HAS BEEN CONSIDERABLE INFORMATION POSTED TO THE INTERNET DESCRIBING THE EXPERIENCES OF CF MEMBERS, PARTICULARLY THOSE DEPLOYED ON OPERATIONS. THESE POSTINGS HAVE INCLUDED COMMENTARIES ON PERSONAL WEBSITES, WEB-LOGS (BLOGS) AND E-MAILS, AND UPLOADED STILL AND VIDEO IMAGERY. THIS MATERIAL HAS BEEN POSTED BY CF MEMBERS DEPLOYED ON OPERATIONS OR IN GARRISON, FAMILIES AND ACQUAINTANCES OF CF MEMBERS, EMBEDDED JOURNALISTS AND OTHER MEDIA, AND THE GENERAL PUBLIC

2. THIS CANFORGEN IS INTENDED TO ENSURE CF MEMBERS, THE CHAIN OF COMMAND, AND SPECIALIST ADVISORS AT ALL LEVELS ARE AWARE OF THE RISKS INHERENT IN MAKING SOME TYPES OF INFORMATION OR IMAGERY AVAILABLE TO THE WIDE AUDIENCE USING THE INTERNET, AND OF THE MEASURES TO BE TAKEN TO PREVENT SUCH RISKS

3. OPERATIONAL SECURITY IS PARAMOUNT. IT IS INCUMBENT UPON ALL CF MEMBERS TO CONSIDER THE POTENTIAL FOR CREATING RISK TO THEMSELVES, THEIR FAMILIES, THEIR PEERS, AND THE MISSION BY PUBLISHING INFORMATION TO THE INTERNET. SUCH INFORMATION OR IMAGERY MAY, EITHER INDIVIDUALLY OR IN CONJUNCTION WITH OTHER INFORMATION, PROVIDE EXPERT ANALYSTS INSIGHTS INTO CF CURRENT OPERATIONS, EQUIPMENT, CAPABILITIES, TACTICS, AND INTENTIONS, OR MAY PROVIDE INFORMATION THAT PUTS PERSONNEL IN SPECIALIST ROLES OR THEIR FAMILIES AT RISK

4. CF MEMBERS ARE TO CONSULT WITH THEIR CHAIN OF COMMAND BEFORE PUBLISHING CF-RELATED INFORMATION AND IMAGERY TO THE INTERNET, REGARDLESS OF HOW INNOCUOUS THE INFORMATION MAY SEEM. THE CHAIN OF COMMAND HAS ACCESS TO EXPERT ADVISORS, SUCH

AS PUBLIC AFFAIRS AND INTELLIGENCE STAFFS, WHO WILL ENSURE THAT SUCH PUBLISHED INFORMATION IS NOT ULTIMATELY PREJUDICIAL TO CF OPERATIONS AND PERSONNEL

5. CF MEMBERS ALSO HAVE A RESPONSIBILITY TO ENSURE THAT ANY INFORMATION OR IMAGERY THEY SHARE WITH A THIRD PARTY WHO MAY NOT SHARE CF OPERATIONAL SECURITY CONCERNS IS NOT OF SUCH A NATURE THAT IT COULD CREATE RISKS IF PUBLISHED

6. COLLECTION OF INFORMATION OR IMAGERY BY EMBEDDED JOURNALISTS OR OTHER MEDIA IS SUBJECT TO AGREEMENTS BETWEEN SUCH MEDIA AND THE RESPONSIBLE PUBLIC AFFAIRS STAFF, WHO WILL ENSURE THE APPROPRIATE MANAGEMENT AND RELEASE OF INFORMATION

7. IT IS NOT THE INTENT OF THE CF TO RESTRICT THE INTERNET ACCESS PROVIDED TO CF MEMBERS AS DESCRIBED IN THE REFERENCES. WITHIN GENERALLY WELL-UNDERSTOOD LIMITS, CF MEMBERS ARE ENTITLED TO COMMUNICATE WITH FRIENDS, FAMILY AND COLLEAGUES, AS ARE ALL CANADIAN CITIZENS

8. THE CF CHAIN OF COMMAND, PARTICULARLY IN A THEATRE OF OPERATIONS, HAS THE AUTHORITY TO RESTRICT ACCESS TO THE INTERNET IF IT IS DEEMED ESSENTIAL TO MAINTAINING OPERATIONAL SECURITY

9. LEGAL ADVICE ON THIS CANFORGEN IS AVAILABLE TO THE CHAIN OF COMMAND FROM THE NATIONAL SECURITY DIRECTORATE OF THE CF LEGAL ADVISOR (CFLA)